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Practice of Using Social Media in Ethiopian Broadcast Media: The Case
of Walta Television

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November, 2021

DECLARATION

I declare that this thesis “Practice of using Social Media in Ethiopia Broadcast Media: the Case of Walta TV is my original work and all sources of materials used for the research has been properly recognized.

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This is to certify that the thesis prepared by Habtamu Nibrtie Tesfaye, permitted: Practice of using Social Media in Ethiopian Broadcast Media: The Case of Walta Television and submitted in partial fulfillment of the requirement for the Degree of Master of Arts in Broadcast Journalism complies with the university regulations, and also meets the recognized standards in terms of originality and quality.

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ABSTRACT

The aim of this study was to investigate the using of sources and challenges of social media on gathering, dissemination, and access to information in Walta TV. And also, get a knowledge base about the internet facilities available to journalists, skills, major achievements and challenges brought by social media. The study also investigated the influences of sources and the impact of the social media on the dissemination and gathering of news. It also sought to investigate the reasons for the current levels of Practice of using social media, and also identify the factors that inhibit the using of the social media in the Walta TV. Both qualitative and quantitative methods were used, employing a combination of in-depth interviews, structured respondent questionnaires, and observations in Walta TV. Questionnaire as a method of survey employed as a scientific instrument to obtain data from 50 selected samples in Walta TV. Also, the researcher conducted semi-structured interviews with 7 samples of manager, directors, and editor who are working in a social media area and who are believed to hold relatively growing experiences and exposures of directly working on the topic of research. A Purposive sampling method was employed to select samples for interviewees. The study's findings showed that the social media has a positive impact on the practice of journalists and that it has influenced journalists to engage more with news customers. However, it was also discovered that further positive impact has been inhibited by factors such as the lack of access to internet facilities and the lack of training on how to use social media technologies. As a final point, the result of the study showed that there was a strong need to direct priority to the expansion of social media infrastructure in the media organizations and also building the capacity of journalists in order to cope up with globalization the utilization of the social media potential was found to be insufficient in the media.

Key words: social media, the use of sources of news, impact and challenges of social media, gather and dissemination news, fake information

LIST OF ACRONYMS AND ABBREVIATIONS

BBC:	British Broadcasting Corporation
CNN:	Cable News Network
CCTV:	Closed-Circuit Television
EBC:	Ethiopian Broadcasting Corporation
ENA:	Ethiopian News Agency
ERTA:	Ethiopian Radio and Television Agency
ETC:	Ethiopian Telecommunication Corporation
ETV:	Ethiopia Television
HDTV:	High Definition Television
HTML:	Hypertext Markup Language
ICT:	Information Communication Technology
IRC:	Instant Relay
PADISNET:	Pan African Documentation and Information Service Network
PC:	Personal computer
UN:	United Nation
USAID:	United States Agency for International Development
VOA:	Voice of America
WWW:	World Wide Web

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Chapter One

1. Introduction

1.1. Background Of The Study

Walta TV is an Ethiopian Television station owned and operated by Walta Media and Communication Corporate S.C. It was launched on April 8, 2017. As of 2017, it is one of 5 channels in Ethiopia, formally certified through the Ethiopian Broadcasting Authority. Before starting its own channel, Walta mainly provided its locally produced news and documentaries for the national broadcaster EBC (formally known as Ethiopian Television). It is also one among the few private channels to be available on the Ethiopia-based satellite platform Ethiosat to be found on Eutelsat eight West B. It provides superior media as well as communication services, serving both the domestic and international sectors.

Walta Television has always been intent on bringing a fresh and innovative method to news, documentaries, research and advertising technology, other media communication services, acting as a link between the public and the media. It's grounded on core values like hard work, integrity, quality customer service, constant creativity, innovation, and respect for diversity. Since its establishment in 1994, Walta has an archive that has covered Ethiopia with full length and breadth.

Walta Television offers integrated media, communication services and hence it's the primary option in Ethiopia. some services are polling and research Organization of discussion forums on several public policy issues providing media services with Walta Television distributing news, other communication products directly through its website and indirectly through local, international media Production of documentary films production of programs, spot ads image building and public relation support activities, advertising- digital signage advertising conference and event management. It is to be had on 3 Television satellites, originally on Eutelsat 7 West, however additionally on Belintersat 1 and at the Ethiosat platform (The free encyclopedia, 2021).

1.1.1. New Media Technology

The term “new media” came into prominence in the mid-1990s, usurping the location of “multimedia” inside the fields of business and art. Unlike its predecessor, the term “new media” was not helpful: it represented other media as old or dead; it converged rather than multiplied; it did not destroy itself in favor of a happy redundant plurality. The singular plurality of the phrase (“new media” might be a plural noun treated as a singular subject) stemmed from its negative definition: it had not been mass media, specifically television. It was fluid, individualized connectivity, a medium to distribute control and freedom although new media depended heavily on computerization, new media wasn't simply “digital media”: that's, it was not digitized forms of other media (photography, video and text), but rather an interactive medium or form of distribution as independent as the information is communicated (Wendy and Thomas 2006:1).

The new media refers to different technologies that have emerged or seen rapid growth on a global scale during the latter part of the 20th century and into the new millennium. Most people who have an Internet connection are already aware of some major types of this media, which include social networking sites such as Facebook and Twitter, as well as blogs and video-sharing websites along with YouTube. This sort of media has also greatly advanced cellular communications in the last twenty years, through uses that connect with the Internet and other technologies. As new media is continuously evolving to connect with as many one-of-a-kind structures and people as possible, one of its most defining characteristics is interactivity (Hassan and Thomas 2006).

The internet is a technology that has caused lots of changes in our way of life. Goel (1997: 3) defines the Internet as a collection of single data networks interconnected in a certain way, data can be transmitted back, forth between each single data network and every other single data network.

1.1.1.1. Social Media

Social media as a term has only been around for a few years, but the seeds of today are dramatic changes to news production and distribution were sown right at the start of the internet revolution. Announcing the birth of the World Wide Web in 1991 on an early news group, inventor Tim Berners-Lee set out the key aims: The WWW project was started to allow high energy physicists to share data, news and documentation (Lavinson, 2000).

The phenomenon of social media has grown rapidly since its emergence in the early years of the new millennium. The social media is an umbrella term for internet-based applications that allows creation and exchange of user generated content (Kaplan and Haenlein, 2010). There is no clear and accepted definition that services are often named social media and therefore the phenomenon is constantly evolving. Depending on the degree of social exchange, different applications are often argued being a social media. For example, Wikipedia is part of the term social media; however, the social exchange is limited (Hermida, 2012).

