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# ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

## **Exploring the Influence of Facebook on Traditional Media in Ethiopia: The Case of Ethiopia Broadcasting Corporation**

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**Addis Ababa, Ethiopia**

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COLLEGE OF HUMANITIES, LANGUAGE STUDIES AND  
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EXPLORING THE INFLUENCE OF FACEBOOK ON TRADITIONAL MEDIA  
IN ETHIOPIA: THE CASE OF ETHIOPIA BROADCASTING CORPORATION

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**Addis Ababa, Ethiopia**

**May, 2024**

## Declaration

I hereby declare that this research project ‘Exploring the Influence of Facebook on Traditional Media in Ethiopia in the Case of Ethiopia Broadcasting Corporation’, is my original work and has not been submitted to or examined by any other university. All the sources of materials used for the thesis have been properly acknowledged.

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This is to certify that the thesis prepared by NetsanetTsegay, entitled ‘Exploring the Influence of Facebook on Traditional Media in Ethiopia in the Case of Ethiopia Broadcasting Corporation’ and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication fulfills with the regulations of the University and notes the accepted standards concerning originality and quality.

**Signed by the Examining Committee:**

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**Chair of Department or Graduate Program Coordinator**

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## Abstract

*The purpose of this study is to evaluate Facebook's impact on Ethiopian traditional media, particularly with regard to information sharing. Using a mixed-methods design, the study's main data-gathering instruments were a survey questionnaire and an in-depth interview. 68 journalists, 45 of whom were men and 23 of whom were women, from EBC's web and television broadcasting divisions participated in the study. There are 28 journalists in the web department of this. Consequently, the results showed that Facebook had a big impact on Ethiopian conventional media and made them adjust to the changing nature of news consumption. Traditional media channels must compete for audience attention as more people rely on Facebook for news updates. Information is usually gathered by journalists from a variety of sources, such as press releases, interviews, social media, and official announcements. of social The distinction between content providers and consumers has become more hazy due to the rise of social media platforms, with Facebook being the medium of choice for journalists. In order to overcome the challenges posed by these platforms, conventional media needs to build credibility and trust, make investments in digital innovations and audience engagement, and collaborate with social media companies such as Facebook. Different viewpoints on Facebook's impact over traditional media in Ethiopia are revealed by survey results. About 25% of people think Facebook has a beneficial impact, while 30.9% think it has a negative one. 44.1% of respondents are neutral, suggesting that a variety of variables influence these differing viewpoints. Facebook's engagement with conventional media has benefits and drawbacks. While it increases visibility and reach, there is a chance of false information and fake news, which could compromise Facebook's credibility.*

**Key words: Facebook, Traditional media, social media**

## **Acronym**

EBC ..... Ethiopia Broadcasting Cooperation

NGO ..... Non-Government Organization

US ..... United State

SPSS ..... Statistical Package for the Social Sciences

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# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the study

Social media platforms have revolutionized the way we communicate and consume media. Among the various social media platforms, Facebook has emerged as the undisputed leader with more than 2.8 billion monthly active users as of 2021 (Statista, 2021). With such a massive user base, Facebook has significantly influenced traditional media in terms of content creation, delivery, and consumption.

Facebook has had a significant influence on the content created by traditional media outlets. With the rise of digital media, there has been a shift towards shorter and more attention-grabbing news pieces. News outlets often tailor their content to suit Facebook's algorithm, which prioritizes posts with high engagement rates (Bucher, 2016). This has led to an increase in sensationalized and clickbait content, as media outlets strive to attract more clicks and shares on the platform.

For a long time, the main sources of news and entertainment for people have been traditional media, including radio, television, and newspapers. But, the world of traditional media has changed dramatically as a result of the emergence of social media, especially Facebook.

According to Smith (2020), traditional media outlets have several features that distinguish them from newer forms of media, such as digital and social media platforms. First, traditional media typically involve one-way communication, where content is created by professionals and distributed to a wide audience. The audience has little or no opportunity to interact with the content creators or influence the content itself. Second, traditional media outlets often have editorial standards, professional journalists, and a structured production process. These factors are intended to ensure the quality, accuracy, and credibility of the information they provide. Third, traditional media have been the primary sources of news, information, and entertainment for many years before the rise of digital and social media platforms. They have shaped the public opinion, culture, and values of generations of people around the world.

However, traditional media also face some challenges and limitations in the modern era, such as declining revenues, shrinking audiences, and increasing competition from alternative sources of information and entertainment.

According to Jones (2024), while traditional media remains important in Ethiopia, the media landscape is evolving rapidly with the rise of digital technologies and the Internet. Social media platforms like Facebook, Twitter, and YouTube are increasingly influencing news consumption habits and shaping public discourse in the country. However, traditional media continues to play a significant role in providing news, information, and entertainment to diverse audiences across Ethiopia.

Publishing and other traditional media once required a printing press. The area of circulation was restricted to a small portion of space. To send signals across a nation, a region, or the world, radio and television broadcasting depends on costly equipment. A user can now access a free and worldwide platform as soon as he establishes an internet connection. The new model is predicated on the idea that the devices are intelligent. This implies that one does not require permission from anyone to suggest or investigate novel forms of cooperation and communication. These days, self-publishing is the standard and anyone with a laptop or camera may start their own non-profit.

New media technology is having a major impact on traditional journalism, changing both public and commercial media into more transparent, reliable, and valuable platforms for information and discussion. The shift to non-linear and user-generated news challenges the traditional media's assertions of expertise, neutrality, and excellence, underscoring the necessity of adjusting to technological advancements.

Culnan (2010) noted that "social media platforms are utilized by individuals, as well as by groups, organizations, and even large corporations. The substantial user base and the regularity of user interaction and engagement with social media imply that social media is a significant platform that organizations and businesses should consider. Companies and institutions have come to understand that involvement in social media can enable 'highly participatory' interaction with customers and stakeholders, leading them to feel more loyal and favorable toward the engaging company or institution. Specifically, four different social media platforms are most

commonly used by companies because of their efficacy in engaging consumers: Facebook, Twitter, Blogs, and customer-hosted forums. Social networking sites are potent tools that can enhance a group's well-being and the speed of information interchange.

EBC used various social media channels to distribute content that entertains, enlightens, and educates diverse audiences, as well as traditional mainstream media. EBC makes use of Facebook, Twitter, and YouTube, which are the most popular social media platforms. For example, EBC's Facebook page has 3.58 million followers, indicating that the content shared on this social media platform has a significant impact.

The Ethiopian Broadcasting Corporation is a prominent public media organization that has extensive programming and news content addressing various social, political, and economic issues. Being operational since 1957, EBC is the oldest and most established public media provider on radio. EBC has a broad audience within and outside the country and is estimated to reach 42% of the population beyond the satellite dish community, making it the exclusive outlet for non-dish users. Additionally, its radio broadcasts cover listeners across Ethiopia, especially reaching the rural population in all regions. With over 2,200 permanent staff at its headquarters and regional branches nationwide, EBC plays a significant role in training more than 439 undergraduates and 63 graduates in journalism and related fields, primarily supporting the content sector. It is also a leading institution with influential journalists creating a diverse range of impactful news, programs, and documentaries.

The study was conducted at the EBC Television station, the Corporation has more than 2,200 full-time staff at its regional offices and central headquarters throughout Ethiopia. EBC, headquartered in Addis Ababa, is the largest and most established broadcaster in Ethiopia. It is government-owned and produces news, sports, music, and other forms of entertainment.

This research included only journalists working in the Television broadcasting stream and online department. Thus, to choose the sample, the random sampling technique was used. The researcher reasoned that the participants would be able to provide insight into how a typical local journalist in the field uses the Facebook platform to enhance coverage and its impacts on traditional media practices.

These statistics were based on data received from the EBC institution website by the researcher during the preliminary study.

The advent of social media platforms such as Facebook has brought about a significant change in the way news is spread, challenging the dominance of traditional media. This research seeks to examine the impact of Facebook on traditional media, with a specific focus on its role in disseminating news in the context of EBC. The research will explore the evolving patterns of news consumption and the shift in audience preferences from traditional to digital platforms.

## **1.2 Statement of the Problem**

The emergence of social media has revolutionized mass media, combining traditional forms of communication onto a single platform. Social media enables both professionals and amateurs to reach large audiences, similar to traditional mass communication. It fosters interactivity and non-hierarchical communication, and challenges established power and knowledge structures (Newman 2009; Gitelman and Pingree 2003).

The media landscape in Ethiopia has been significantly changed in recent years with the rise of social media platforms, especially Facebook. This has disrupted the traditional role of established media outlets in the dissemination of news.

Despite the growing prevalence of social media, including Facebook, there is limited understanding of the extent to which these platforms influence traditional media practices and audience engagement with news content. Different researchers like AmayuItana, Bitima Milkessa, SileshieSemahagne, and others tried to justify the impact of social media on mainstream media in Ethiopia. Sileshie's (2014) findings indicated that Facebook is less used for information, discussion, education and business purposes in the country. More importantly, Facebook is found to cause addiction and most users are spending their time on it for trivialities.

In a similar vein, Bitima (2019) came to the conclusion that social media has had a major impact on traditional journalistic techniques, resulting in the birth of novel methodologies. Journalists now use social media into their everyday work processes, yet there is still disagreement about whether media companies have access to consistently dependable computing technologies.

However, none of the research showed how much Facebook has changed or impacted Ethiopian traditional media practices or those of media professionals.

So far, daily, a large number of Ethiopians have signed up for Facebook. Opinions that are in opposition to it are being directed toward it in light of its massive accessibility growth and quick evolution as a media platform for developing sociocultural and political events.

Scholars like Gladwell (2010) state that tracing the bad historical game played by the older media in some notable instances, warned that the very nature of Facebook would make it more susceptible to counterproductive usage. On Facebook, users enjoy the freedom to publish content that may spread hate, degrade cultural values, and affect the overall well-being of societies.

The possibility that users may spend much of their productive time surfing trivialities on Facebook can also be dangerous and imply major loss (Ibid). Most of the Facebook users are in their young and productive age.

The largest proportion of Ethiopian users is currently in the 25-34 age group, followed by users aged 18-24, according to Social Bakers (2014). While they are supposed to use their time more for meaningful circumstances, they may be lured by the life of personalities, long hours of meaningless chatting with 'friends', photos, and related things, even during the time of serious work. But if the users are spending their time on Facebook for meaningful political, social, economic, and cultural discourse, its contribution could be greater. Others argue that, unlike its previous predecessors, Facebook became the most democratic media by being accessed and deployed by people with skills to use it and ideas to share.

With social media's introduction, journalism has undoubtedly evolved in terms of both story development and distribution methods. Even though social media has helped spread knowledge, there are worries about how productivity may be affected and how newsroom distraction may result from using it.

Browne (2013) asserts that with over a billion users on Facebook, journalists might potentially find sources rapidly by searching for terms associated with a geotagged breaking news incident. Social media platforms have become essential to the collection and processing of news, as well as an inventive way to reach consumers. But as O'Sullivan and Heinonen (2008) point out, the

dynamic nature of social media raises new concerns about the standards and practices of journalism, some of which go against the core ideas of the profession.

A new need for modern technology emerges as media professionals, including journalists, integrate social media more and more into their job processes. There is a "significant effect on the adoption of social media as sources of news" due to the technological infrastructure that newsrooms provide for journalists and media professionals (Singer, 2006).

This study aims to address the knowledge gap regarding the impact of Facebook on traditional journalism practices in Ethiopia and the wider media industry. It also seeks to uncover how news consumption is evolving in Ethiopia's digital age, offering insight to media companies for adapting to changing audience preferences and behaviors.

### **1.3. Objective of the study**

#### **1.3.1. General Objective**

The study aims to evaluate the influence of Facebook on traditional media in Ethiopia, particularly on information dissemination.

#### **1.3.2 Specific Objectives**

- ❖ To evaluate the challenges that traditional media faces as a result of the widespread use of Facebook
- ❖ To find out how EBC journalists use Facebook for information gathering, sharing, content enrichment, and news production.
- ❖ To assess Facebook's adaptability to the changing news distribution landscape and the benefits and challenges it presents to traditional media firms.

### **1.4 Research Questions**

1. What are the difficulties that traditional media organizations (EBC) face as a result of the widespread use of Facebook?
2. What are the ways that EBC journalists utilize Facebook for news production, content enrichment, information sharing, and gathering?

3. How has Facebook altered the landscape of news distribution, and what advantages and disadvantages does it pose for established media companies?

### **1.5 Significance of the study**

The fact that digital media has grown to be a major source of communication makes this study important. To comprehend how emerging web technologies are impacting the media landscape, research into these technologies is essential. Thus, this study examined how journalists use Facebook for news sourcing, processing, sharing, and feedback, and it demonstrated the benefits of combining Facebook with traditional journalism methods.

Positive effects from this study will also be seen in several other domains, including academia, NGOs, governments, private citizens, and the media industry as a whole. Thus, the findings of the study can inform policymakers and regulatory bodies about the evolving media landscape in Ethiopia. The study explores Facebook's impact on traditional media in Ethiopia, aiming to inform stakeholders about the complex relationship between the two platforms, promoting media plurality, journalistic integrity, and reliable news access.

### **1.6 Scope of the study**

This research focused on journalists employed at Ethiopia Broadcasting Corporation. This institution provided the majority of the crucial data needed for this research. Consequently, other staff members of these organizations were excluded from the collection of the essential data, which was limited to journalists. The study only focuses on the EBC Facebook page posts in Amharic language. The data gathered for this study and its conclusions, however, may apply to all journalists because they all possess similar characters and skills. On the other hand, the study didn't include deeply other social media the organization utilizes for information dissemination.

### **1.7 Limitations of the study**

The study primarily focuses on the influence of Facebook on traditional media within the context of EBC, thereby potentially overlooking broader impacts on other media organizations and societal aspects is the limitation of study.

Furthermore, the dearth of sufficiently published and documented data hindered comprehensive analysis and validation of results. The selection of theoretical frameworks posed another challenge, given the novelty of social media technologies and the uncertainty surrounding their application in research. Finally, constraints in time and finances prevented the researcher from conducting in-depth investigations into additional social media channels utilized by the company, potentially limiting the breadth of the study's insights.

### **1.8 Organizations of the Study**

There are five chapters in this research. The study's history, problem statement, aims, significance, scope, and limits are all introduced in the first chapter. The literature is reviewed in the second chapter along with the theoretical underpinnings and problems pertaining to journalists' usage of social media for work-related purposes. The methodology used in this study and the justification for the use of quantitative and qualitative methodologies are covered in the third chapter. The presentation and analysis of the gathered data are the main topics of the fourth chapter. The fifth and last chapter presents a summary of the main findings, conclusions, and suggestions.