The technical protocols behind the internet were built to support one-to-one and many-to-many communication, not the broadcast models that had swept the world throughout the 19th and 20th centuries. It has taken almost twenty years for the full potential of those new technical realities to hit home. Fuelled by the growth of powerful networks like Facebook, Twitter and YouTube, individuals are now able to create, collaborate and share their own media often to the confusion of governments, lawyers and traditional news organizations. Thus, Big Media has lost its monopoly of the news. Now that it is possible to publish in real time to a worldwide audience, a new breed of grassroots journalists are taking the news into their own hands.

Social media have not replaced professional journalism, but it has certainly become harder to define what a journalist is in this time. The line between professional and private has blurred amid an awesome tide of interlinked news sources and outputs. Terms like old media, new media, social media and blogging became less and less useful in defining value or quality.

New types of journalistic organizations are emerging every day whilst professional journalists have embraced new skills like blogging, social media and the formation of communities. But big media have not just lost their monopoly of the formation of news; they are also in a fight to maintain their control of distribution, as social media offer alternative ways to find and discover

news. Anderson (2009) stated that: The news increasingly involves me as more people choose social media for their news rather than professional ones, we're tuning out newscast, we're tuning out newspapers. And we still hear about the important stuff. ... I figure by the time something gets to me it's been vetted by those I trust. So the stupid stuff that doesn't matter is not going to get to me.

A considerable amount has been written recently about the quality and reliability of the information available in social networks like Twitter, the dumping down of the agenda (Andrew, 2007) of information whilst others point to examples of the new perspectives that can be opened up (Shirky, 2008). A related concern around the rise of social media relates to a fear about the loss of serendipity. There are fears that the filtering of news sources through friends and colleagues could lead to less diversity and a reinforcement of prejudices (Sunstein, 2011), whilst other studies have suggested that digital and social media lead to an increased diversity of sources (Dutton, 2007 and Garrett, 2009). Underlying many of these concerns is the extent to which increased time spent with social media might further undermine the business models that have sustained high-quality journalism in the past. This mirrors, the earlier debate over the growing power of search giants like Google and other aggregators, which were perceived to have taken much of the value from organizations producing original journalism. Today Facebook and twitter stand accused of living parasitically off the quality content produced by mainstream media and reaping the commercial benefit (Ibid).

According to this explanation, every one of those networks keeps maintaining its distinct identity within its own domain and continues to have its own subscribers or customers who use the data network to communicate among themselves.

1.2. Statement Of The Problem

Social media can be defined as new conduct to make connections with and to the globe. Most recently, the keenness of change is very high. This technology formulates the world's communication systems in other forms of alternative manifestations. As a result, communication becomes easier in the least corners of the world (Creeber and Martin, 2009: 30).

Different local researchers' studied the social media issue coverage from different perspectives and came up with strong findings in showing the challenges and practice of the use of social media in Ethiopia.

Leulseged W. (2018: 54) studied “Practices and Challenges of Using Social Media as Sources of News in Ethiopia Mainstream Media: Selected Mainstream Media in Focus, The most of the mainstream media had no in-house guideline or any system that is used to properly guide the usages of social media as sources of news and they follow their old system to verify new information obtained from social media.

Today’s media professionals are expected to perform a range of tasks. Therefore, they have to have a variety of skills, specifically technical skills if they want to join the media sector and exploit the potential that exist there. Almost all mainstream media that have been chosen for this research have their own Facebook as well as main web pages.

The participants of the social media provide us comments without any fear. You can see their freedom they have even based on their comments. And we use them and develop news stories and even programs. Formal in-house guideline, confirmation from the information sources, ensuring the verification code, number of likes and sustainability of the social media of the sources pages were suggested to be taken into consideration while balancing and verifying the information sources. However, it is very difficult to verify information if the technology becomes very sophisticated and open to all. Social media has to be verified seriously due to untrue and polarized information may have chances to be posted as true and genuine. No mainstream media have developed and implemented ways or mechanisms to receive news stories from individuals on social media as other big international media do.

Also, Mahmud, M. (2016:103) studied “Impacts of Social Media on Dagu Communication: the Perception of Facebook Users” and came up with a finding.

It was found that every contributor uses Facebook for Dagu communication in an online space and the information items they communicate range from information about social, political, economic, and weather-related issues. Again, the majority of respondents assert that they communicate the information they access via social media /Facebook to their friends and families, but the approaches they used to evaluate the information were still weak, although workable. However, others react that they access the information, but avoid telling their friends and families as the information provided through online media is too personal to quarrel their institutional tradition of being responsible toward information gathering and transfer as they mention.

The issues of sourcing information from social media had been mainly discussed, and it was used for sources of information, especially sensitive ones that cannot be provided by other conventional mediums. However, some critics were found on the credibility and verification issues of the information items being provided by online media users. Regarding the effects of social media on face-to-face communication and social interaction, it was found that social media negatively impacts face-to-face communication of the Afar people (Dagu) as many people nowadays prefer to interact via online media than in a face-to-face situation. This implies the decline of traditional social interactions. If social interactions are declined, the Dagu system of the Afar people may also decline. Dagu is essentially finished via face-to-face communication and social interactions.

Both of the above researches strongly indicates that the newsroom is sufficient for the fundamentals of technology, media practitioners are inside the due route of enforcing the availed new media technology and gaining the skill on the equal time of the newsroom practitioners with grate pursuits usually always work to build self-gained knowledge and contribute to their organization towards the new media technology, and by using social media (Facebook) to communication in an online space and the information items they communicate ranges from information about social, political, economic and weather-related issues. But new media is the decline of traditional social interactions.

By considering the above explanation the researcher tried to fill the gaps in Practice and Challenges of using Social Media in in Walta TV.

The existing studies on the area were made very good contribution. However, this study was specifically conducted to investigate the Practice of using Social Media in Ethiopian Broadcast Media: The Case of Walta Television journalists.

1.3. Objectives Of The Study

The objectives of this study were split into two general and specific objectives

1.3.1. General Objectives Of The Study

The general objective of the study is to investigate the Practice of using Social Media in Ethiopian Broadcast Media: The Case of Walta Television journalists.

1.3.2. Specific Objectives Of The Study

- To identify how social media are used for gathering and disseminating news.
- To investigate the challenge of the social media on the gathering and dissemination of news
- To identify the factors that influence usage levels of the social media technologies by Walta TV media house.

1.4. Research Questions

- A. How are Walta TV journalists using social media in the gathering and dissemination of news?
- B. What is the challenge of the social media on the gathering and dissemination of news?
- C. What factors influence the levels of use of the social media technologies by Walta TV journalists

1.5. Significance Of The Study

The importance of the study is to investigate the general appearances of Practice of using Social Media within the Walta TV journalist. It similarly strives to provide the level of the journalists' knowledge of the use of social media.

The study helps to demonstrate the difficulties of the journalist and their global exposure to the use of social media. It is obvious that the social media technology has a super gain over the

conventional media. Thus, it is hoped that the findings could contribute to better knowledge, understanding of social media in the daily practice of the practitioners. This makes it possible to make a more truthful evaluation that takes into account the challenges and opportunities of the use of social media in media houses. Finally, the findings of this study initiate further research to be conducted in-depth and come up with a better understanding of the issues.

1.6. Limitations Of The Study

This study has the main challenges is during the data gathering process; the respondents were not able to return questionnaires in due time and it was a difficult task to wait until all returned as expected. The other big challenge for this study was the outbreak of the Covid 19 pandemic in the world and in our country. This Virus has an obstacle to meet the advisor and interviewers in the face to face situations. Hence, these limitations have a negative impact on the quality of this study.

1.7. Scope Of The Study

This study only focuses on the Practice of using social media gathering and distribution events and news programs on the Walta TV journalists. Data will be collected using quantitative and qualitative research methods from Walta TV journalists.

The triangulation method was employed for checking the validity and reliability of the data. Also, individual In-depth interviews were carried out with the managers, director, editors, and reporters of this media who work in the area. This study focused from November 2019 to June 2021 on Walta TV Journalist.

1.8. Organization Of The Study

This study was organized into five chapters. The first chapter was the introduction of the study which contains the background of the topic, statement of the problem, objective, research questions that were tried to be answered at the end of the research, the limitation, scope and significance of the study. The second contains a review of the literature and theoretical framework. The third chapter was covers the methodologies of the study. The findings, presentations, and discussions of the research are presented in chapter four of the study. The final chapter provides conclusions and recommendations of the study are the final part of the research encompassed in chapter five.

Chapter Two

2. Review Of Related Literature

2.1. Broadcast Media In Ethiopia

Broadcasting media includes videos, audios, or written content that provides important or entertaining information shared by different methods: Broadcast Media are news reports by television and radio.

2.1.1. Television

Television was the first broadcast in 1962 during the first meeting of the organization of African unity. Regular broadcast television started on November 2, 1964, was the day of Ethiopia's first television broadcast. This was done not only because Ethiopia needed to catch up with the rest of the world with the improvement of its information services. However, due to the fact TV has become an effective medium of education and an important tool in shaping Haile Selassie's personality cult. Besides, it is the time that the organization of African unity becomes set up in Addis Ababa (Olana, 2009:187).

Color television was introduced in 1982 by the military government in order to commemorate the founding of the workers' party of Ethiopia (Simon, 2000).

Walta Television was launched on April 8, 2017. As of 2017, it is one of 5 channels in Ethiopia, formally certified via means of the Ethiopian Broadcasting Authority. Before the launch of its own channel, Walta TV mainly provided its locally produced news and documentaries for the national broadcaster EBC (formerly ETV). It is also one of the few private channels to be available on the Ethiopia-based satellite platform Ethiosat to be found on Eutelsat 8 West B (the free encyclopedia, 2021).

2.2. New Media

‘New Media’ is a concept that includes the approaching collective of conventional media with the interactive strength of computer and communications technology, computer-enabled client devices. As specified, the term “new media” refers to digital technology which can be collaborative and dynamic, allowing users to access and direct information to others over the internet or through mobile devices (USAID, 2008:1).

One of the top characteristics of new media is the way in which the technologies involve their users. This is regularly interactive in nature and within the procedure, makes the use not just a consumer of the information, but a maker as well.

The evolution of an information society is driven in part by quick changes in technology, such as computers and digital TV. We should no longer reason about the several media of communication books, newspapers, magazines, radio, television, film, telephones, and computers as completely separate objects. Advances in computer systems and telecommunications networks have led to the merging of conventional mass media with new ones in order that presently we've, for example, the morning newspaper added to us via our internet connections. Familiar mass media bureaucracy, which includes newspapers, radio, and TV are evolving into a new bureaucracy that can be all virtual which includes high-definition TV (HDTV) and the World Wide Web (Straubhaar and La Rose 2006).

Marshall (2004: 45) cited in Creeber and Martin (2009) describes the new technology as compared with other new media technologies, the Internet represents the transformation and new media of contemporary culture. A totally new vernacular has developed from its myriad forms that underline its general influence and its standardization in our lives (Creeber and Martin 2009: 30).

Moreover, new media as the product of mediated communication technologies originates together with digital computers. Before the 1980s the media relied mostly on print and analog models like newspapers, television, cinema, and radio. Presently, digital radio, television, and cinema, whereas the printing press has been transformed by new digital technologies such as image operation software like Adobe Photoshop and desktop publishing tools. Certain

technologies include the Internet and World Wide Web, Digital Television, Personal Computers (PCs), DVDs (Digital Versatile Disc or Digital Video Disc), CDs (Compact Discs), Portable Media Players (such as the MP3 Player), Mobile (or Cell) phones and, Virtual Reality (VR) are a few that are identified by Creeber and Martin (2009).

The era of digitization led to the development of Information Communication Technology. From now, the major focus of the recovery, broadcasting, reaction, combination, and the practices of new media undertaken as a great chance for the day-to-day activities of the media organization. The journalist attempts to take advantage of every new development in technology to gather and allocate information. “From clocks to telegraphs to radio and TV, new media have continuously woven themselves into lifestyle, interfering with existing patterns of spatiotemporal organization, producing new rhythms and spaces” (Lister 2003: 237).

In this experience, this thesis investigates the impact, undertaking, and effect of gathering and disseminating information via means of the usage of social media, And also the Practice of using social media in Walta TV media houses.

2.2.1. Social Media

Social media as a word has only been around for insufficient years. However, the seeds of these days are affected by changes to news production, and distributions were spread right at the start of the internet uprising. Announcing the birth of the World Wide Web in 1991 on an early newsgroup, discoverer Tim Berners-Lee set out the critical aims: The www project was started to allow high energy physicists to share data, news, and documents (Lavinson, 2000).

The phenomenon of social media has grown quickly since its appearance in the early years of the new millennium. Social media is an umbrella term for internet-based uses that agrees to the formation and exchange of user-generated content (Kaplan and Haenlein, 2010). There is not any pure and accepted classification for which services can be named social media and the phenomenon is continually evolving. Depending on the degree of social exchange, different requests can be maintained in social media. Wikipedia is part of the term social media; on the other hand, the social exchange is limited (Hermida, 2012).

The sensible protocols in the back of the internet have been constructed to guide one-to-one and many-to-many communication, not the broadcast models that had removed the world throughout the 19th and 20th centuries. It has taken almost twenty years for the complete potential of those new technical truths to hit home. Powered by the growth of powerful networks like Facebook, Twitter, and YouTube, individuals are now able to create, collaborate and share their own media often to the pleasure of governments, lawyers, and traditional news organizations. Therefore, Big Media has misplaced its monopoly of the news. Currently, that it is possible to publish in real-time to a worldwide audience, a new type of grassroots journalists are taking the news into their own hands.