## CHAPTER TWO

### 2. RELATED REVIEW LITERATURE

#### 2.1 Introduction

We undertake a thorough analysis of the literature and empirical research on social media and traditional media in this chapter, with an emphasis on Ethiopia. The definition and significance of social media for mainstream journalism practitioners, as well as the impact of social media on these practitioners, are all covered in the first sections of the book. Other topics covered include the evolution of media platforms, journalistic code of ethics, historical development of journalism, norms of practice, and the impact of various technologies on journalism. This review directs future research by highlighting current research needs. Books, journals, websites, research reports, articles, and other primary and secondary literature sources were consulted by the investigator.

#### 2.2 The introduction of Facebook and its advancement

Facebook was first utilized as a communication tool at Harvard University, but as technology advanced quickly, Facebook expanded around the globe, including to Indonesia. Mark Zuckerberg, a student at Harvard University, founded Facebook as a hobby website under the original name The Facebook. Facebook's founding date, February 4, 2004, is significant since it was then that Mark Zuckerberg introduced the social media platform as a way for Harvard University students to meet and socialize. In just one day since its introduction, this incredible social networking site has attracted 1,200 Harvard students as users ([Facebook's Early Days at Harvard - The Atlantic](#)).

*“With radio, it took 38 years to reach a target audience of 50 million; with Facebook, it took a mere two years,”* (Hoffman, 2009:1). Facebook is one of the most popular and universal social media and networking sites. In 2010, Facebook's active user numbers increased to more than 500 million. Kabani (2010) states that users spend an average of 20 minutes a day engaging on the site, and at least half of the entire Facebook population logs in once a day. Facebook was the top-searched term overall in 2009 moving up from the 10th spot in 2008. These statistics only

include visits to websites, so incorporating mobile phone applications would make for an even greater percentage of visits (Experian Marketing Services, 2010).

Facebook consists of four main components: profiles, groups, pages, and events. Profiles are personalized representations of individuals, reflecting their style, interests, and creativity. Meanwhile, groups provide a platform for users to engage with smaller communities that share common interests or beliefs.

Fan pages are also smaller communities within Facebook. Events are virtual invitations created to invite other users to any real or online event (Kabani, 2010). This application works by enabling the recruitment of members and easy dissemination of messages through social networking. Diverse political, social, and special-interest organizations utilize Facebook groups to engage in online interaction and share valuable and entertaining information and developments (Park, Kee, & Valenzuela, 2009). Unlike groups, pages allow users to express their admiration for something they like, such as a favorite band or brand of clothing, rather than joining a group to support a cause.

Once individuals engage in groups and become active members, they can receive information that may not be available to them in any other form. Facebook groups also give these individuals the chance to participate in other activities and come across opportunities they otherwise may not have the advantage of gaining access (Ibid).

Facebook groups also provide these people access to opportunities and other activities that they might not otherwise be able to partake in. Participation in group-organized debates, surveys, and competitions, for instance, can increase members' engagement and involvement. Facebook groups can also be used as a venue for meeting up, webinars, and events, giving users the chance to network and make connections with people who have similar interests.

### **2.3 Social Media effectiveness, advantages, and popularity**

The impact of social media is expected to grow as it is consistently and strategically used over time. An efficient company or organization can utilize social media to enhance brand recognition, foster consumer loyalty, and raise awareness about the company and its products. Targeted and well-understood posts are essential for effectiveness. The pros and cons of social media are influenced by the organization and the quality of its posts. Ineffectual posts, such as

infrequent communication and low-value updates, diminish the effectiveness of social media (Hensel, 2010).

On the other hand, Das (2009) listed some of the advantages of using social media as low cost, increased credibility, and more connections with your audience. Some disadvantages were safety and privacy concerns, the large amount of time required to build rapport with the audience, and the lack of anonymity.

Another advantage is the increased credibility that can come from a strong social media presence. Building trust and establishing authority in their respective professions may be achieved by individuals and organizations via constant distribution of valuable material and active engagement with followers. Users can further improve their reputation and trustworthiness by taking use of the endorsements and favorable reviews they receive from their audience on social media networks.

Nevertheless, some of these may not be as detrimental as they seem. The apparent privacy concerns can be a challenge when first establishing a social media presence and the absence of anonymity may not be negative from a company's perspective when seeking to build connections and promote its product.

Facebook is convenient primarily due to its widespread popularity. Increased visibility on the platform can lead to higher sales for businesses (Abbe, 2011). Social media websites give back and provide benefits equal to the time spent working with them (Ibid). When extension employees put a dedicated and real effort into connecting with constituents via social media, the results can be incredible. In one study amongst 4-H members, one girl stated that “blogs are so2004” because they don’t carry the instant gratification that accompanies social media sites(Ashton, 2010:3). Instead of blogging, teenagers and 4-H youth like to “layer” their communications by using instant messaging, texting, and social networking sites (Ibid).

Facebook and other social media platforms have become more and more popular due to their practicality and entertainment value. These platforms provide a flexible source of entertainment for users of all ages since they include a wide variety of content, including news, memes, videos, and instructional materials. Social media's usefulness also stems from its capacity to unite

individuals worldwide, promote communication, and offer a forum for the exchange of concepts and knowledge.

It's critical to recognize the importance of engaging with young people through new media. Younger generations use social media platforms mostly for amusement, but they also utilize them to learn and keep up to date on current events. By utilizing these platforms, educational institutions and other organizations can successfully connect with and include younger audiences, increasing the accessibility and interactivity of learning.

The rise in popularity of Facebook and other social media platforms can be attributed to their entertainment and practicality. It's crucial not to underestimate the significance of utilizing new media to engage with young people. According to Ashton (2010), "Extension educators need to use new media to effectively engage Extension learners."

## **2.4 The Flourish of Social Media**

To understand social media, we need to explore its history. The Internet started as a massive Bulletin Board System (BBS) that allowed users to exchange software, data, messages, and news with each other (Kaplan & Haenlein, 2010). In 1979, Duke University graduate students Tom Truscott and Jim Ellis teamed up with the idea of networked communication over computers for the exchange of information. This idea was executed in 1980 (Kaplan and Haenlein, 2010), and 'Usenet' was launched worldwide, which was the first genuine attempt at social networking. Various discussion groups were held covering a wide variety of topics from humanities, sciences, business, politics, computers, and other areas. The discussion forums on these websites were called 'newsgroups' (Goldsborough, 2005).

Obar & Wildman (2015) define social media as a phrase that includes online spaces where people interact, exchange information, and communicate electronically. With the help of these platforms, users can produce, submit, and share with a wide audience a variety of material types, including as text, photos, videos, and audio. Facilitating social interaction, connections, and information sharing among users is social media platforms' main objective (Yohanna, 2020).

The name "social media" comes from combining the words "social" and "media." Both the "need for companionship" and the ideas of engaging in enjoyable activities with others are conveyed by

the term "social." In a similar vein, Kaplan & Haenlein (2010) described social media as an assortment of Web 2.0-inspired Internet-based programs that facilitate the production and dissemination of user-generated content (UGC). Hermida (2012) further categorized social media as a technology that fosters community, involvement, transparency, dialogue, and connectivity.

On social media platforms, users can follow, interact, and respond to content shared by other users. This creates a more open and interactive sharing dynamic than traditional forms of media. In addition, social media allows users to form a network of online relationships that can include friends, family, co-workers, and even people they have never physically met (Appel et al., 2020). With varying features and objectives, several social media platforms have evolved. Social media outlets include, for instance:

1. **Facebook:** One of the most well-known social media platforms that allows users to create personal profiles, share statuses, photos, and videos, as well as interact with their friends through comments and likes.
2. **Twitter:** This platform allows users to share short messages called "tweets" within a certain character limit. Users can follow other accounts and respond to tweets with comments or retweets.
3. **Instagram:** Instagram's main focus is sharing photos and videos. Users can upload visual content, apply filters, and use hashtags to find and share content based on specific topics.
4. **LinkedIn:** This platform focuses on the professional aspect, allowing users to build business networks, share work experiences, and search for career opportunities.
5. **TikTok:** A short video-based platform that allows users to create and share creative videos, often accompanied by music or specific challenges.
6. **YouTube:** While generally considered a video-sharing platform, YouTube also has social elements that allow users to interact through comments, subscribing to channels, and sharing videos with others.

Thus, social media has changed the way people interact with information, communicate, and build relationships online. However, it is important to remember that the use of social media also comes with challenges, such as personal data security, the spread of fake news, and the psychological impact of excessive online interaction.

## **2.5 The impact of Facebook on traditional media outlets**

The development of communication technologies has presented traditional media with significant hurdles. As a result of the thriving media convergence, the traditional mainstream media confront intense competition. As the voice of Ethiopia's mainstream media, EBC has successfully transformed the media landscape. It receives a lot of attention and credit for utilizing a variety of technologies and interacting with the audience through Radio broadcasting, Television, and other social media platforms.

Traditional media outlets have been significantly impacted by Facebook in a number of ways: The media industry's shift towards digitalization has been expedited by the emergence of social media platforms such as Facebook. To remain relevant, traditional media outlets have had to modify their business models and respond to new types of competition. Interaction and Exchange of Information Social media platforms have completely changed how individuals interact and communicate. Regardless of distance, they let users stay in touch with friends and family.

Users can exchange updates, pictures, and videos on social media sites like Facebook, which promotes a feeling of belonging. Furthermore, social media gives users a forum to participate in online communities that match their interests and viewpoints, have conversations, and exchange ideas.

Facebook's real-time engagement feature has revolutionized news consumption. Social media has made traditional media channels more competitive for viewers' attention

Social media sites have grown to be important news delivery avenues. Facebook accounts for more than 60% of users' news consumption, which has diminished the influence traditional media channels once held over the spread of news.

The dominance of traditional media as the main news source has been called into question by the emergence of citizen journalism on social media sites like Facebook. Since anyone may now produce and distribute news information, the range of voices and viewpoints has expanded.

Traditionally, one of the main sources of income for traditional media outlets, advertising revenue has been drawn to Facebook by way of its focused advertising model. Traditional media has been compelled by this change to look into new revenue sources.

News can be posted on social media sites like Facebook in real-time, frequently sooner than on traditional media channels. The audience's expectations for how rapidly news should be reported have shifted as a result of this immediacy.

All things considered, Facebook has altered the way news is created, shared, and accessed, upending the landscape of traditional media. To stay competitive in the digital age, traditional media outlets have to innovate and adjust to these changes.

Mulyono(2022) state that the role of social media in shaping public opinion is not just about shifting the traditional communication paradigm, but also about enabling the emergence of new voices, creative thinking, and diverse view-points in public discourse. By continuing to develop this potential, social media is shaping the dynamics of public opinion that are increasingly inclusive and enable active participation from various walks of life, with the hope of making a significant contribution to the evolution of democracy and citizen participation in the public sphere.

Gladwell (2010) quantified those social media connections have weak ties and low risk activism and are mostly leaderless networks. He also critiqued social media for something that distracts people from real activism and that has overloaded information dose with audiences' low attention span. He also claimed that discussions on such media are shallow, short, and easily displaced by the newest big thing. Some research findings also indicated that the presence of Facebook does not have a significant effect on users as it is being reported by various sources.

According to Deuze (2008), technological advances influence (if not determine) the success of journalism in many ways: from analogue recording to digital editing, from single medium to multimedia and from manual typesetting to desktop publishing. At various times in the history of media, technology has brought about different kinds of threats and opportunities.

The transition of journalism from a single medium to multimedia has also had a significant effect. Journalists used to mostly work with one media, such print, radio, or television. Digital technology has, however, made it possible for journalists to produce and share material on a variety of channels, such as websites, social media, and mobile apps. With the integration of text,

graphics, audio, and video, storytelling has become more dynamic and captivating as a result of the convergence of media.

The workflow for print media production has been simplified with the switch from manual typesetting to desktop publishing. The time and effort needed to generate print periodicals has decreased as a result of the ease with which journalists and editors can now design and layout pages using desktop publishing software. The publishing process has also become more democratic as a result of technical innovation, enabling independent journalists and smaller media outlets to create publications of a high caliber.

Technology has presented varied opportunities and risks at different points in the history of the media. For instance, when radio and television were introduced, print media faced competition as people started to get their news from these new channels. But these technical developments also gave journalists the chance to convey stories in novel ways and reach a larger audience.

The rise of Facebook has significantly changed the way people consume traditional media. With the abundance of content available on the platform, users often have a diverse range of perspectives and sources to choose from. This has led to a decline in trust in traditional media outlets (Barnidge, 2015). According to a survey by the Reuters Institute for the Study of Journalism (2021), only 38% of people globally trust the news they see on social media, compared to 63% for traditional media.

Moreover, the algorithm-driven newsfeed on Facebook often creates filter bubbles, where users are only exposed to content that aligns with their interests and beliefs. This can lead to a lack of diverse perspectives and a reinforcement of existing biases (Mascheroni & Vincent, 2016). This has raised concerns about the impact of Facebook on public discourse and its potential to shape public opinion.

The filter bubble phenomenon has sparked worries about Facebook's influence on public discourse and ability to sway public opinion. Users may become less receptive to different viewpoints and more set in their ways when they are continuously exposed to content that supports their opinions. As people grow more split along ideological lines, this may exacerbate public opinion polarization. Informed decision-making and critical thinking can also be

hampered by a lack of exposure to other points of view since individuals may not have access to the complete range of data required to develop well-rounded perspectives.

Moreover, the dissemination of false information and fake news may be accelerated by the filter bubble effect. Users may be more inclined to accept and spread misleading information that supports their opinions while discounting or disregarding reliable information that deviates from their beliefs if they are predominantly exposed to content that supports their beliefs. In like-minded communities, this can lead to the creation of "echo chambers," where false information is constantly propagated and amplified.

This suggests that the majority of users use Facebook as a news source and a place to discover information that they may have missed in newspapers, radio, and television. However, based on user reports, it appears that most do not use Facebook to report events occurring in their communities and to obtain up-to-date information on current socio-economic and political situations in Ethiopia (Sileshie, 2024).

" Facebook is one of the most popular and universal social media and networking sites. In 2010, Facebook active user numbers have increased to more than 500 million. Users spend an average of 20 minutes a day engaging in the site, and at least half of the entire Facebook population logs in once a day. " (Kabani, 2010).