Social media has now no longer substituted professional journalism; however, it has surely become harder to describe what a journalist is in this period. The line between professional and personal has been unclear amid an irresistible current of interlinked news sources and productions. Terms like old media, new media, social media, and blogging have become less and less valuable in defining value or quality. New types of journalistic organizations are emerging every day even as professional journalists have new skills like blogging, social media, and the duration of communities. But the big media have not only lost their monopoly on news creation; they have also tried to control the way it spreads, because social media provides an alternative way to find and discover news. As more and more people choose social media instead of professional media to get news, news increasingly involves me: we hide news programs, we hide newspapers. And we still hear about the important stuff. ... I figure by the time something gets to me it has been vetted by those I trust. So the stupid stuff that does not matter isn't getting to get to me. A considerable amount has been written recently about the quality and reliability of the information available in social networks like Twitter, the dumbing down of the agenda (Anderson, 2009).

A related concern around the increase of social media transmits fear about the loss of serendipity. There are fears that the filtering of news sources through friends and colleagues might lead to less diversity and reinforcement of prejudices (Sunstein, 2011), while different research has optionally available that virtual and social media lead to an increased diversity of sources (Dutton, 2007 and Garrett, 2009). Fundamentally many of these concerns the degree to which increased time spent with social media might further undermine the business models that have continued high-quality journalism within the past. This mirrors the earlier debate over the

developing strength of seeking giants like Google and other aggregators, which were apparent to have taken much of the value from organizations producing original journalism.

Today, Facebook and Twitter are suspected of parasitizing the standard content of mainstream media and obtaining commercial benefits (ibid.). Nowadays, the Ethiopian Telecommunication Corporation (ETC) displays that the variety of social media use increases from time to time. By 2021, the total number of social media users had reached 6.70 million (ETC, 2021).

2.2.1.1. Facebook

John Cassidy wrote 'Me Media' in 2006. By the time John asked Zuckerberg about Facebook in what determination it was established, he replied "I mean one way to look at the goal of the site is to increase people's understanding of the world around them, to increase their information supply".

Facebook started its career with College students in 2004. John Cassidy (2006) clarified that anyone with a Harvard email address could join and create a profile, which contained a photograph and some personal information, such as the user's major, film, books, music, and favorite quotes. By the time, Facebook was nothing like the other social media such as Friendster and MySpace that are open to someone, but its members had a physical location, professors, and class in common. After five months of launching, the site had expanded from Harvard to forty different schools and got a hundred and fifty thousand registered users. A 12 months later high school student joins Facebook then after two years of being an exact-oriented user; Facebook has become open for everyone.

There were 56.51 percent Facebook users in Ethiopia in January 2021 and In Walta TV 694,125 Facebook followers in May 2021.

2.2.1.2. Twitter

Twitter is all approximately "what's going on inside the international and what people are speaking approximately proper now." Twitter 'was created with the aid of Jack Dorsey in San Francisco and launched in 2006, it is a micro blogging service that allows users to tweet 140 characters. However, Eleven years later, Twitter added some features such as doubling the previous character and allowing users to upload a photo and a short video.

According to Weller et al., (2014) before the existence of Tweeter, Instant Relay Chat (IRC) started nearly two decades ago before which was designed for group communication and the

roots of the symbols such as, @, # and the restriction of the word is from IRC. The other point is that the mass production of 1990s mobile phone production had also an effect on the existence of Twitter.

Twitter has its unique button such as a Retweet (RT) that can be reposting others post follower (following), replay, mention (@), list, and hash flag (#), and a searchable database of what's happening now. Occasionally friends on Facebook and followers on Twitter are a little different. The Concept made an interview with the initiator of Twitter to know about the difference. Dorsey put it this way on Twitter. You are not watching the person, but you are watching what they produce.

According to Omnicore (2019) which examined the online data, the total number of monthly active Twitter users has reached more than 326 million, 500 million tweets per day, and 100 million daily active users. When we came to Ethiopia, the Internet World state of January 2021 showed more than 21.14 million people using the internet among them. 6.69 percent of people have used Twitter, and also in Walta Television 20,000 Twitter followers in May 2021.

2.2.1.3. YouTube

YouTube launched in 2005 with the aid of Chad Hurley, Steve Chen, and Jawed Karim. It is a fundamental international platform for socially enabled media diffusion. Moreover it serves as a famous social network on its own, connecting registered users via subscription that notify subscribers of social and content updates of users (wattenhofer, et. 2012:1), Burgess and Green (2009) reminded that until the primary anniversary, YouTube Users have been simply watching videos hosted on the site, without logging in then they are to upload videos.

Nevertheless, after being accepted by Google in 2006 YouTube directly links with Gmail accounts, which increases the number of users logged in. Kaitlin (2012) noted that YouTube allows viewers to rank videos with likes and dislikes and shows how many times a video has been watched.

This attracts more viewers to watch the video coming out in mid - 2005, it already entered the list of the hundred- most- visited sites by early 2006, and became the fifth - most - popular site on the Web by July 2007 (Anner and Jacques 2009).

According to YouTube's 2017 data, 300 hours of videos are uploaded every minute, 5 billion videos are watched on YouTube every day, and there are 30 million visitors every day. In September 2018 data, the total number of active users had reached 1.9 billion, more than 30 million daily active users, more than 5 billion videos shared and watched, average viewing session had reached 40 minutes and more than 500 million users watched the video by their phone. Walta TV YouTube followers are 121 thousand as of May 2021.

2.3. News

The concept of News has been clarified otherwise with the aid of using distinct people. For some, “news is modern-day history” or “an account of a recent event or opinion which is important or interesting”, (Shrivastava, 2004: 145). It has been said that the 4 letters of the word ‘news’ represent the 4 directions: North, East, West, and South, from which its miles are obtained (ibid).

The major determination of news at a given circumstances are; Impact: How many people does the event affect? How seriously does it affect them? Proximity: Consider where a story occurred. Listeners and viewers are more interested in what affects them personally, directly and locally than in events happening in some distant location. An event will be more important if is closer to the readers. Timeliness: Is the event fresh? Is it new? The news must be timely to be of use to readers. And also, Prominence: People want to know about other people, especially well-known or prominent people. The more prominent or visible the person involved in a story, the more newsworthy Names make news, and big names make big news. Ordinary people are intrigued by the doings of the rich and famous.