As for Marzouki (2012), social media played a great role in the communication of information which was reported to be vital to the success of the Tunisian revolution. They claimed that Facebook was the main "catalyst." In the revolution, Facebook provided three functions: political function, informational function, and media platform function.

Some research findings also indicated that the presence of Facebook does not have a significant effect on users as it is being reported by various sources. After analyzing the level of political engagement on Facebook during the 2008 US presidential and general elections, for example, Carlisle and Paton (2013: 891) concluded that despite the enthusiasm surrounding Facebook, individuals in general engaged in limited political activity via Facebook.

## **2.6 The role of Traditional mass media in informing the public**

In the traditional world, newspapers, corporations, governments, or other types of leading organizations simply had to give out information, and people would consume it by reading or looking at it. But this seemingly tried and-true method has started to transform. Simply making information available is not enough for today's public. Today's audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions, too. This shift, sometimes called the social media revolution, is not the death of journalism as America always knew it; it's the birth of a democratic movement that emphasizes some of journalism's key factors: transparency, honesty, and giving a voice to the person who doesn't have one (Harper, 2010).

Numerous media outlets, both mainstream and alternative, cover and discuss the ways in which social media and the Internet, particularly social networking, have started to have a significant impact on news organizations and their operations. The way news is obtained, disseminated, and consumed has completely changed with the introduction of the Internet. With the ability to access news in real-time and interact with information in ways that were previously impossible, social media platforms like Facebook, Twitter, and Instagram have emerged as important avenues for the diffusion of news. Because of this development, established media outlets now have to modify their business models and adjust to new types of competition in order to remain relevant.

While there is a crisis facing newspapers right now on how to make journalism profitable in the digital age, it is not the primary emphasis of this research. Newspapers are facing serious financial difficulties as a result of the fall in print circulation and advertising revenue. As a result, they are looking at new revenue streams like digital subscriptions, pay walls, and sponsored content. But the subject of how papers will generate revenue has been discussed endlessly. This research, on the other hand, focuses on the larger effects of social media and the Internet on the news industry, such as the emergence of citizen journalism, the influence of algorithms on news consumption, and the difficulties in battling false information and fake news. The goal of the paper is to present a thorough analysis of how these developments are changing the journalistic landscape and what that implies for news organizations going forward..

According to Bridges (2010) Mobile phone, a telephone used in wide areas to wirelessly connect cellular radio systems is an umbrella word covering basic phones, feature phones, and smartphones. Basic phone features focus on voice communication and simple services such as Short Message Service. A feature phone is a less powerful and has a smaller screen compared to a Smartphone. It also provides internet connections, but not using a 3G network. Feature phones also do not proffer application or software downloading. Moreover, the browsing feature is limited for a feature phone.

In general, traditional media have made their name through their commitment to accuracy, and their reputation carries over to the Web. However, anyone can produce Webpages, and on unknown sites, source credibility comes into question.

## **2.7 Social Media as a Challenge and Opportunity for Journalism**

The media landscape has expanded significantly, encompassing various forms and reaching audiences worldwide. Over time, initial perceptions of the direct and potent impact of media have been scrutinized. Current research on media effects acknowledges that media can influence audiences, often in obvious ways, but more frequently through indirect and at times subtle means (Reinhard and Dervin, 2009).

Initial beliefs about the immediate and powerful effects of media have come under closer examination throughout time. Known as the "hypodermic needle" or "magic bullet" notion, early theories proposed that media had a strong and instantaneous impact on listeners. According to these beliefs, media messages were injected directly into the minds of passive viewers, producing consistent and instantaneous effects. Subsequent studies, however, have refuted these ideas by emphasizing the intricacy of media effects and the active participation of viewers in the interpretation and response to media information.

According to recent studies on the subject, media can have an impact on viewers—sometimes overtly, but more often subtly and indirectly (Reinhard and Dervin, 2009). For instance, by framing issues in specific ways, establishing agendas, and emphasizing some parts of a narrative while downplaying others, the media can influence public opinion and attitudes. This procedure, called agenda-setting, has the power to shape people's perspectives and ideas. Furthermore, via

repeated exposure to particular messages, media can strengthen preexisting beliefs and attitudes—a process known as the cultivation effect.

Furthermore, a variety of elements, such as individual characteristics, social situations, and cultural backgrounds, frequently mediate the effects of media. Individuals actively engage with and interpret media content based on their own experiences, views, and values rather than passively absorbing it. Because different people and groups may interpret the same media content differently, active interaction can have a variety of often surprising results.

In the early days of the web, breaking news online before print or broadcast was impossible. Today, journalists monitor social media for political insights and public sentiment, while citizens actively participate in online news reporting through eyewitness accounts, commentary, crowd-sourcing, and fact-checking.

The news reporting landscape has drastically transformed in the modern era. Today, journalists keep an eye on social media sites like Facebook, Instagram, and Twitter to gain political and public mood data. These platforms give journalists access to a plethora of real-time information and let them assess how the public is responding to events as they happen. Journalists now depend heavily on social media to stay up to date and swiftly obtain information.

Additionally, people actively contribute to online news reporting in a variety of ways. Social media eyewitness stories can instantly and directly convey personal knowledge about events as they happen. Social media platforms facilitate the exchange of varied viewpoints and opinions, thereby enhancing the news story through commentary and discussions. Journalists can now gather information from a wide range of sources by using crowd-sourcing, particularly during significant events or emergencies.

Nowadays, fact-checking is a crucial component of online news reporting. In light of the proliferation of false information and fake news, it is imperative that individuals and journalists independently confirm the veracity of information disseminated on the internet. In order to help detect and rectify erroneous information and guarantee that the public receives trustworthy and accurate news, fact-checking groups and tools have developed.

The way news is reported and consumed has changed as a result of the development of the internet and social media. Nowadays, breaking news can be disseminated virtually instantaneously online, and both the public and journalists participate in the dynamic and interactive news reporting process. This change has enabled a more informed and involved public by making news more immediate and accessible.

As the rise of social media growth, the traditional journalism faced a (more or less) sudden threat. This is because of the factors such as the rise of the Internet and digital content platforms; the difficulties developing new functions to adapt to a changing environment; the fact that it has faced a prolonged stress due to a decrease in profits and an increasingly competitive environment.

Traditional media has had trouble creating new roles in response to a shifting environment. Because technology is advancing so quickly, news organizations must be creative and adapt new tactics in order to stay relevant. This entails using data journalism, incorporating multimedia content, and interacting with audiences on social media. For some traditional media outlets, though, the shift has not been easy, and they have found it difficult to stay up to date with the changing environment.

A decline in revenue and a more competitive landscape have put conventional journalism under constant strain. Traditional news organizations' capacity to remain financially stable has been severely undermined by the drop in print circulation and advertising revenue. Numerous periodicals and newspapers have been forced to reduce their workforce, scale back operations, or even close their doors. Traditional journalism now faces more challenges in retaining its market share from social media platforms and digital-native news publishers.

Established professional values are being recast in this rapidly evolving relationship between journalists, elite sources, and citizens. Within this landscape, some journalists have been adopting alternative forms of news gathering and storytelling through the internet. They are facing challenges to preserve traditional standards of journalism, such as verification of information and sources, while also capitalizing on the opportunities afforded by the immediacy, transparency, and interactive nature of internet communication (Hermida, 2011).

However, “Social Media” include attributes such as “participation, openness, conversation, community and connectivity”, which in Hermida’s opinion “are largely at odds with the one-way, asymmetric model of communication that characterized media in the 20th century” (Hermida, 2011). In other words, the term “Social Media” is generally understood as something that “enables people to be more than simply members of an audience” (Heinonen, 2011). This “culture of participation extends well beyond journalism”, according to Heinonen, and “is a broad social phenomenon” (Heinonen, 2011).

Most noticeably, such internet communication has facilitated access to eyewitness reporting of events where journalists were not present or in countries where international news organizations are either banned or restricted in their reporting. The Indian Ocean Tsunami in December 2004 and the London bombings in July 2005 both provided UK news organizations with a wealth of iconic images and eyewitness accounts provided by citizens caught up in events (Allan, 2006).

This “hybrid news system”, according to Chadwick (2011), saw “journalists operating in a hypercompetitive environment, interacting with each other and ordinary citizens in public, breaking stories and new information on the web, on their own blogs, or on Twitter, hours before they appeared in scheduled broadcast news bulletins.

Axel Bruns has similarly argued that we are seeing a shift away from the traditional journalism practice of gate-keeping to one of “gate-watching”. To his mind, this is driven by “the continuing multiplication of available channels for news publication and dissemination and the development of collaborative models for user participation and content creation” (Bruns, 2011).

## **2.8 Ethics and E-Journalism**

Not every website employs conventional techniques for editing, verifying the accuracy of the content, and building trust. The reputation of traditional media extends to the Web because of their dedication to truth. However, anyone may create a website, and the reliability of sources is questioned on unidentified websites.

Anyone with internet connection may now establish and publish a website because to the democratization of content creation brought about by the digital landscape. Online content has proliferated as a result, and a large portion of it does not follow the strict guidelines set by

traditional media. A lot of websites don't have the fact-checking and editorial control procedures that are necessary to guarantee the accuracy of the content. Consequently, there is frequently doubt about the validity of sources on anonymous websites. Users have to sift through a vast ocean of information, separating reliable sources from others that might disseminate incorrect information.

The issue has become more complex due to the rise of social media and user-generated material. Although these platforms give various voices and perspectives great opportunity, they also make it difficult to confirm the veracity and integrity of the information given. In this environment, fact-checking methods and technologies have grown in significance as they assist the public and media in determining the reliability of online content. Notwithstanding these obstacles, traditional media's dedication to authenticity and truthfulness continues to be a pillar of their public informational role in print and internet media.

Established media outlets like television, periodicals, and newspapers bring trusted brand names to the Internet. Established sources moving to the Web cannot relax their standards of accuracy and integrity in the slightest, despite the demands of the new medium. The fundamental principles of accurate, impartial, and fair conventional journalism cannot be abandoned by Internet news sources. If they do, their credibility will be on par with that of Microsoft, America Online, and other online news sources that are not newspapers. That will make them lose their edge and their reputation, and they will have to fight these formidable new rivals in the field of sleek presentation and cutting-edge technology rather than credibility and content (Yau and Al-Hawamdeh, 2001).

Furthermore, the reputation of the old media will be harmed by the new news sources. Consumers of news these days avoid visiting websites they have never heard of when a story breaks. They visit the "branded" websites fast that have been built by the media. In fact, the most popular news websites on the Internet are all well-known brands. CNN is the most popular news website in America, followed by USA Today and ABC News. According to a 2000 study by the magazine Asia Computer Week, those looking for an Asian news perspective in Asia prefer to visit ChannelNewsAsia.com and AsiaOne.com in Singapore. To preserve their readers online, news organizations must continue to be credible (Ibid).

One important issue relating to credibility is the line between advertising and editorial. Advertising now co-exists and sometimes takes a more dominant role than news on the Webpage.

Many journalists are concerned about the indistinct boundaries that exist online between commercial and journalistic content. Readers may find it challenging to discern between objective news and promotional content when it comes to advertorial content, sometimes referred to as sponsored content or native advertising. When readers discover that an article they believed to be objective is actually advertising, they may feel misled and lose faith in the media. This can result in a decline in public confidence.

Conflicts of interest may arise when promotional content is inserted within or next to editorial content. It is possible for journalists to feel under pressure to create content that supports the interests of advertising, which could jeopardize their editorial independence and objectivity. This may damage the news outlet's reputation and the public's confidence in the media.

Many media sources have adopted best practices and criteria for properly labeling advertorial content in order to allay these worries. To differentiate it from editorial content, labels like "sponsored," "advertisement," or "paid content" can be used. Because transparency enables readers to make knowledgeable choices about the content they consume, it is essential to preserving the audience's trust.

A system of rules guiding professional behavior that journalists themselves abide by is referred to as a journalistic code of ethics. Before the 1947 Hutchins Committee Report, there was a push in the United States to standardize journalistic practices. The American Society of Newspaper Editors produced one of the first sets of guidelines in 1923. Around the same time, codes of conduct were also being formed throughout Europe, first in Finland, Sweden, and France and then in nearly every nation (Laitila, 1995 as referenced in Denis McQuail 2010).

According to Yau and Al-Hawamdeh (2001) if the news industry hopes to prosper online, it will be because recognized, branded news sites are accessed for their credibility as sources of information. If media let their concerns about quick profits and business alliances run away with traditional values, credibility will be eroded.

## **2.9 Theoretical Framework**

In 2005, Walliman emphasized the importance of having a theoretical framework in order to understand what is happening and conduct research. A strong theoretical base offers an organized method for analyzing and interpreting data, which directs the research process and offers a framework for comprehending the intricacies of many occurrences. In instance, theories connected to mass media provide a methodical explanation for observed facts or laws concerning particular facets of life. These ideas aid in the pattern recognition, relationship building, and interpretation of the copious amounts of data in the mass media domain. Theories form the basis for this inquiry by offering a methodical approach to data analysis and interpretation, guaranteeing that the study is based on accepted knowledge and concepts.

Similarly, MacQuail (2005) defines a theory as a structured set of ideas that could help explain a phenomenon, guide actions, or predict results. A vast array of ideas and models are included in theories related to mass communication and media studies, which aid in the explanation of how the media affects people and society. These theories shed light on the ways that the media influences behavior, sways public opinion, and propels social and cultural change. Theories help academics understand and forecast how media affects different facets of life by providing a logical set of concepts and guidelines.

These foundations include important mass communication theories and models, like the uses and gratifications theory, which looks into the reasons behind media consumption and the satisfaction it brings, the agenda-setting theory, which studies how the media shapes the public's perception of significant issues, and the cultivation theory, which studies the long-term effects of media exposure on people's beliefs and attitudes. Our research attempts to offer a thorough grasp of the function and influence of mass media in modern society by referencing these and other pertinent theories.

### **2.9.1 Convergence theory by Kinkaid**

This Kinkaid theory explains why some groups have characteristics in common while others are unique and are closely tied to the network theory. This indicates that those who share common beliefs, values and behaviors will converge and those who share nothing will diverge (Jenkins 2006, p.48). Digitalization of various media forms that "reduces them to a binary code", enables

them to “share the same process of production, distribution and storage” (MacQuail 2005, p.137). TVs, radios, newspapers, and other media content may become less distinct over time and more like one single medium of mass communication as they move their content online.

According to Jenkins (2006), there are three main components of media convergence. First of all, it entails the distribution of media material on several platforms. Second, cooperation between various industries is required. Lastly, the tendency of the public to look for entertainment across a variety of channels is a component of media convergence. Jenkins (2001) also addresses convergence at other levels—technological, professional, and cultural—in his earlier work.

As a result, media outlets such as (EBC) are required to appropriately execute their customary media responsibilities, encompassing the dissemination of factual and dependable news, public education, and oversight of governmental and other establishments.

These responsibilities are crucial to preserving public confidence and making sure the media plays its part in a democratic society. High journalistic standards, such as careful fact-checking, source verification, and ethical reporting techniques, must be followed by EBC in order to accomplish this.

Apart from their customary media responsibilities, media companies such as EBC also need to build relationships with all audience groups. This entails figuring out how to customize information to fit the various requirements and interests of various demographic groups. Through this approach, EBC can guarantee its continued relevance and accessibility to a wide range of individuals, especially younger demographics who might have a preference for digital and social media platforms over traditional media.

Creating a network where individuals exchange common values, ideas, and behaviors can be accomplished through social media platforms. Media companies can interact with their viewers in real time by using the tremendous tools offered by platforms such as Facebook, Twitter, and Instagram. By using social media, EBC may advertise its shows, provide news updates, and engage viewers with likes, shares, and comments. In addition to fostering a feeling of community, this interactive interaction enables EBC to get insightful audience feedback.

Furthermore, EBC can reach a larger audience through social media platforms than it could through traditional broadcast media. EBC can interact with the Ethiopian diaspora and other worldwide audiences by utilizing social media's global reach, which will increase its effect and influence. Multimedia content, such photos, videos, and live broadcasts, can be shared via social media as well. This can improve the storytelling experience and make the content more interesting.

### **2.9.2 Organizational Theory by Kurt Lewin**

Media Organizations can use the systems framework because they run intricate, dynamic, goal-oriented operations. In the context of organizational theory, Kurt Lewin created the systems perspective. Securing negative entropy by transparency and feedback is a key component of the systems approach to organizations. With the use of this theory, one can analyze the composition, operations, and procedures of mass media organizations by emphasizing the relationships rather than the individual components of the system. In addition, it may find dysfunctions that reduce media effectiveness in achieving its purposes. Once the challenges are identified, solutions can be sought to enhance efficiency.

In this study, social media can be integrated into the EBC framework to enable audience feedback through ratings, forums, chats, and any other form of interaction conducted on social media platforms. The emergence of cyber-culture highlights the importance of maintaining strong connections to prevent a disconnect between traditional media and social media communities.

The rise of cyber culture emphasizes how critical it is to keep social media communities and traditional media together in order to avoid a split. People's interactions and information sharing have changed as a result of cyber-culture, which is the social, cultural, and communication practices that have emerged around the use of digital technology and the internet. To remain relevant and maintain a connection with their consumers, traditional media must adapt to and integrate with social media in this environment. Media organizations can guarantee that they stay an essential component of the digital landscape and that they continue to successfully inform and engage the public by cultivating strong relationships between traditional media and social media groups.

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter covers the study's methodology. The research design and approach, study description, sampling techniques, data collection instruments, data collection procedures, research validity and reliability, and data analysis methods were the main topics covered in this chapter. The overall strategy for addressing the study questions is outlined in the research design. It also describes the quantity of respondents and their selection process, as well as how a sample of respondents was taken from the population of the study. Research methods-related ethical considerations wrap up the chapter.

#### **3.2 Research Design**

This study employs a descriptive research design, which is a common structure for studies in the social sciences (Kombo and Tromp, 2006). Research design refers to the approach or strategy used to conduct an investigation, encompassing the steps and activities involved. Researchers in the social sciences can utilize various strategies such as case studies, surveys, experiments, histories, and analysis of archival materials in their inquiries.

#### **3.3 Research approach**

The study utilized both qualitative and quantitative research methodologies, employing a mixed research approach. The qualitative research approach is characterized by its multi-method focus, encompassing an interpretive, naturalistic perspective on the subject matter (Thomas, 2003). Denzin and Lincoln (1994) also posit that qualitative research entails the use and collection of various empirical data such as case studies, personal experiences, introspective reflections, life stories, interviews, observations, historical data, interactional data, and visual texts, all of which detail both routine and challenging moments and meanings in people's lives.

The results of quantitative analysis typically guide the selection of participants for the qualitative phase and the development of interview questions. This dual-phase approach aims to use

qualitative data to provide more detailed explanations of the initial quantitative results. A common process involves gathering survey data, analyzing it, and then conducting qualitative interviews to further explore the survey responses (Creswell, 2014).

To validate the results of this study, a quantitative technique might be used in subsequent research. This would entail employing pre-established response options and structured questions that are based on data from literature searches. According to Denscombe (2003), this method is recommended due to its increased degree of objectivity, dependability, and objectivity. Additionally, the researcher views the gathering, analyzing, interpreting, and summarizing of data as essential elements of the quantitative approach.

Lastly, this study utilized a qualitative research method, involving direct contact with participants, to understand the meanings and views of Facebook and traditional journalism practices. The approach allowed for in-depth interviews and findings from a professional group, incorporating purposeful sampling, open-ended data collection, text analysis, and personal interpretation.

The researcher determined the general impact of Facebook on traditional media trends after studying the categories. In the first phase of the study, a survey questionnaire is used to display the results from the collected data. In the second phase, open-ended interviews are used to gather in-depth participant perspectives that would help in the explanation of the preliminary quantitative survey results. To describe the current state of traditional journalistic practices regarding Facebook platform use, this study was specifically descriptive in that it examined and recorded the circumstances or attitudes of journalists at EBC toward the Facebook platform.

### **3.4 Population and Sampling Techniques**

#### **3.4.1 Target Populations**

All cases or people who satisfy certain requirements are included in the word "population" (Ohaja, 2003). It is used to describe all scenarios that meet a specified set of requirements (Madueme, 2010). Three criteria must typically be properly defined in order to determine the population size: the degree of variability in the qualities being measured, the degree of confidence or risk, and the accuracy level (Miaoulis and Michener, 1976).

The study included a total population of 87 professional journalists working at EBC Headquarters in both the online and TV departments. All 87 journalists were chosen to complete the survey questionnaire from both the Television and online departments at EBC. Therefore, a census approach was utilized to identify respondents.

### **3.4.2 Sampling Techniques**

Sampling refers to the act of selecting a portion of a whole or complete entity to form the basis of an evaluation or conclusion about the whole. In essence, it involves gathering information about an entire population by analyzing only a part of it (Kothari, 2009).

The researcher administered a survey questionnaire to the entire population of media experts at EBC, which includes 87 employees in the online and television broadcasting departments. Given that the study focuses on these specific departments, a targeted sampling method was necessary, as all online division employees were included in the survey.

On the other hand, purposive sampling was used to select respondents for interviews. An in-depth interview was conducted with 9 interviewees, including media managers, senior editors, producers, and journalists working on television streams and online platforms.

## **3.5 Instruments of Data Collection**

Survey questionnaires and in-depth interviews were the main techniques employed to gather data. The aforementioned study questions were especially well-served by the in-depth interviews. These interviews were also utilized as an additional means of obtaining thorough insights into Facebook usage and the general patterns of traditional media practices. They provided in-depth and nuanced information from seasoned editors, producers, journalists, and media managers.

### **3.5.1 Questionnaire**

A questionnaire consists of a prepared list of questions created by a researcher to gather data in line with study objectives. Because it is simple to use and gives respondents access to information because the researcher gave them plenty of time to do so, this data collection approach was chosen as the main instrument (Muria, 2007).

There are three components to the survey questionnaire. While the second segment investigates Facebook's influence on conventional media practices, the first section collects general information about the respondents' backgrounds. The last section explores how much journalists know about Facebook's influence on traditional journalism techniques. The survey questionnaire was filled out and collected from 68 journalists from both departments, yielding an exceptional response rate of 78.2%.

Furthermore, the questionnaire for the survey includes both closed-ended and open-ended items. Closed-ended questions elicited simple answers, making quantitative data processing easier. Open-ended questions allowed respondents to expand on their answers and share their viewpoints in their own words at the same time.

The researcher conducted a pre-test by giving 11 sample questionnaires to post-graduate journalism students asking them to share their opinions. In essence, conducting a pre-test ensures that the questionnaire is well-designed, understandable, and feasible to administer, thereby enhancing the quality and effectiveness of the research study. By correcting the recommendations, the researcher gave the survey questionnaire directly to the EBC employees working at the Headquarters, who made up the sample size of responses to fill the form.

### **3.5.2 In-depth interview**

An interview is a technique used to elicit information from a person using dialogue or Q&A sessions. This approach was selected to guarantee that respondents comprehended the questions to collect reliable data. Miller and Brewer (2003) claim that interviews produce more accurate data. In this instance, in-depth interviews were carried out with an emphasis on the EBC case to get comprehensive information regarding Facebook's influence on conventional journalistic methods in Ethiopia.

The Researcher utilized qualitative research methods, specifically interviews, to explore the perspectives of nine EBC employees on the study topic. The questions used were approved by the organization.

### **3.6 Procedures of Data Collection**

Over three days, all responders received their surveys. It took eight days to collect and compile all the data, including five days for in-depth interviews and three days for data collecting. The researcher captured the interview data on a personal smartphone, and the survey questionnaires were generated in English. Subsequently, the investigator compiled the documented references and bibliographic information into a notebook and a sheet of printed paper.

### **3.7 The Research validity and reliability**

Research validity, according to Hirsjärvi (2009), is the degree to which research methods measure what they were designed to measure, whereas reliability is the degree to which results can be repeated should the study be undertaken again. Consistent results are obtained from trustworthy questionnaires and interviews, even when samples are repeated and researchers change over time. Scholars accept this theory because variations in the results are ascribed to participant differences rather than inconsistent interpretations of the items or responses by various observers (Boynton and Greenhalgh, 2004).

According to Wimmer and Dominick (2011), the extent to which an instrument measures what it is intended to measure is the general definition of validity. Before the actual data collection, pilot research was conducted to verify the dependability of the procedures utilized in the study.

In a pilot study, data collection tools were initially tested on a selected group of journalists to ensure their accuracy. Feedback from this pilot phase was gathered to refine the tools. The journalists involved in the pilot did not contribute to the actual data collection phase. The researcher, their adviser, and postgraduate candidate students checked the data acquired from the questionnaires and interviews for accuracy, appropriateness, validity, and mistakes before processing and analyzing it. The researcher briefed and introduced the study participants to the research topic throughout the data-gathering process. Cross-referencing the transcripts with the records also verified the accuracy of the transcriptions and translations for the interview data.

### **3.8 Methods of Data Analysis**

To address the study's original hypothesis, data analysis includes reviewing, classifying, tabulating, or recombining evidence (Miller and Brewer 2003). The researcher used a mixed

method, combining qualitative and quantitative techniques. Excel and SPSS version 25 were used to enter the quantitative data gathered through questionnaires into the computer. The same software program was used for both the coding and the analysis of this data. The responder sum, percentage, and frequency were calculated using SPSS software. Furthermore, a methodical analysis and interpretation of qualitative data obtained from in-depth interviews was conducted. The interviews were done in both Amharic and English to guarantee clear communication and respondent comfort. After that, an English transcription and translation of the Amharic statistics was made.

### **3.9 Ethical Considerations**

Brennen (2012) highlighted the moral obligation that qualitative interviewers have to protect their subjects from bodily or psychological damage. Obtaining clear consent from the subjects and being fully upfront about the aim and extent of the research project are crucial. In addition, it is imperative to uphold the subjects' privacy and dignity as well as to guarantee justice and integrity. In order to do this, the questions should be carefully constructed to guarantee that the respondents' welfare is not jeopardized, and the information gathered should only be utilized for the research.

## **CHAPTER FOUR**

### **4. DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

This chapter presents the analysis, findings, and interpretations of the data collected for the study "The Influence of Facebook on Traditional Media in Ethiopia: The Case of Ethiopia Broadcasting Corporation." The data analysis and discussion are based on the results of a survey questionnaire completed by respondents and in-depth interviews. The data collection utilized both quantitative and qualitative research instruments, aligning with the study's objectives, and specifically targeting journalists employed by EBC.

The study employed mixed research methods, utilizing both quantitative and qualitative research methods for data analysis and discussion. Quantitative data was collected through a survey questionnaire, which was distributed to 71 journalists working in the online and TV broadcasting divisions of EBC. Additionally, comprehensive interviews were conducted with senior reporters, editors, and media managers.

Among the total 87 journalists working in the online and TV broadcasting divisions of EBC, 60 are male and 27 are female. Within this group, 28 journalists are employed in the online department. As a result, the total population identified for this research, from which the survey questionnaire was filled, consists of 87 journalists from EBC.

#### **4.2 Quantitative Data Presentation**

##### **4.2.1 Respondents' Demographic Background**

The gender distribution of respondents, with 66.2% male and 33.8% female, as shown in Table 1, is pertinent when considering the influence of Facebook on traditional media. Studies indicate that social media platforms like Facebook can impact traditional media differently based on demographic factors such as gender. For instance, research suggests that males and females may engage with news and media content on Facebook in varying ways, influencing their consumption patterns and preferences for traditional media sources. Therefore, understanding the demographic background of respondents, including gender, can provide insights into how these

factors might shape perceptions and interactions with both Facebook and traditional media channels.

**Table 1** Gender of respondents

No.	Gender	Frequency	Percentage
1	Male	45	66.2%
2	Female	23	33.8%
<b>Total</b>		<b>68</b>	<b>100%</b>

(Source: Organized by the Researcher)

**Table 2** Journalists' age distribution

No.	Age interval	Frequency	Percentage
1	26-35	49	72%
2	36-50	11	16%
3	18-25	8	12%
<b>Total</b>		<b>68</b>	<b>100%</b>

(Source; Organized by the Researcher)

Based on the data collected for journalists' age distribution, we can see that the majority of journalists fall within the 26-35 age interval, accounting for 72% of the total. The next largest age group is 36-50, representing 16% of the journalists. The smallest age group is 18-25, making up 12% of the total. Overall, the data shows a concentration of journalists in the 26-35 age range, with a smaller representation in the other age groups.

Boyd and Ellison (2007) and Van Dijk (2013) indicate that the majority of social media users are young. The statistics from respondents reveal that a considerable number of journalists

possessing extensive expertise and lengthy tenures at media organizations share this characteristic.