According to Richard perloff (2020,p,210) News give more coverage and attention to prominence ,celebrity and influential person than those not .for a instance The deaths of celebrity, the rich famous, celebrity is get more coverage than the passing of everyone. He also added that, News more focuses on accident; it also revolves around the way order is maintained by those who wield power in a society.

This thesis were take the news to mean the communication of information on up to date events or occurrences and presenting it by way of a medium such as social media which include Facebook, YouTube, and tweeter, etc.

2.4. Information

Information will be taken to indent an ordered sequence of symbols that form meaning. According to the online business dictionary, the value of information lies exclusively in its skill to affect a behavior, decision, or outcome. In this experience, a piece of information is considered insignificant if, after receiving it, things remain unchanged.

2.5. Social Media And Internet Use In Ethiopia

In 1993 social media use started in Ethiopia, when the UN Economic Commission for Africa established in Addis Ababa to store-and-forward email service called PADISNET (Pan African Documentation and Information Service Network), connect to Green Net's Internet gateway in London through direct dial-up every day (Samuel, 2001).

The state-owned Ethiopian Telecommunications Corporation (ETC) is the only Internet carrier provider in the country. Internet cafés are the main source of access in urban areas and an active community of bloggers and online journalists now plays a significant role in offering alternative news sources and sites for political dialogue. However, three-quarters of the country's Internet cafés are in the capital city, and even their access is often slow and unreliable (Hartley & Murphree, 2006).

A test conducted by a Media Ethiopia researcher in July 2007 determined that the typical connectivity speed was 5 KBps while Internet service in most cafés was down between 10 and 20 percent of the time (Samuel, 2007).

The high price of the computer is absolutely the most important problem followed by poor telecommunication infrastructure, lack of accessories (necessary equipment) and high Internet service charge in that order. He is hopeful the establishment of a computer assembly and/or reducing tax/duty rates is among the best options to make the technology more reasonable. Liberalizing the telecommunication industry is also significant to provide competitive service at lower service charges. Other problems include lack of skilled labor and lack of ICT programs (Mulat and Tadese, 2002).

2.6. The Internet And Journalism

This use of the internet by journalists in their work is seen to have various potential benefits relating to news-gathering, production, and dissemination. It is relevant to study the internet impact on the input side of the process. It is necessary to be noted that this study on the impact of the internet falls the broader context of research on the effects of Information and Communications Technologies on journalism. Commentators have argued that generally, ICTs such as the internet are supposed to be able to increase the efficacy of practice in many sectors, the media inclusive (Berger, 2005: 7).

Also, studies have proven that the internet in journalism has added approximately a number of patterns. Firstly, the internet is visible as a publishing medium. This highlights the reality that it has changed the communication business and has raised questions about the role and future of the media house as we have known it. Secondly, the internet authorizes journalists in their work; it has given the journalist new tools and upgraded means of newsgathering. Thirdly, the internet has raised the need to understand its outcome on the journalists' professional role. This includes looking at journalistic skills and the relationship between journalists and the audience, as well as journalistic ethics (Heinonen, 1999: 41).

The given elements create and open a floor for similar studies and exploration to be able to absolutely apprehend the effect the internet has on broadcasting. These leading items were raised in this study.

2.7. Challenges Of Social Media

Consuming access to media technology is not similar to using these media or having access to the content of these media (Bucy & Newhagen, 2004). Research shows huge differences in the occurrence of use and with inside the several approaches in which people use these digital media of their everyday lives (Robinson, DiMaggio, & Hargittai, 2003; Verdegem & Verhoest, 2009; Wasserman & Richmond-Abbott, 2005).

According to Bucy and Newhagen (2004), there are 4 successive challenges to social media 'internet' access, they are: First, the mental dimensions are the loss of any virtual experience, produced with the aid of using computer fear, an exclusivity of user interest, or a planned

avoidance of the new technology. Second, are the material deliberations, just as the lack of computer or network connections? The third, challenge to access involves digital skills, including the ability not only to operate computers and network connections but to search, select, and process information from the superabundance of sources. Fourthly, they expect usage chances to remain uneven for some time to come, where segments of the population systematically engage with and benefit from advanced information technology and more sophisticated applications and services. While other segments use only basic digital technology for simple applications with a comparatively large part that uses entertainment.

According to Soninke, inside the African landform, the loss of suitable telecommunication infrastructure aggravates the gap problem. He argues that the internet is widening the inequalities in African countries “by providing minority urban-based elite information that strengthens its links with rich, western countries. But the internet is a doubtful benefit to the struggle to decrease poverty and disease on the African continent” Soninke, (2004: 42). In this experience, the modern-day technological media revolution has improved the power of the digital world through the use of social media, such as Twitter and Facebook to freely disseminate information to anyone, anywhere, and at any time. Simultaneously, technological innovation during this digital era is reforming the news industry and making the dynamics of broadcasting more complex and condensed.

Feeds from social media including Facebook and Twitter provide a snapshot of events happening around the world from the viewpoint of first-hand witnesses, blogs and citizen news sources providing analytical opinions faster than those provided by print media or television. At the same time, these technological improvements have their very own troubles, particularly in the broadcast media.

1.8. Theoretical Framework

Technological determinism theory deal with that media technology, which is in a non-stop modification, on every occasion, whatever there's new innovation, shapes how users in media practitioners/ Journalists and assume, experience, act and the way they arrange after circulating from one technological era to every other for instance, Tribal-Literate-Print-Electronic (McLuhan,1962).

In a determinist view, technology plays an active essential function of its personnel and is visible as the main mover of social phenomena (Ibid). He believed that the social, cultural, political, and economic transformation of every ancient technology relies upon the technology used for mainstream media in that particular era.

This revolution will be completed through the way of the information journalists get via technology-based devices and inside the basis of this, the medium is vital to decide the message more than the content. This perception emerged from the crucial notion counseled through McLuhan, as he requested “the medium is the message”. When clarified in detail, we learn, experience, and assume the manner we do to the messages received through the existing technology.

According to McLuhan (1964), the medium modifications on the premise of the way we do things. It changes how we interact with information and thus, information must be modified to our new needs. The reason why McLuhan makes a specialty of the medium rather than its specific content is attributable to the fact that the medium has distinct influences or powers to organize human relations and actions, consequently as new varieties of medium arrives it brings approximately a new shape of interpersonal interaction. Because of this, McLuhan has advised focusing on the medium rather than its specific contents since the 60th of the last century.

The Ontological assumptions of the technology determinism theory make clear that as human beings lack much free will at all, they use whatever other societies use to communicate and adapt to the medium they use, so that they can send and receive messages like anyone else. Moreover, the Axiological culture of this principle states that everybody were act and experience ‘alike, regardless of the use of the same medium.