**Table 3 Journalist's level of education**

No.	Level of Education	Frequency	Percentage
1	Certificate	0	0%
2	Diploma	0	0%
3	Degree	57	83.8%
4	MA/MSc	11	16.2%
5	PhD	0	0%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the education data provided, we can see that the majority of journalists in the institution hold a Degree, accounting for 83.8% of the total. The next most common level of education is MA/MSc, with 16.2% of journalists having this qualification. There are no individuals with a Certificate, Diploma, or PhD in the provided data. Overall, the collected data indicates that a significant portion of individuals have at least a Degree, followed by a smaller percentage with an MA/MSc qualification.

**Table 4 Journalist Responsibilities in the Media Institution**

The presentation of data on journalist responsibilities within media institutions, as depicted in Table 4, serves a pivotal role in understanding the operational dynamics and strategic implications for these organizations. The distribution of job profiles among journalists from reporters and senior reporters to producers and editors provides insights into the diverse roles involved in content creation and dissemination. This understanding is crucial as different roles within journalism can significantly impact how news and information are curated, framed, and distributed across traditional and digital media platforms. For example, reporters may focus on

newsgathering while editors shape the final narrative. Such insights enable media institutions to tailor their strategies for audience engagement and content distribution, including the use of social media platforms like Facebook. By recognizing the varied responsibilities within their workforce, media organizations can make informed decisions regarding resource allocation, audience targeting, and digital content strategies, ultimately enhancing their ability to navigate and leverage the evolving media landscape effectively.

No.	Job profile of journalists	Frequency	Percentage
1	Reporter	23	33.8
2	Senior Reporter	17	25
3	Assistant Producer	9	13.2
4	Producer	8	11.8
5	Senior Producer	6	8.8
6	Editor	5	7.4
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

According to the data collected in Table 4, we can see that the majority of journalists in this sample are working as Reporters, accounting for 33.8% of the total. Senior Reporters make up 25% of the sample, followed by Assistant Producers at 13.2%, Producers at 11.8%, Senior Producers at 8.8%, and Editors at 7.4%. This breakdown gives us insight into the distribution of job responsibilities among journalists in this particular group.

The assignment of job titles to journalists is significantly influenced by the organizational structure of stations and the media culture within institutions, which consider their activities, experience, and various other factors. Each media organization typically has three hierarchical levels: Reporter One, Reporter Two, and Senior Reporter. However, for our study, we categorize them under a single title either Reporter or Senior Reporter.

**Table 5** Respondents distribution by department

No.	Department	Frequency	Percentage
1	Online	21	30.9%
2	TV Broadcasting	47	69.1%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

From Table 6 information provided, we understood that there was a total of 68 responses. Out of these, 21 respondents (30.9%) were from the Online department, while 47 respondents (69.1%) were from the TV Broadcasting department. This indicates that the majority of the respondents work in the TV Broadcasting department.

It is evident that the TV Broadcasting department has a higher frequency and percentage compared to the Online department. Specifically, 47 out of 68 respondents (69.1%) belong to the TV Broadcasting department, while 21 respondents (30.9%) are from the Online department. This indicates a significant difference in the distribution of respondents between the two departments.

#### **4.3 The Influence of Facebook on Traditional Media in Ethiopia**

The emergence of social media platforms such as Facebook has caused traditional media in Ethiopia to undergo substantial changes. Traditional media channels have had to adjust to the evolving patterns of news consumption due to the influence of Facebook. Many people in Ethiopia now turn to Facebook for news updates and information, which has led to a shift in how traditional media organizations operate. They now have to compete with social media for audience attention and engagement. Additionally, Facebook has provided a platform for citizen journalism and alternative sources of news, challenging the dominance of traditional media outlets. In Ethiopia, Facebook has had a significant impact on traditional media, influencing how news is created, consumed, and distributed in the country.

**Table 6** the frequency journalists watch EBC television programs

No.	How often watch television programs	Frequency	Percentage
1	Daily	59	86.8
2	Weekly	8	11.8
3	Rarely	1	1.5
4	Never	-	-
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

The majority of the population (86.8%) reported watching television programs daily, while 11.8% reported watching weekly programs. Only a small percentage (1.5%) reported watching rarely, and none of the participants reported never watching television

**Table 7** Journalists' Social Media Tools Preference

Social Media tools	Frequency	Percentage
<b>Facebook</b>	68	100%
<b>Twitter</b>	47	69%
<b>YouTube</b>	68	69%
<b>Instagram</b>	35	51.5%
<b>LinkedIn</b>	38	55.9%
<b>Others</b>	68	100%

*(Source: Organized by the Researcher)*

This study analyzed data on the social media tool preferences of journalists. The findings indicate that Facebook was the most preferred tool, with 100% of journalists using it. Twitter and YouTube were tied as the second most preferred tools, with 69% of journalists using each where whereas LinkedIn and Instagram counted 55.9% and 51.5% respectively. The remaining 68 journalists (100%) used other social media tools.

Journalists often prefer to get information from a variety of sources such as press releases, official statements, interviews, research reports, and social media. They consume information through reading news articles, watching documentaries, attending press conferences, conducting interviews, and engaging with other journalists and experts in the field. Additionally, journalists may also rely on online platforms, databases, and archives to access relevant information for their reporting (Interviewee 1, April 22, 2024).

Stigbrand & Nygren (2013) assert that the emergence of new media on the Internet has made it harder to distinguish between producers and consumers. Social media platforms like blogs open up new social spaces where citizens and journalists can interact on an equal basis.

The majority of journalists may choose to use Facebook as a primary platform due to its wide reach and audience engagement capabilities. Facebook has a large user base, making it an effective tool for journalists to distribute news and connect with a diverse audience. Additionally, Facebook's features, such as live video streaming and targeted advertising, provide journalists with opportunities to enhance their storytelling and reach specific demographics. However, it is important to note that journalists also utilize other social media platforms and traditional media outlets to disseminate news and engage with their audience (Interviewee 2, April 22, 2024).

Thus, we understand that the preference of journalists varies accordingly and all respondents use Facebook as their primary platform. While Facebook is a popular social media platform for sharing news and connecting with audiences, journalists utilize a variety of tools and platforms to reach their audience, including Twitter, Instagram, LinkedIn, and traditional media outlets. The choice of platform often depends on the target audience, content type, and overall communication strategy of the journalist or media organization.

### 4.3.1 Traditional media consumption of audiences since Facebook's introduction

Since the advent of Facebook, there has been a significant shift in how people consume and share information and news online. Traditional media has changed from being a one-way channel of communication to one where users may influence the news and join in on conversations. News can now be accessed in real-time thanks to social media, often even moments after a significant incident. Additionally, social media may be used in ways that formerly required paying thousands of dollars for surveys in order to see trends and make predictions based on conversations. Finally, social sharing strategies have greatly increased the reach and shelf life of articles and stories.

*Many people have integrated social media platforms like Facebook into their daily media consumption routines, using them to access news, connect with others, and discover content. This shift has led to a more personalized and interactive media experience, with users being able to engage with news stories, share information, and participate in discussions in real-time. I believe that the rise of social media has influenced the way traditional media outlets deliver news, with many organizations utilizing social platforms to reach a wider audience and adapt to changing consumption habits (Interviewee 5, April 23, 2024).*

The landscape of media consumption has experienced notable transformations following the emergence of Facebook. As per the Pew Research Center's 2017 report "The Future of Truth and Misinformation Online," the advent of social media platforms, such as Facebook, has brought about a change in how individuals access news and information. The study found that a growing number of individuals now rely on social media as their primary news source, with Facebook being a key player in this trend. The ease of access to news articles and updates on Facebook has made it a convenient platform for users to stay informed about current events. The shift towards digital media has led to a decrease in traditional media consumption, including newspapers and television news broadcasts. Research also indicates that social media algorithms play a significant role in shaping the content users see, potentially creating filter bubbles and echo chambers where people are primarily exposed to information that reinforces their current beliefs. Thus, the emergence of platforms like Facebook has fundamentally changed how people consume and interact with news and information.

*Journalists should acknowledge the significant impact that Facebook's introduction has had on traditional media consumption and its implications for their work performance. Journalists need to recognize that the rise of social media platforms like Facebook has altered the way audiences consume news and information. As a result, journalists may need to adapt their reporting strategies to reach and engage with audiences who increasingly rely on social media for news updates (Interviewee 6, April 23, 2024).*

Facebook's algorithms provide difficulties for journalists since they have the power to sway users' exposure to certain types of news and even create "filter bubbles." To mitigate the possible impact of algorithmic bias on audience views, journalists should endeavor to ensure their reporting is accurate, impartial, and diverse. Furthermore, journalists should consider leveraging social media platforms like Facebook to disseminate their work and engage with audiences in new ways. By understanding the changing landscape of media consumption, journalists can enhance their work performance by adapting to the evolving preferences and behaviors of news consumers.

Mainstream media outlets can take several steps to overcome challenges posed by Facebook and other social media platforms. According to a report by the Reuters Institute for the Study of Journalism titled "Digital News Report 2021," one strategy for mainstream media is to focus on building trust and credibility with their audiences. By emphasizing quality journalism, fact-checking, and transparency in reporting, mainstream media can differentiate themselves from the often unverified and sensationalized content found on social media.

*According interview conducted on April 24, 2024, with EBC staff (Interviewee 9), traditional media like EBC must invest in digital innovation and audience engagement to stay competitive in the digital age. This may involve creating multimedia content, interactive features, and customized news experiences to attract and retain audiences who are increasingly using social media platforms such as Facebook for news consumption.*

Furthermore, collaboration and partnerships between traditional media outlets and social media platforms like Facebook can help address challenges and promote quality journalism. By working together to combat misinformation, support sustainable business models, and enhance

digital literacy, mainstream media, and social media platforms can create a more informed and responsible media ecosystem.

Overall, by prioritizing trust, innovation, and collaboration, traditional media can navigate the challenges posed by Facebook and other social media platforms to maintain relevance and credibility in the digital era.

**Table 8 Journalists Social Media Tools Preference**

No.	The impact of Facebook on traditional media in Ethiopia	Frequency	Percentage
1	Positive	17	25%
2	Negative	21	30.9%
3	Neutral	30	44.1
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Drawing from the insightful survey data we've gathered; it appears that opinions on the impact of Facebook on traditional media in Ethiopia are divided. Approximately 25% of respondents believe that Facebook has a positive impact, while 30.9% perceive it as having a negative impact. The majority of respondents, accounting for 44.1%, expressed a neutral stance on the idea or question.

This data suggests that there is a range of perspectives on how Facebook has influenced traditional media in Ethiopia. While some individuals view Facebook as having a positive influence, others see it in a negative light. The significant percentage of respondents with a neutral stance indicates that there may be varying factors at play that contribute to differing opinions on this issue.

The survey data as a whole emphasizes the intricate connection between Facebook and conventional media in Ethiopia, showcasing a variety of perspectives among the participants. To justify the reason behind their response respondents said:

*The impact of Facebook on traditional media in Ethiopia can be seen in both positive and negative lights. Positively, Facebook provides media outlets and journalists with a platform to instantly communicate with followers, reach a broader audience, and disseminate news updates. This could enhance the visibility and accessibility of traditional media content in Ethiopia. However, there are also negative implications to consider. The spread of misinformation and fake news on social media platforms like Facebook can undermine the credibility of traditional media sources and contribute to the dissemination of inaccurate information. Additionally, the dominance of social media in news consumption may lead to a decline in traditional media outlets' revenue and influence (Interviewee 8, April 24, 2024).*

#### 4.3.1 Journalism and Facebook Interactivities

**Table 9 Facebook information content preference**

No.	Which types of content do you prefer to consume on Facebook?	Frequency	Percentage
1	News	18	26.5%
2	Entertainment	21	30.9%
3	Sport	1	1.5%
4	Lifestyle	12	17.6%
5	Educational	10	14.7%
6	Other	6	8.8%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it is evident that the types of content preferred on Facebook vary. The data shows that entertainment content is the most preferred, with 30.9% of respondents indicating a preference for this type of content. News content follows closely behind, with 26.5% of respondents expressing a preference for news-related content. Lifestyle content and educational content are also popular choices, with 17.6% and 14.7% of respondents, respectively, indicating a preference for these types of content. Sports content, on the other hand, is the least preferred, with only 1.5% of respondents expressing a preference for sports-related content.

Content creators and publishers must consider these preferences when creating content for Facebook. By recognizing the most popular types of content among users, content creators can customize their offerings to better align with the needs and interests of their target audience. Furthermore, this data can guide content strategy decisions and enhance engagement and reach on the platform. As Thomas (2013) noted, online media prioritize interactivity, speed, and selectivity, allowing users to choose their preferred topics using hyperlinks or newsletters.

Journalists use Facebook as a platform to disseminate news, engage with audiences, and promote their work. According to a study by the Reuters Institute for the Study of Journalism (2019) titled "Journalists and Social Media," Facebook is one of the most widely used social media platforms by journalists for professional purposes. The survey revealed that journalists utilize Facebook for distributing news, forging connections with sources, and engaging in live discussions with the audience.

Additionally, Facebook provides journalists with a vast audience reach, allowing them to distribute their content to a wide range of users. By leveraging the platform's features such as live video streaming and instant messaging, journalists can engage with audiences in a more interactive and personalized manner. Furthermore, Facebook's analytics tools enable journalists to track the performance of their content and understand audience engagement metrics. This data-driven approach allows journalists to tailor their reporting strategies and optimize their content for maximum impact. Overall, journalists use Facebook as a valuable tool for storytelling, audience engagement, and professional networking in the digital age.

EBC journalists share their media company news to inform and engage with their audience, promote transparency and accountability, and uphold the principles of journalism. By sharing news about their media company, EBC journalists aim to keep their audience informed about important developments within the organization, such as new initiatives, partnerships, or others.

*Sharing media company news helps build trust and credibility with the audience by demonstrating transparency and openness. It allows journalists to showcase the values and standards of their organization, highlighting their commitment to ethical journalism practices and quality reporting(Interviewee 5, April 24, 2024).*

Additionally,

*Sharing media company news can help journalists foster a sense of community and connection with their audience. By providing insights into the inner workings of the organization, journalists can create a more personal and relatable relationship with their readers, viewers, or listeners(Interviewee 6, April 24, 2024).*

Overall, EBC journalists share their media company news as part of their commitment to serving the public interest, promoting transparency, and engaging with their audience in a meaningful way.

**Table 10 Facebook information reliability**

No.	How reliable do you consider the news shared on Facebook compared to traditional media?	Frequency	Percentage
1	More reliable	2	2.9
2	Equally reliable	16	23.5
3	Less reliable	50	73.5
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected from respondents in Table 11, it is evident that a majority of respondents (73.5%) consider the news shared on Facebook to be less reliable compared to traditional media. This indicates a high level of skepticism towards the reliability of news content on Facebook. Only a small percentage of respondents (2.9%) believe that news shared on Facebook is more reliable, while a slightly larger percentage (23.5%) view it as equally reliable to traditional media.