Moreover, this theory shows that society is shaped by its most dominant media, if we take and examine this perception with the modern-day level in media and users. We realize that people are shaped by the newly arrived media, say cell phones, computers, social networking websites, etc. So, this theory simply puts the notion that technology has important impacts on our lives (Adler, 2006).

In those, the social media is important to dissemination and gathers news to gain information about the people.

Furthermore, Adler (2006) has referred to that determinism is divided into hard' and soft', where hard determinists indicate that technology is the only essential driver of social change, McLuhan may be located right here. However, soft determinists assert that technology is one of the important forces, but not the sole driver of social change. Besides, there are different perspectives through anti- technology determinism. In addition, they expect that technology is neutral; but its influences essentially stem from the manner society uses it.

McLuhan says that all technology is communication and that every single innovation is the supplementary prospect for human beings to go further through time. He assumed that irrespective of the degree difference all mediums are hot or cold representing the level of user interactivity and participation in a given media.

In his justification of hot media, Adler (2006) illustrates that it's far particularly hot to the extent it forces people not to touch them, assisting that following hot media makes an individual's passive audience. He argues that hot media engages one sense, it's far linear and spoon fed, likewise under this category TV is ranked as to him. Additionally, cooler medium consumers are able to influence the media through feedback and possibly participation, unlike hot media users. Concisely, in hot media, audiences are not able to influence the media and its contents rather than simply receiving what is sent, while inside the case of bloodless media, audiences are able to influence the media and its contents through feedback and perhaps requires participation and more sense (Adler, 2006). In a broader clarification, hot media reveals the features of traditional or mainstream media; while cold media reflects the characteristics of social media (SM).

Based on this study we will try to demonstrate the Practice of using social media in broadcast media in Ethiopia: the case of Walta TV. In other words, through investigating Walta Television social media utilization, we are able to attempt to expose how the medium engages with its

audiences or the extent of interplay as referred to in the above determinism theory. Furthermore, the studies were show the media house journalist impact and challenges in social media usage as a whole.

The other using social media theory is the Networked Society Theory. This is a society encompassed of linked, related, interrelating and communication exchanging society members on the basis of social media and technology progress bestowed to this generation. It's a society whose social shape is made round networks activated through micro-electronics-primarily based totally, digitally processed information and communication technologies (Castells, 2009:24).

Networked societies are formed as a result of a new form and order whereby societies organize themselves on a new communication atmosphere made by a communication network' known as the Internet galaxy' (Castells, 2001), and the other point to be stated that this network is a new vision.

Castells argues that networks neither were restricted to creatures nor an indication of the 21st era, instead, there are networks wherever there is life, thus making it a communal thing for the entire living thing. In contrast to (Fritjof 2002, quoted from Ameyu, 2015), the network is the common cause of all living beings and requires that as long as there is life, there is a network.

However, the way via which it's functional, networks exist for centuries. To the best of this argument, archaeologists and historians of historic days expressed the popularity and fundamentality of networks for strengthening societies, thousands of years ago in the ancient civilizations (La Bianca, 2004).

In line with some of the arguments above-mentioned, Castells (2010) has perceived the fact that networked society is a universal social order, demanding that there is nothing new; instead of a new form of old process in social interconnectedness.

As to Castells (2010), it is the technological, economic, social, cultural, and political revolution and change that contributed to the emergence of new forms of society, the networked society. Then, it is noted that technology is not a mover for network society, even though it would not be achievable in the absence of it, because networks existed before the coming of the Internet; however technological advancement made things easier than ever (Ameyu, 2015).

On the other hand, La Bianca (2004) has shown alternative techniques to realize and recognize the ancient time's existence of networks, asserting that in the early days, as it is seen from the accessibility of transportation technologies 'globalization to some extent has occurred where the societies depend on the connectivity of their activities to networks that goes beyond limits of their localities for their livelihood, resource, and power.

Moreover, as to Castells (2004), a technologically connected network of the 21st era paves a way to terminate mass audiences and begin interactive communities by which technologies are being shaped by users based on their interests.

As part of its consequences, Manuel Castells theory of the network society obtains a distinct attitude among many social scientists who have long tried to connect the change in the structure of daily life accomplished around the globe right now by making active engagements in the connection of societies worldwide, So that they can make influences in politics, society, economics and information affairs (Stalder, 2006).

Castells has preferred the new approach of the network as a result of communication networks saying that, the potential of networks to introduce new actors and new contents inside the technique of social organization, with relative independence to the electricity centers, increased over time with technological change, and more precisely, with the evolution of communication technologies (Castells, 2004:5-6).

Therefore, the new media is significant to gathering and distributing information from one place to another by using internet networks to society. Also, the aim of this research is to try to explore the Practice of using social media in the Ethiopian broadcast media: the case of Walta TV.

They use the social media as a source of informative satisfaction. For this reason, the theory of use and satisfaction was chosen as a theoretical framework to make an analogy in the understanding of the use that the Internet makes in the Walta TV journalists.

The Use and satisfy theory states that operators use media to satisfy specific needs or wants. Many people use the Internet to seek entertainment, find information, and communicate with like-minded people, or seek self-expression. Each of these uses meets specific needs, and needs to determine how the media is used. By examining the media selection factors of different groups, researchers can determine the motivations behind media use Zizi, (2009, p137).

The study of typical uses and rewards explores the motivations of media consumption and the consequences related to the use of those media. In the case of Dancing with the figures and Twitter, you're using the internet as to how to entertain yourself and connect with friends. A researcher has identified many common reasons for media consumption. These include relaxation, social interaction, entertainment, excitement, escape, and a host of interpersonal and social needs.

By examining the motivations behind specific forms of media consumption, researchers can better understand the reasons for the popularity of media and the role of media plays in the society. For example, research on the motivation behind specific user interactions with Facebook may explain Facebook's role in society and the reasons for its attraction.

The theory of media use and satisfaction is often applied to contemporary media problems. The analysis of the connection between media and violence that you simply read within the previous sections demonstrates. In this case, researchers use the theory of use and reward to reveal a series of nuances surrounding the use of violent media, because aggressive individuals are attracted to violent media (Papacharissi, 2009).

Ambaye, B. (2019, p, 29) discussed and used satisfaction theory, about how users actively seek to not only meet certain needs but also improve knowledge, social interaction, and fun. In terms of an applied theory of use and satisfaction, social media is inevitable. Social media platforms provide opportunities for others to disclose information while allowing users to reflect their feelings and thoughts to others. It also provides opportunities for social interaction with others. The main point of this theory is that audience members are active participants in media communication. People use the social media to satisfy basic needs such as social contact with themselves.

They are the four main needs that audiences satisfy through the social media, Monitor or search information, personal identities, personal relationships, and transfers.