The data suggests that there is a general lack of trust in the news shared on Facebook, with a significant portion of respondents expressing concerns about its reliability. This finding highlights the importance of critically evaluating the credibility of news sources on social media platforms like Facebook and the need for journalists to address these trust issues through transparent and accurate reporting practices. Overall, the survey data indicates a prevailing perception among respondents that news shared on Facebook is less reliable compared to traditional media, underscoring the challenges and implications of social media platforms on the dissemination of news and information.

Wada (2018) states that Mass media or traditional media is considered to be more credible than social media due to the availability of sources of information, processing of information through journalistic standards, and responsibility for the accuracy of news.

**Table 11 Facebook information reliability**

No.	Factors influence Journalists to trust Facebook information	Frequency	Percentage
1	Timeliness	12	17.6%
2	Accuracy	25	36.8%
3	Relevance	20	29.4%
4	Trustworthiness	7	10.3%
5	Other	4	5.9%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it is evident that several factors influence individuals' decisions to consume news from the Ethiopia Broadcasting Corporation (EBC). The data shows that the top factors influencing news consumption from EBC are accuracy, relevance, and timeliness. Accuracy is the most significant factor, with 36.8% of respondents citing it as a key consideration when consuming news from EBC. This indicates that audiences value news sources that provide reliable and factually accurate information. Relevance is also a crucial factor, with 29.4% of respondents highlighting the importance of news that is pertinent to their interests and concerns. Timeliness is another essential factor, with 17.6% of respondents valuing news sources that provide up-to-date information promptly.

Trustworthiness is cited by 10.3% of respondents as a factor influencing their decision to consume news from EBC. This suggests that audiences place importance on news sources that are perceived as credible and trustworthy. Additionally, 5.9% of respondents indicated "Other" factors that influence their news consumption decisions, which could include factors such as diversity of coverage, presentation style, or personal preferences.

Overall, the data highlights the importance of accuracy, relevance, timeliness, and trustworthiness in influencing individuals' decisions to consume news from the Ethiopia Broadcasting Corporation. Journalists and news organizations can use this information to tailor their reporting and content to meet audience preferences and expectations.

**Table 12 Facebook information reliability**

No.	Traditional media outlets in Ethiopia to adapt their content to suit Facebook users	Frequency	Percentage
1	Yes	60	88.2
2	No	8	11.8
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it is evident that a majority of respondents (88.2%) believe that traditional media outlets in Ethiopia should adapt their content to suit Facebook users. This high percentage suggests a strong consensus among the respondents that there is a need for traditional media outlets to tailor their content to align with the preferences and behaviors of Facebook users.

The data indicates that a significant portion of the population recognizes the importance of engaging with audiences on social media platforms like Facebook to remain relevant and reach a wider audience. By adapting their content to suit Facebook users, traditional media outlets in Ethiopia can potentially increase their visibility, engagement, and impact in the digital age. Traditional media outlets need to consider the preferences and consumption habits of Facebook users when creating and distributing content. By embracing this shift in media consumption patterns, traditional media outlets can enhance their relevance and effectiveness in reaching and engaging with audiences in Ethiopia.

*Traditional media outlets in Ethiopia need to consider adapting their content to suit Facebook users to reach a wider audience and stay relevant in the digital age. With the increasing popularity of social media platforms like Facebook as a primary source of news and information, traditional media outlets can benefit from tailoring their content to meet the preferences and behaviors of Facebook users(Interviewee 9, April 24, 2024).*

By adapting their content for Facebook, traditional media outlets in Ethiopia can potentially increase their online visibility, engagement, and audience reach. This may involve creating more visually appealing and shareable content, utilizing multimedia formats, and optimizing headlines and descriptions for social media consumption.

*I think it is essential for traditional media outlets to strike a balance between maintaining journalistic integrity and adapting to the changing media landscape. By understanding the preferences and habits of Facebook users, traditional media outlets in Ethiopia can effectively engage with audiences and remain competitive in the digital era(Interviewee 1, April 22, 2024).*

**Table 13 Facebook news content consuming**

No.	Which features of Facebook do you find most engaging when consuming news content?	Frequency	Percentage
1	Live videos	11	16.2%
2	Instant articles	25	36.8%
3	Polls	10	14.7%
4	Stories	12	17.6%
5	Events	4	5.9%
6	Other	6	8.8%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it appears that the most engaging features of Facebook for consuming news content are Instant articles, with 25 respondents accounting for 36.8% of the total. Following that, Stories and Live videos are also popular, with 12 respondents (17.6%) and 11 respondents (16.2%) respectively finding them engaging. Polls and Other features also have some engagement, with 10 respondents (14.7%) and 6 respondents (8.8%) respectively. Events seem to be the least engaging feature, with only 4 respondents (5.9%) finding them engaging. Based on this data, Instant articles seem to be the most preferred feature for consuming news content on Facebook (*Interviewee 1, April 22, 2024*).

#### **4.4 Mainstream Media presentation on Facebook**

To improve its online presence on Facebook, Ethiopia Broadcasting Corporation consider the following strategies:

1. Regular and Engaging Content: Posting regular updates, news, and engaging content that resonates with the audience can help increase visibility and engagement on Facebook.

2. Utilize Visuals: Incorporating visually appealing images, videos, and graphics can make posts more attractive and shareable, increasing reach and engagement.
3. Collaborate with Influencers: Partnering with influencers or relevant personalities in the industry can help reach a wider audience and increase visibility for Ethiopia Broadcasting Corporation.
4. Promote Live Events: Broadcasting live events, interviews, or behind-the-scenes content can create excitement and engagement among followers.
5. Utilize Facebook Ads: Investing in targeted Facebook ads can help reach a specific audience and increase visibility for the Ethiopia Broadcasting Corporation page.

By implementing these strategies, Ethiopia Broadcasting Corporation tries to enhance its online presence on Facebook and effectively connect with a larger audience(*digitalizeethiopia.com*).

*The emergence of "fake news" and the spread of manipulated narratives by humans and bots online pose significant challenges to traditional media companies. Efforts to curb the dissemination of false information involve creating technical and human systems aimed at identifying and reducing the spread of falsehoods and misinformation by bots and various deceptive tactics(Interviewee 1, April 2, 2024).*

According to Rupert Murdoch, the media industry is attempting to put itself in a position where it can "drive history" in developing profitable business models for the digital marketplace. This goal is a reflection of the industry's realization that, in order to stay competitive, it must adjust to the quickly evolving digital landscape and take use of new platforms and technology. The emergence of digital content and social media has caused a disruption to traditional revenue streams like print advertising and subscriptions. As a result, media companies are now looking into creative business models to help them remain viable in the digital age.

It's obvious that social media has a significant impact on this change. Media companies now depend heavily on social media sites like Facebook, Twitter, and Instagram to connect and interact with their viewers. Social media is an effective medium for disseminating news and engaging audiences because it enables real-time interaction, content sharing, and audience response. However, it has been difficult to identify social media methods that effectively generate revenue. The necessity to compete with businesses that are digital natives and the

shifting nature of Internet advertising have made media organizations' reliance on advertising revenue, which has historically been a significant source of funding, more difficult.

Jeff Bewkes (2018) highlights the value of using a combination strategy when building a long-term business plan for the digital economy. He emphasizes how important exposure to advertisements is to this tactic. Media companies still rely heavily on advertising for revenue, but to build a sustainable and balanced business model, advertising must be combined with other revenue-generating tactics. This combined strategy could involve agreements with digital platforms, content licensing, and subscription services.

Bewkes also emphasizes how media companies must innovate and change with the times to remain relevant in the rapidly changing digital world. This entails investigating novel forms and delivery methods, tailoring information to user preferences, and using data analytics to comprehend audience behavior. Media companies can increase their revenue potential and guarantee their long-term survival in the digital marketplace by taking a diversified approach.

In today's business landscape, social media plays a crucial role in brand marketing and product promotion. Marketers now seek to go beyond mastering platforms like Facebook and Twitter, aiming to seamlessly integrate social media with traditional advertising, public relations, and direct marketing initiatives. While social media generates significant buzz, traditional media retains a high level of credibility and continues to be a vital contributor to business success. Interestingly, social media and traditional media often intersect in subtle ways, even without deliberate integration.

*Integrating social and traditional media lends significant strength to Media companies, far more than a single-layer communication approach. This integration adds an extra dimension that is critical to the success of media outreach and market too(Interviewee 4, April 22, 2024).*

**Table 14 Traditional media challenges in adapting to the digital age**

No.	Major challenges traditional media faces in adapting to the digital age	Frequency	Percentage
1	Competition from online platforms	23	33.8%
2	Changing audience preferences	18	26.5%
3	Technological advancements	14	20.6%
4	Monetization	9	13.2%
5	Other	4	5.9%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected from respondents, it is evident that traditional media faces several challenges in adapting to the digital age. The most commonly cited challenges include competition from online platforms, with 33.8% of respondents highlighting this as a significant issue. This indicates that traditional media outlets are struggling to compete with the vast array of digital platforms available to consumers.

Changing audience preferences was identified as a challenge by 26.5% of respondents, suggesting that traditional media must adapt to evolving consumer behaviors and preferences to remain relevant in the digital age. Technological advancements were mentioned by 20.6% of respondents as a challenge for traditional media. This highlights the importance of staying up-to-date with new technologies and platforms to effectively engage with audiences in a digital environment. Monetization was identified as a challenge by 13.2% of respondents, indicating that traditional media outlets are facing difficulties in generating revenue through digital channels.

Furthermore, traditional media faces challenges from the spread of false information and fake news on internet channels. The public's confidence in the media has been eroded by the ease with which misleading information may be disseminated online, making it more challenging for

traditional media outlets to establish their credibility as reliable sources of information. Fact-checking and verification procedures, which can need a lot of time and resources, are now being stressed more.

Finally, 5.9% of respondents cited other challenges not specified in the data. Overall, these findings suggest that traditional media must address a range of challenges to successfully adapt to the digital age and remain competitive in an increasingly digital landscape.

These results imply that in order for conventional media to successfully transition to the digital era and maintain its competitiveness in an increasingly digital environment, it will need to solve a number of issues. For traditional media companies to successfully integrate digital initiatives, they must innovate and adapt their business models. To reach and engage their audience, this entails making investments in digital infrastructure, creating captivating multimedia content, and making use of social media channels. In addition, by putting a premium on factual and trustworthy reporting, battling false information, and enforcing strict journalistic standards, conventional media must concentrate on establishing and preserving trust with their audience.

The difficulties faced by traditional media in the digital age include the need to adapt to new technology and economic models, audience migration, competition from digital platforms, and changes in consumer behavior. With the advent of digital technology, the internet, and online platforms, content creation and distribution have become more accessible, diverse, and interactive, radically changing the dynamic between content producers, distributors, and consumers.

*I think that the digital age has revolutionized the entertainment industry, enabling greater creativity, accessibility, interactivity, and global connectivity other than traditional media specifically for youth it creates many opportunities too (Interviewee 6, April 24, 2024).*

Another big problem for conventional media is audience migration. The number of people viewing and reading traditional media outlets has decreased as more people move to digital platforms for their news and entertainment. Particularly younger generations prefer to consume content online via social media, news websites, and streaming services over more conventional media like radio, television, and print newspapers. Traditional media organizations must make a

strategy transition in order to stay relevant and engage with digitally sophisticated audiences, given the recent shift in viewer behavior.

The difficulties experienced by traditional media have increased due to competition from digital platforms. A wide range of freely accessible content is available for free on social media platforms, streaming services, and online news websites. Traditional media's financial models, which mostly depended on advertising revenue and membership fees, have been impacted by this. Traditional media channels need to set themselves apart in the crowded digital market in order to effectively compete by offering distinctive, reputable, and high-quality content.

Traditional media has been impacted by changes in consumer behavior as well. Viewers now expect to be able to get news and entertainment at any time and from any location due to the surge in on-demand content consumption. This has led to a decline in appointment-based viewing and reading habits, where viewers would tune in to specific shows or read newspapers at specific times. By providing accessible and adaptable content distribution options like online video platforms, podcasts, and mobile apps, traditional media organizations can adjust to these developments.

The development of digital technology, the internet, and online platforms has made content creation and delivery more varied, interactive, and widely available. Digital tools have made content creation more accessible, enabling small businesses and individuals to produce and distribute information to a worldwide audience. The relationship between content creators, distributors, and consumers has drastically altered as a result. By utilizing digital technologies to improve their content, interact with consumers, and investigate new distribution methods, traditional media firms need to adapt to these developments.

**Table 15 Journalists ‘opinions on how has Journalistic practice changed**

<b>No</b>	<b>Journalists' Opinion how has Journalistic practice changed</b>	<b>Frequency</b>	<b>Percentage</b>
1	It has enhanced news-gathering	30	44.1%
2	It has improved the credibility of my news	6	8.8%
3	It enables me to report from anywhere with ease	10	4.7%
4	It helps me to know the information needs of the audience	13	19.1%
5	I don't know	9	13.2%
	<b>Total</b>	<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it is clear that journalists perceive several positive changes in journalistic practice due to advancements in technology. The majority of respondents, 44.1%, believe that technology has enhanced news-gathering capabilities. This suggests that tools and platforms available in the digital age have made it easier for journalists to access and gather information for their reporting.

Additionally, 19.1% of respondents mentioned that technology helps them understand the information needs of their audience better. This indicates that digital tools and analytics have enabled journalists to tailor their reporting to meet the preferences and interests of their readers or viewers.

Furthermore, 8.8% of respondents feel that technology has improved the credibility of their news. This could be attributed to fact-checking tools, real-time verification methods, and other digital resources that help journalists ensure the accuracy and reliability of their reporting.

Moreover, 4.7% of respondents highlighted that technology enables them to report from anywhere with ease. This reflects the flexibility and mobility that digital tools provide, allowing journalists to cover stories from various locations without being tied to a physical newsroom.

Lastly, 13.2% of respondents indicated that they are unsure of how technology has changed journalistic practice. This could suggest a need for further education or training on the impact of technology in the field of journalism.

Overall, the survey data indicates that technology has had a positive impact on journalistic practice, enhancing news-gathering, improving credibility, facilitating remote reporting, and helping journalists understand audience needs.