Chapter Three

3. Research Methodology

3.1. Research Design

The study employed both qualitative and quantitative research approaches. Using combined methods has its own significance: Flick (2002:265) says, the different methodological perspectives complement each other as the complementary compensation of the weaknesses and blind spots of every single design. The info had been collected from the journalists and the social media department at Walta Television. Quantitative approaches were used to collect data from the journalists at Walta TV through questionnaires, which were distributed among the journalists of Walta TV. And also qualitative methods had been utilized to supplement the information gathered through the content analysis.

Descriptive research design was applied to assess the Practice of using social media in Ethiopian broadcast media: the case of Walta TV. The study describes the use of the social media by using descriptive statistics like frequency distributions and percentages.

3.2. The Sources Of Data

The study used primary and secondary data sources. The study used various primary data that were obtained with quantitative and qualitative data gathering techniques, questionnaires, interviews and observation.

The information gathered from secondary data sources was complimented by the information obtained from primary sources. The first-hand data from respondents had which include manager, editors, reporter, and media expertise in Walta TV. Questions were prepared for the interview and the researcher conducts an interview with the selected sample. And also, the researcher reviews secondary materials relating to the most relevant books from different resource centers, journals, and related to research online materials.

3.3. Sampling Technique And Size

The study used primary data directly selected by Walta TV journalists. The researcher selected informants using a purposive random sampling method. The purposive sampling techniques were a kind of non-probability sampling that's best when one must study a specific cultural domain with experts. Purposive samples also were used in qualitative research techniques. It can also be used for quantitative research techniques. The selected respondents are females and males. In addition, qualitative research methods like in-depth interviews and observation were employed in gathering first-hand data.

It has a total of 100 journalists working in different sections. From the 100 total staff Journalists in the organizations, 50% had been purposive and were selected to comprise the sample. The principal reason for this, the researcher considers them among the users of the social media technology more than others. Out of the 100 target group, the questionnaire had been distributed to 50 journalists that comprise almost 50% of the sample. In addition, the researcher conducted individual in-depth interviews with 7 Walta TV managers, directors, editors, and reporters who are working in new media areas and who are believed to hold relatively growing experiences and exposures of directly working on the topic of research.

3.4. Methods Of Data Collection

The study employed various types of basic research data collection tools, such as questionnaires, in-depth interviews, and observation.

3.4.1. Questionnaire

Data were collected quantitatively using questionnaires. The objective of the questioner was to explore the Practice of using social media in Ethiopian broadcast media: the case of Walta TV, its opportunities, and impacts from the point of view of journalists on Walta TV. Therefore, the questionnaire was distributed to a total number of 50 journalists.

The questionnaire utilized a Likert-type scale, inventory questions, multi-choice questions, ranking questions, and also includes some open-ended questions that allow respondents to express their particular views more clearly. The questionnaire was prepared in English, because the participants have BA Degree and above qualification holders.

3.4.2. In-Depth Interviews

In-depth interviews had been used to gather information from the identified experts as part of the qualitative survey of the study. The researcher conducted individual in-depth interviews with 7 Walta TV managers, directors, editors, and reporters. This is valuable in getting an insight into some of the factors that were behind the perceived levels of social media utilization in Walta TV. Moreover, this has been helpful in getting the actual situation on the ground as experienced or observed by experts in the area of social media provision. This method had also been instrumental in shedding more light on aspects such as scope, access, and challenges related to general social media used among others.

Interview guides with the questions were produced beforehand so as to obtain the in-depth information required. The questions had been prepared in a manner that probed the experts on the subject and implored rich and detailed information from the sources.

3.4.3. Observation

The observation methods were employed to learn how journalists use the social media in relation to meeting their work objectives.

The researcher expects to spend time in the social media department with the permission of the news editors and the journalists as well. This helped to get a full insight into the way the new media is useful and to experience some of the state clarifications.

3.5. Analysis Of Data

As it had been mentioned in the research design, in this research both quantitative and qualitative data collection tools were employed. As a quantitative method, questionnaires and content analysis were made. The data that was collected through questionnaires were analyzed by using descriptive statistics which allowed the researcher to use Likert's Scale, inventory questions, multi-choice questions, ranking questions, and also includes some open-ended questions.

As a result, mean scores, percentages, numbers, and statistics were used. Additionally, the research questions were answered while analyzing and presenting the collected data with an inclusion of thorough discussion sections.

In addition, information through the qualitative instrument (in-depth interviews) was analyzed qualitatively. To examine the analysis, the researcher had made a category for the types of responses generated in relation to the major subject and the specific issues by the interview guide (Hansen et al., 1998:279). The discussion part is expected to focus on the topic and issues the researcher selected. Some direct quotes were used in an effort to create a clearer picture of how the participants generally interacted. The data was presented in the form of tables and texts.

3.6. Ethical Considerations

The study was considered an ethical concern. When gathering data from respondents, the researcher first asked permission to fill the questionnaires and permission was asked from the Walta TV media organization for conducting the research.

The name of the respondents isn't required because when they are filling the questionnaire to get their real answer without any fear, it helps to increase the self-confidence of the respondents. And also the questionnaire described that the purpose of research is for academic purposes and to end the respondents were included based on their willingness.

Chapter Four

4. Data Presentation And Analysis

4.1. Introduction

This chapter deals with data analysis and discussion based on the collected data from primary sources. Thus, data generated from questionnaires, interviews, and observations with Walta TV journalists had been presented and analyzed. Questionnaires were distributed to 50 sampled journalists. And interviewees are made with media managers, editors, and media journalists who work in Walta TV especially the news and social media department.

4.2. Quantitative Analysis

4.2.1. The Demographic Background Of Journalists

Table.1. Age and Sex Respondents

Age	Frequency	Percentage
20-29	24	48
30-39	23	46
40-49	3	6
50 above	None	None
Total	50	100
Sex		
Female	19	38
Meal	31	62
Total	50	100

According to Table 1, the demographic background of journalists in Walta TV, the highest number of journalist age groups was between 20 and 29 and it is 48% of the total sampled population. And the age groups in between 30-39 were the second-highest which 46% of the total sampled population is; moreover journalists more than 40 ages take the rest 6%.

And also according to the above table, it displays 38 % of respondents are female and 62% are male. So it indicates that the highest numbers of the organization's journalists are males, therefore the ratio of female and male journalists are not balanced in Walta TV. So the gender balance of journalists is a very important question that needs a solution in the case of Walta TV.

Table.2.Educational Background and Years of Experience of the Respondent

Education background	Frequency	Percentage
MA above	16	32
First Degree	34	68
Diploma	None	None
Total	50	100
Years of experience		
5 Above	15	30
3-4 Years	14	28
1-2 Years	17	34
1 Year below	4	8
Total	50	100

As illustrated in the above table.2. For the educational background of the respondents who participated in the questionnaire, the majority of the journalists sampled bachelor's degrees, which is 68 %. The 32 % of them were MA graduates in different fields of study. So From the

data presented under this category one can conclude that respondents with BA degree educational background outnumbered the rest of the respondents who participated in the questionnaire and also it indicates that the organization gives attention to develop the capacity of their journalist's education.