**Table 16**How Facebook changed journalists’ way of processing a story’s development and disseminating

No.	Facebook Changed story processing and disseminating	Frequency	Percentage
1	Strongly agree	15	22.1%
2	Agree	33	48.5%
3	Strongly disagree	6	8.8%
4	Disagree	8	11.8%
5	Undecided	6	8.8%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

Based on the survey data collected, it is evident that a majority of respondents believe that Facebook has had an impact on the processing and dissemination of stories. Specifically, 70.6% of respondents either strongly agree or agree that Facebook has changed the way stories are processed and disseminated. This indicates that a significant portion of the respondents perceive Facebook as playing a role in shaping how news and information are shared.

Among the respondents, 22.1% strongly agree that Facebook has changed story processing and dissemination, while 48.5% agree with this statement. This suggests that a combined total of 70.6% of respondents acknowledge the influence of Facebook in this aspect.

On the other hand, 20.6% of respondents either disagree or strongly disagree with the statement that Facebook has changed story processing and dissemination. This indicates that there is a smaller proportion of respondents who do not believe Facebook has had a significant impact on how stories are processed and disseminated.

Additionally, 8.8% of respondents are undecided on this matter, suggesting that there is a level of uncertainty or lack of consensus among a portion of the respondents regarding the influence of Facebook on story processing and dissemination.

Overall, the survey data highlights a general recognition among respondents that Facebook has played a role in changing the way stories are processed and disseminated, with a majority agreeing with this notion.

**Table 17 Facebook affects the traditional media journalism professional practices**

No.	How Traditional media practices affected by Facebook	Frequency	Percentage
1	Strongly agree	18	26.5%
2	Agree	35	51.5%
3	Strongly disagree	3	4.4%
4	Disagree	4	5.9%
5	Undecided	8	11.8%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

The data gathered from participants in Table 18 suggests that most participants think that traditional media journalism professional practice is influenced by Facebook. Specifically, 78%

of respondents either strongly agree or agree that Facebook has an impact on traditional media journalism practices. Among the respondents, 26.5% strongly agree that Facebook affects traditional media journalism professional practice, while 51.5% agree with this statement. This indicates that a significant portion of the respondents perceive Facebook as influencing how traditional media professionals practice journalism.

On the other hand, a smaller proportion of respondents, 10.3%, either disagrees or strongly disagree with the statement that Facebook affects traditional media journalism professional practice. This suggests that there is a minority of respondents who do not believe Facebook has a significant impact on traditional media journalism practices.

Additionally, 11.8% of respondents are undecided on this matter, indicating a level of uncertainty or lack of consensus among a portion of the respondents regarding the influence of Facebook on traditional media journalism professional practice.

In general, the survey data highlights a general recognition among respondents that Facebook has an impact on traditional media journalism professional practice, with a majority agreeing with this notion.

**Table 18 Journalists Facebook rating in the sourcing, processing, disseminating, and getting feedback for local news**

No.	Facebook sourcing, processing, disseminating, and getting feedback for local news	Frequency	Percentage
1	Not important at all	4	5.9%
2	Somewhat Important	20	29.4%
3	Important	11	16.2%
4	Very Important	24	35.3%
5	Extremely Important	9	13.2%
<b>Total</b>		<b>68</b>	<b>100%</b>

*(Source: Organized by the Researcher)*

The information presented in Table 18 indicates that respondents hold different views regarding the significance of Facebook in sourcing, processing, disseminating, and receiving feedback for local news. The data shows that a majority of respondents, 48.5%, consider Facebook to be either very important or extremely important in these aspects of local news. Specifically, 35.3% of respondents rated Facebook as very important, while 13.2% rated it as extremely important. A large number of the survey participants think that Facebook is important for finding, organizing, sharing, and receiving input on local news.

Additionally, 29.4% of respondents rated Facebook as somewhat important, suggesting that there is a considerable number of respondents who see Facebook as having some level of importance in these areas. On the other hand, a smaller proportion of respondents, 21.6%, rated Facebook as either not important at all or only important to some extent. This indicates that there is a minority of respondents who do not view Facebook as a significant platform for local news sourcing, processing, dissemination, and feedback.

Overall, the survey data highlights a range of perspectives among respondents regarding the importance of Facebook in relation to local news. While a majority of respondents see Facebook as playing a significant role in these aspects, there are also some who do not consider it as crucial.

#### **4.5 Traditional media organizations and the widespread use of Facebook**

It would be difficult to imagine how such technological advancements have been made without corresponding developments that have been made in parallel and simultaneous ways, but at differing rates and in varying amounts, amid today's technological upswing, digital revolution, scientific discoveries, and unbelievable human advances.

As Rupert Murdoch noted, media companies are striving to position themselves to "drive history," particularly in terms of establishing a successful business model for the digital marketplace. They acknowledge the significance of social media as a tool but have found it challenging to identify the right revenue-generating strategies utilizing social media (Albarran, 2013).

#### **4.6 Journalist Facebook utilization for news production, content enrichment, information sharing, and gathering**

Journalists often use Facebook as a platform to reach a wider audience, share news updates, gather information, and engage with their audience. They may use Facebook to promote their articles, share breaking news, conduct research, connect with sources, and interact with their followers. Additionally, journalists may join Facebook groups related to their beat or industries to stay updated on trends and connect with other professionals in the field. Overall, Facebook serves as a valuable tool for journalists to enhance their reporting, engage with their audience, and stay informed on current events.

*EBC journalists use Facebook in various ways to enhance their reporting. This could include sharing breaking news updates, promoting their articles, engaging with their audience through comments and messages, conducting research by following relevant pages and groups, connecting with sources, and participating in discussions related to the media industry (Interviewee 9, April 27, 2024).*

Additionally, EBC journalists may use Facebook Live to broadcast events or interviews in real time, further engaging their audience and providing up-to-date coverage. Facebook can be a valuable tool for EBC journalists to produce news, enrich content, share information, and gather insights for their reporting (Ibid).

The emergence of new media has transformed the global journalism landscape, affecting newsrooms, offices, residences, and other spaces where journalists acquire, organize, disseminate, and interact with news material (Hermans, 2009). Interactivity, feedback, and active engagement are some of the salient features of new media (Wehmeier, 2009). Schivinski and Dąbrowski (2013) also highlight the instantaneous creation of unlicensed material as another significant feature of modern media. The majority of digital technologies that are categorized as "new media" frequently include characteristics that allow them to be interactive, manipulable, and networkable.

#### **4.7 How has Facebook altered the landscape of news distribution**

Facebook has significantly altered the landscape of news distribution by providing a platform for media companies like EBC to reach a vast audience quickly and efficiently. The platform allows news organizations to share their content with a global audience, engage with readers through comments and shares, and track the performance of their posts through analytics. This has enabled established media companies to increase their reach, drive traffic to their websites, and build brand awareness. According to the article published by Lamot, K., Kreutz, T., & Opgenhaffen, M. (2022)

the advantages of Facebook for established media companies include:

1. Increased reach: Facebook allows media companies to reach a larger audience than traditional distribution channels, potentially increasing their readership and viewership.
2. Engagement: Media companies can engage with their audience in real-time through comments, shares, and reactions, fostering a sense of community and loyalty.
3. Data analytics: Facebook provides valuable insights into audience behavior and preferences, allowing media companies to tailor their content to better meet the needs of their readers.

However, Facebook also poses some disadvantages for established media companies:

1. Algorithm changes: Facebook's algorithm changes can impact the visibility of media company content, potentially reducing reach and engagement.
2. Dependence on the platform: Media companies may become overly reliant on Facebook for distribution, which can be risky if the platform's policies or algorithms change.
3. Misinformation: The spread of misinformation on Facebook can damage the credibility of established media companies, as false information can sometimes be shared more widely than accurate reporting.

*Social media platforms have emerged as significant channels for both presenting and consuming news. So, media outlets actively share their content on platforms like Facebook, Instagram, and Twitter, aiming to connect with the widest possible audience (Interviewee 3, April 22, 2024).*

Overall, while Facebook offers numerous advantages for established media companies in terms of reach, engagement, and data analytics, it also presents challenges regarding algorithm changes, platform dependence, and the spread of misinformation. Media companies must carefully navigate these complexities to effectively leverage Facebook for news distribution.

## **CHAPTER FIVE**

### **5.Summary of Findings, Conclusion, and Recommendations**

#### **5.1 Introduction**

The study compared traditional media with digital platform practices to evaluate the impact of Facebook on traditional media and to understand EBC journalists' perspectives on the platform's integration into their field. As a result, The study of information obtained via surveys and in-depth interviews led to the conclusions and suggestions that are made.

#### **5.2Summary and Finding**

The study delved into "The Influence of Facebook on Traditional Media in Ethiopia: The Case of Ethiopia Broadcasting Corporation." It focused on exploring journalists' perspectives on Facebook and the challenges it poses to their profession. The study also examined the impact of Facebook on journalists' work processes and their attitudes toward using the platform for sourcing, processing, sharing, and enhancing local news content.

The research employed both qualitative and quantitative approaches (mixed method). Questionnaires and in-depth interviews served as the primary instruments for gathering data from the participating journalists. The collected data were analyzed using SPSS Version 25. Consequently, the major findings are addressed within this context.

Facebook has had a significant impact on traditional media in Ethiopia, compelling them to adjust to the evolving landscape of news consumption. As people increasingly rely on Facebook for news updates, traditional media outlets are compelled to vie for audience attention. Moreover, Facebook provides platforms for citizen journalism and alternative news sources, posing a challenge to the dominance of traditional media. Notably, many respondents (86.8%) engage in daily television viewing, which remains the most frequent pattern.

A study examining the social media preferences of journalists found that Facebook is the platform of choice, with all surveyed journalists using it. Twitter and YouTube were equally popular, each used by 69% of respondents, while LinkedIn and Instagram followed with 55.9% and 51.5% usage, respectively. Journalists commonly gather information from a variety of

sources such as press releases, official statements, interviews, and social media platforms. The emergence of new media channels has led to a merging of roles between content creators and consumers. Among these platforms, Facebook is favored by journalists due to its wide reach and interactive features. However, journalists also utilize Twitter, Instagram, LinkedIn, and traditional media to disseminate news and engage with their audience.

The rise of social media sites like Facebook has significantly changed the way we access media and exchange information. Users now can access news instantly, engage in discussions, and disseminate content swiftly. This shift has resulted in a more personalized and interactive media landscape, where users can actively participate in news stories, disseminate information, and join discussions promptly. Social media algorithms have reshaped the way news is encountered, contributing to a decrease in traditional media consumption, including newspapers and TV news. Journalists are now tasked with modifying their reporting methods to connect with and captivate audiences that are increasingly dependent on social media for their news.

To surmount the hurdles introduced by these platforms, traditional media must foster trust and credibility, invest in digital advancements and audience interaction, and form alliances with social media entities like Facebook. This may include crafting multimedia content, interactive elements, and tailored news experiences to draw and keep audiences that are progressively looking to social media for their news intake. Collaborations and partnerships between traditional media and social media platforms can address these challenges and support high-quality journalism, counteract misinformation, sustain viable business models, and improve digital literacy. By focusing on trust, innovation, and cooperation, traditional media can tackle the challenges presented by Facebook and similar platforms, ensuring their continued significance and trustworthiness in the digital age.

Survey data reveals diverse perspectives on Facebook's influence over traditional media in Ethiopia. Around 25% view Facebook's impact as positive, whereas 30.9% see it negatively. A majority of 44.1% remain neutral, indicating that multiple factors shape these varied opinions. Facebook's involvement in traditional media presents both advantages and disadvantages, offering increased exposure and reach on one hand, but also posing risks of misinformation and fake news, which could undermine the revenue and authority of established media entities.

The survey data reveals that the most preferred content on Facebook is entertainment, followed by news content, lifestyle content, and educational content. Sports content is the least preferred, with only 1.5% of respondents expressing a preference for sports-related content. Content creators and publishers should consider these preferences when developing content for Facebook to better meet the needs and interests of their target audience. Facebook is also used by journalists for disseminating news, engaging with audiences, and promoting their work. The platform's features, such as live video streaming and instant messaging, allow journalists to engage with audiences in a more interactive and personalized manner. EBC journalists share their media company news to inform and engage with their audience, promoting transparency and accountability, and upholding journalism principles.

The survey data shows that a majority of respondents (73.5%) find news shared on Facebook less reliable compared to traditional media, indicating a lack of trust in the news. This highlights the importance of critically evaluating the credibility of news sources on social media platforms and the need for journalists to address trust issues through transparent and accurate reporting practices. Factors influencing news consumption from the Ethiopia Broadcasting Corporation (EBC) include accuracy, relevance, and timeliness. Accuracy is the most significant factor, with 36.8% of respondents citing it as a key consideration. Relevance is also crucial, with 29.4% highlighting the importance of news that is pertinent to their interests and concerns. Timeliness is another essential factor, with 17.6% valuing news sources that provide up-to-date information in a timely manner. Trustworthiness is cited as a factor influencing news consumption decisions.

A survey data shows that 88.2% of respondents believe traditional media outlets should adapt their content to suit Facebook users. This indicates a strong consensus among respondents that traditional media outlets should consider the preferences and behaviors of Facebook users when creating and distributing content. By embracing this shift in media consumption patterns, traditional media outlets can enhance their relevance and effectiveness in reaching and engaging with audiences in Ethiopia.

The most engaging features of Facebook for consuming news content are Instant articles, with 25 respondents accounting for 36.8% of the total. Stories and Live videos are also popular, with 12 respondents (17.6%) and 11 (16.2%) finding them engaging. Polls and Other features also have

some engagement, with 10 respondents (14.7%) and 6 (8.8%). Events seem to be the least engaging feature, with only 4 respondents (5.9%) finding them engaging.

Traditional media faces challenges in adapting to the digital age, including competition from online platforms, changing audience preferences, technological advancements, and revenue generation. 33.8% of respondents identified competition as a significant issue, while 26.5% identified changing consumer behaviors as a challenge. Technological advancements were identified as a significant challenge, while 13.2% identified revenue generation as a challenge. The digital age has revolutionized the entertainment industry, allowing greater creativity, accessibility, interactivity, and global connectivity. Traditional media must address these challenges to remain competitive in an increasingly digital landscape.

Survey data indicates that technology has markedly advanced journalistic practices. Specifically, 44.1% of respondents believe it has bolstered news-gathering processes, 19.1% feel it aids in better understanding audience requirements, 8.8% think it has enhanced the credibility of news, and 4.7% appreciate the simplicity of reporting remotely. Nonetheless, 13.2% of respondents remain uncertain about technology's influence on journalism, indicating a potential gap in awareness regarding its effects.

The survey data indicates that 70.6% of respondents believe Facebook has had a significant impact on the processing and dissemination of stories, suggesting a notable influence on news and information sharing. Additionally, 22.1% strongly agree and 48.5% agree with this sentiment, confirming that a majority recognize Facebook's effect. Conversely, 20.6% disagree and 8.8% remain undecided, reflecting some disagreement regarding Facebook's role in story processing and dissemination. In summary, the data points to a recognized influence of Facebook in these areas.

The majority of respondents (78%) strongly agree that Facebook influences traditional media journalism professional practice. However, a smaller percentage (10.3%) disagree or strongly disagree, and 11.8% are undecided. The majority of respondents believe Facebook has a significant impact on traditional media journalism, with 26.5% strongly agreeing and 51.5% agreeing. Minorities (11.8%) disagree or are undecided, indicating a lack of consensus on the impact of Facebook on traditional media journalism.

Survey data indicates that 48.5% of participants deem Facebook important for sourcing, processing, disseminating, and obtaining feedback on local news. Among them, 35.3% consider it very important and 13.2% view it as extremely important. Additionally, 29.4% find it somewhat important, whereas 21.6% believe it is not important or only of some importance. While a majority regards Facebook as vital in these respects, a notable minority does not.

## 5.2 Conclusion

The data gathered from in-depth interviews and questionnaires about Facebook has significantly impacted traditional media in Ethiopia, compelling them to adapt to the changing landscape of news consumption. As more people rely on Facebook for news, traditional media must compete for their audience's attention. Facebook has become a platform for citizen journalism and alternative news sources, challenging the dominance of traditional media. Journalists use a range of platforms including Facebook, Twitter, YouTube, LinkedIn, and Instagram to share news and interact with their audience. The rise of social media platforms has transformed how news is consumed, providing instant access to news, fostering discussions, and enabling rapid content distribution. To navigate these challenges, traditional media entities are compelled to cultivate trust, embrace digital innovation, and establish partnerships with social media platforms like Facebook, which involves creating multimedia content, interactive features, and personalized news experiences.

Based on the survey findings, it is evident that Facebook's impact on traditional media is perceived both positively and negatively by journalists. Entertainment content is favored the most on Facebook, followed by news, lifestyle, and educational material. However, news on Facebook is generally viewed as less trustworthy compared to traditional media sources. Factors influencing the consumption of news from the Ethiopia Broadcasting Corporation (EBC) include accuracy, relevance, and promptness. Content creators and publishers should consider these user preferences when tailoring their Facebook content to ensure it aligns with user expectations and needs.

Facebook news is often seen as less reliable than news from established media outlets. The ubiquity of false information and fake news on social media platforms is the source of this distrust. Since anybody can publish news on Facebook, unlike traditional media institutions that follow strict editorial guidelines and fact-checking procedures, questions have been raised regarding the veracity and legitimacy of the information published. Because of this, people might be more wary while reading news on Facebook and would instead turn to established media sources for reliable and factual information.

Accuracy, relevancy, and promptness are factors that affect how much news the Ethiopia Broadcasting Corporation (EBC) provides. Since viewers count on EBC to provide accurate and

unbiased reporting, accuracy is crucial. Users are more likely to interact with content that is relevant to their interests and problems, therefore relevance is also quite important. Another crucial element is promptness, or the timeliness of news updates, since viewers want the most recent details on current affairs.

The survey results indicate that a significant majority of respondents believe traditional media outlets should adapt their content to cater to Facebook users, emphasizing the need to consider user preferences and behaviors. Facebook's most engaging news feature includes Instant articles, stories, Live videos, polls, and other interactive elements. Traditional media outlets encounter challenges in adapting to the digital age due to factors such as competition, evolving consumer behaviors, technological advancements, and revenue generation concerns. While technology has enhanced journalistic practices, notable respondents express uncertainty about its impact on journalism, suggesting a potential gap in awareness that should be addressed.

The survey findings reveal that a significant portion of respondents perceive Facebook as a major influence in news and information dissemination, with a majority in agreement. Additionally, a majority of participants believe that Facebook impacts traditional media journalism strongly agreeing. These results underscore the significant influence and importance of Facebook in the realm of news sourcing, processing, distribution, and feedback gathering, as perceived by the survey participants.

Most participants think that Facebook affects journalism in traditional media, and many of them strongly agree. This demonstrates Facebook's significant influence over the procedures and activities of established media organizations. In order to stay relevant and improve reader engagement, journalists and news organizations have had to adjust to the ever-changing landscape by implementing social media techniques into their daily operations. New types of reporting and storytelling that use interactive elements and multimedia information to improve the news experience have also resulted from the incorporation of social media into journalism.

According to survey respondents, these findings highlight Facebook's considerable impact and significance in the areas of news source, processing, distribution, and feedback collecting. Facebook has emerged as a major participant in the news ecosystem, acting as a forum for discussion and debate in addition to the distribution of news. Users can discuss news stories,

offer criticism, and share their thoughts, fostering a lively and interactive environment. The old one-way flow of information has been changed into a more collaborative and interactive process by the interaction between news consumers and content creators.

Technological advancements have led to a digital revolution, scientific discoveries, and human advances, making it difficult for traditional media companies to establish successful business models in the digital marketplace. Social media platforms like Facebook are used by journalists to reach a wider audience, share news updates, gather information, and engage with their audience. They can promote their articles, share breaking news, conduct research, connect with sources, and interact with followers. Facebook Live can be used to broadcast events or interviews in real time, providing up-to-date coverage.

The emergence of new media has revolutionized the way journalists operate, allowing for interactive engagement, feedback, and creative involvement. Notably, Facebook has fundamentally transformed the distribution of news by offering media organizations a rapid and effective means to connect with a large audience. Established media entities have benefited from expanded outreach, enhanced engagement, and valuable data analysis. Nevertheless, Facebook also poses challenges, including algorithm adjustments, reliance on the platform, and the proliferation of misinformation.

Social media platforms have emerged as significant channels for both presenting and consuming news, and media outlets actively share their content on platforms like Facebook, Instagram, and Twitter to connect with the widest possible audience. To effectively leverage Facebook for news distribution, traditional media companies must navigate these complexities and navigate the challenges posed by algorithm changes, platform dependence, and the spread of misinformation.

In general, the digital revolution, fueled by technological advancements, has transformed the media landscape, challenging traditional business models. Journalists now utilize social media platforms, particularly Facebook, to expand their reach, disseminate news, and engage audiences. Features like Facebook Live allow for real-time event coverage. While new media offers interactive opportunities and vast reach, it also introduces hurdles such as algorithmic shifts and misinformation risks. Media companies must adeptly manage these challenges to harness the power of social media for effective news distribution.

### 5.3 Recommendations

The research aimed to investigate the influence of Facebook on traditional media in Ethiopia, focusing on the Ethiopia Broadcasting Corporation. The researcher put in considerable work to tackle the research inquiries. Based on the findings, the following recommendations are put forward:

- ❖ As social media platforms like Facebook continue to reshape the way information is disseminated and consumed, understanding the impact of these digital channels on traditional media outlets such as EBC is crucial for both academic and practical purposes.
- ❖ Given the increasing prevalence of social media usage in Ethiopia, particularly among the younger demographic, investigating how Facebook influences the operations, content production, audience engagement, and overall dynamics of EBC can provide valuable insights for media practitioners, policymakers, and researchers. By examining the strategies employed by EBC to leverage Facebook for news dissemination, audience interaction, and content enrichment, this research can shed light on the challenges and opportunities faced by traditional media in adapting to the digital age.
- ❖ Furthermore, exploring the influence of Facebook on traditional media like EBC can contribute to a deeper understanding of the changing media consumption habits, information-sharing practices, and communication patterns in Ethiopia. By analyzing how EBC navigates the digital landscape and competes with online news sources, this research can offer practical recommendations for enhancing the organization's digital presence, audience reach, and engagement strategies.
- ❖ The researcher strongly suggests exploring this research topic as it has the potential to provide valuable insights into the changing dynamics between traditional media and social media platforms in Ethiopia, particularly focusing on the Ethiopia Broadcasting Corporation. By investigating the Influence of Facebook on traditional media, researchers can contribute to the academic discourse on media convergence, digital journalism, and audience engagement while providing actionable recommendations for media organizations looking to thrive in the digital era.

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# Appendix A

## A SURVEY QUESTIONNAIRE



**Addis Ababa University**

**Graduate School of Journalism and Communication**

I am a graduate student at Addis Ababa University, School of Journalism and Communication conducting a study on "**Exploring the Influence of Facebook on Traditional Media in Ethiopia: The Case of Ethiopia Broadcasting Corporation**". This is a survey questionnaire to assess whether Facebook affects traditional media practices. The survey research is for the fulfillment of the Master of Arts in the School of Journalism and Communication, at Addis Ababa University. The data you fill has the potential to represent the practice, involvement, knowledge, and attitudes of journalists towards Facebook.

*Thank you in advance for your cooperation in filling out this questionnaire.*

*April 2024, Addis Ababa*

### **Instructions**

Tick in the box provided for the most appropriate response and use the spaces provided for any extra information needed.

### **Section One: Bio Data**

1. **Gender:**  Male  Female
2. **Age:** 18-25 years  26-35 years  36-50 years  51 years and above
3. **Level of education**
- Certificate  Diploma  Degree  MA  PhD
- other qualifications (please specify) \_\_\_\_\_

4. Department you are working in \_\_\_\_\_

5. Your responsibility in the media organization?

Reporter  Program Producer  Editor  Media Manager

Production Manager  Other (please specify) \_\_\_\_\_

**Section Two: General: The Influence of Facebook on Traditional Media in Ethiopia**

1. How often do you watch Ethiopia Broadcasting Corporation (EBC) TV programs?

- Daily  Rarely  
 Weekly  Never

2. Which social media platforms do you use regularly?

- Facebook  YouTube  
 Twitter  LinkedIn  
 Instagram  Other

3. How has your traditional media consumption changed since you started using Facebook?

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4. Do you think Facebook has a positive or negative impact on traditional media in Ethiopia?

- Positive  
 Negative  
 Neutral

How?

---

5. Which types of content do you prefer to consume on Facebook?

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> News          | <input type="checkbox"/> Lifestyle   |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Educational |
| <input type="checkbox"/> Sports        | <input type="checkbox"/> Other       |

6. Have you ever shared content from Ethiopia Broadcasting Corporation on Facebook? If yes, why?

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---

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7. How reliable do you consider the news shared on Facebook compared to traditional media?

- |  |                                     |
|--|-------------------------------------|
| <input type="radio"/> More reliable    | <input type="radio"/> Less reliable |
| <input type="radio"/> Equally reliable |                                     |

8. What factors influence your decision to consume news from Ethiopia Broadcasting Corporation?

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> Accuracy   | <input type="checkbox"/> Trustworthiness |
| <input type="checkbox"/> Timeliness | <input type="checkbox"/> Other           |
| <input type="checkbox"/> Relevance  |  |

9. In what ways do you think Ethiopia Broadcasting Corporation can leverage Facebook to reach a wider audience?

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10. Do you think traditional media outlets in Ethiopia should adapt their content to suit Facebook users?

- |                           |                          |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

Not sure

11. Which features of Facebook do you find most engaging when consuming news content?

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Live videos      | <input type="checkbox"/> Stories |
| <input type="checkbox"/> Instant articles | <input type="checkbox"/> Events  |
| <input type="checkbox"/> Polls            | <input type="checkbox"/> Other   |

12. How do you think Ethiopia Broadcasting Corporation can improve its online presence on Facebook?

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13. Have you ever participated in discussions or debates on Facebook related to content from Ethiopia Broadcasting Corporation?

Yes  No

14. What challenges do you think traditional media faces in adapting to the digital age?

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Competition from online platforms | <input type="checkbox"/> Monetization |
| <input type="checkbox"/> Changing audience preferences     | <input type="checkbox"/> Other        |
| <input type="checkbox"/> Technological advancements        |                                       |

15. How do you think Ethiopia Broadcasting Corporation can collaborate with Facebook to enhance its reach and impact?

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16. Would you like to follow Ethiopia Broadcasting Corporation on Facebook if they had a dedicated page?

Yes  No

○ Maybe

17. In your own opinion how has Facebook changed your traditional journalistic practice?

1=It has enhanced news gathering

2=It has improved the credibility of my news

3=It enables me to report from anywhere with ease

4=It helps me to know the information needs of the audience

5= I don't know

18. Facebook has certainly changed the way journalists work in the process of how stories are developed and disseminated.

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

19. Facebook affects the traditional media Journalism professional practice

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

20. How do you rate Facebook help you in your daily activities for the source of information, processing, disseminating, and getting feedback for local news?

A. Not important at all

D. Very Important

B. Somewhat Important

E. Extremely Important

C. Important

21. How has Facebook altered the landscape of news distribution?

A. Highly

B. To some extent

C. Rarely

D. No

## **Appendix B**

### **Part II Interview**

1. How frequently do you consume traditional media sources such as Ethiopia Broadcast?
2. Do you also use Facebook as a source of news and information?
3. In your opinion, how has Facebook impacted the consumption of traditional media in Ethiopia?
4. Have you noticed any changes in the content or format of Ethiopia Broadcast as a result of Facebook's influence?
5. Do you believe that Facebook has helped to increase the reach and visibility of traditional media outlets in Ethiopia?
6. How do you think traditional media can adapt to the changing media landscape influenced by Facebook?
7. Do you believe that Facebook has the potential to shape public opinion and influence traditional media in Ethiopia?
8. How do you perceive the credibility and reliability of news and information shared on Facebook compared to traditional media sources like Ethiopia Broadcast Corporation?
9. In your opinion, what role should Ethiopia Broadcast play in leveraging Facebook as a platform for reaching a wider audience and engaging with viewers?

## Appendix C

Forms to Be Filled by Key Interviewees (Journalist, Editor, and Media Manager)

1. Name (Optional) \_\_\_\_\_
2. Gender \_\_\_\_\_
3. Age \_\_\_\_\_
4. Educational status \_\_\_\_\_
5. The media you work for \_\_\_\_\_
6. The department you working in \_\_\_\_\_
7. Job Title \_\_\_\_\_
8. Years of experience \_\_\_\_\_
9. Address; Email \_\_\_\_\_
10. Telephone \_\_\_\_\_.

**Thank for you your cooperation!**

## Appendix D

### List of Key Interviewees for the Study

No.	Interviewees	Gender	Age	Education	Medium	Job Title
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						