Regarding the experience of the respondents in the same table.2, the data shows that about 30% of respondents have experience of 5 years and above, and on the other hand 34% and 28% of the participants explained they have work experience of less than a year and 3-4 years respectively. The rest 8% have one year below work experience. Generally, the above table is meant to display the exact figure of the data in relation to years of experience of respondents in their current position, and also it indicates the level of experience of the respondents is a majority in number which is promising.

4.2.2. The Infrastructure Of The Social Media In Walta TV

Table.3.Computer and Internet Accessibility in Walta TV Journalist

Computer accessibility per Journalist	Frequency	Percentage
Yes	43	86
No	7	14
Total	50	100
Access to the Internet		
Yes	41	82
No	9	18
Total	50	100

As illustrated in Table 3, the Infrastructure of the social media in Walta TV, in the computer accessibility per Journalist, the data show that 86% of 43 respondents have access to computers,

on the other hand, the rest 14% which is 7 respondents have no access to computers. From this one can conclude that the largest portion of the respondents has computer accessibility.

Regarding the other most crucial infrastructure of the social media which is access to the Internet, illustrated in the table above 41 journalists, 82% stated that they have access to the internet, whereas 9(18%) of journalists indicated that they don't have access to the internet. Therefore as the data clearly shows a very significant number of the study participants use the internet to do their everyday job.

4.2.3. Implementation Or Usage Of The Social Media Technology In News Gathering Purpose (Source), Comparatively On Local Versus International News Stories Regarding Walta TV

Table.4. the Use of News Gathering Sources Of Local and International News Stories

For local news stories	Frequency	Percentage
Yes	41	82
No	9	18
Total	50	100
For international news stories		
Yes	42	84
No	8	16
Total	50	100

The above table .4 illustrates the responses of the questionnaire participants intended to find out the implementation or usage of the social media in news gathering purposes (source) in the course of making local and international news stories. Accordingly, 82 % of the respondents stated that for local news making they use different social media technologies as a newsgathering

source purpose. While the other 18% of respondents stated that they don't implement social media technology in news gatherings for local news making.

On the other hand, 84% of the respondents stated that for international news-making they employ or use the social media technology for newsgathering purposes. But the other 16% of the respondents stated that they don't use the social media for newsgathering purposes for international news making. So from the above information, this indicates that most of the respondents who participated in the questionnaire use or implement the new media technology for newsgathering purposes (source), on local and international news stories making.

4.2.4. Based On The Questioner Obtained Here Is The Journalist's Stance On Their Ability And Skill To Use The Internet For Their Profession

Table.5. Skill and Ability of a Journalist to Use Social Media for the Profession

Response	Frequency	Percentage
Excellent	27	54
Good	14	28
Fair	9	18
Poor	None	None
Total	50	100

Table 5, Data received from the questioner, participants were asked to rate their ability and skills to use the social media for their profession, 54% rated their ability and skills as excellent, while 28% and 18% of the respondents rated their ability and skills as good and fair respectively. So it indicates that the largest portion of the respondents had acquired the ability and skill to use the social media for their profession.

4.2.5. Limitation And Challenges Of Usage Of Social Media In Walta TV Journalist Response

Table.6. Limitations or Challenges of Using the Social Media

Variables	Frequency	Percentage
Lack of skill	8	16
Lack of time	13	26
Poor connection	17	34
Limited time allotted to the service	7	14
Absence of the service	4	8
Other	1	2
Total	50	100

As illustrated in Table .6 above, the questionnaire respondents were asked to express their view towards, Limitation and challenges of usage of social media in Walta TV, so according to their response, 16% of the respondents believe that Lack of skill has challenges in using social media. While 26% consider Lack of time as a major problem, and also 34% of them suggest that Poor internet connection is a major obstacle in using social media. The rest 14% and 8% and other 2% believe that limited time allotted to the service and absence of the service respectively as a problem in using or employing social media.

4.2.6. Most Social Media Sites Used By Walta TV Journalist For Work Purpose And As A News Source

Table.7. Social Media Tools Commonly Use Walta TV Journalist

Variables	Frequency	Percentage
Facebook	19	38
Telegram	7	14
YouTube	2	4
Twitter	8	16
International new sites	11	22
Others	3	6
Total	50	100

As shown in the Table .7 above Data received from the questionnaire related to respondents' experience on using social media like Facebook, YouTube, Telegram, and Twitter and also International new sites as a news source, 38% choose or use Facebook as a major news source. But 14% of the respondents prefer telegram as a key news source. While 14% of them select YouTube as the best option for news sources, the rest of respondents 16% and 22% and 6% of them use Twitter and international news sites and other social media sites as news sources respectively. Therefore, it can be concluded that from the above information that most of the respondents who participated in the questionnaire prefer or choose Facebook as their favorite social media sites for the news sources and also they use International new sites and Twitter as their most important sources of information.

4.2.7. How Often Social Media Used As A Source Of News In Walta TV

Table.8.Social Media Sources Of News in Walta TV

Variable	Frequency	Percentage
Always	17	34
Sometimes	18	36
Usually	11	22
Rarely	2	4
Never	2	4
Total	50	100

According to the above table .8 Regarding how often social media is used as a source of news in Walta TV. 34% of the respondents indicated that they use the new media as a source always and while 36% of the respondents stated that they use it sometimes and the rest of 22% and 4% and 4% of the participants specified that they use, usually and rarely and never respectively. So it indicates that the majority percentage of the respondents argue that they use the social media as a source sometimes.

4.2.8. Regarding Quality Information Obtaining And Social Media Relationship

Table.9. Their Trust the Information from Social Media in Walta TV Journalist

Variable	Frequency		Percentage	
	Yes	No	Yes	No
Journalist trust on the information obtained for social media	17	33	34	66
Total	50		100	

According to the above table .9 regarding the journalist's trust in the information obtained for social media, 34% of respondents agree or answered yes by claiming that they trust the information obtained for social media as a source. But the other 66% of respondents disagree or answer no, they don't trust the information obtained for social media. So it can be said that a number of journalists have doubts or lack of trust in the information and resources gathered from new media.

4.2.9. The Importance And Usefulness Of Social Media For The Media Profession

Table.10. the Usefulness of Social Media for Their Profession

Variable	Frequency	Percentage
Strongly Agree	27	54
Agree	19	38
Neutral	3	6
Disagree	1	2
Strongly Disagree	None	None
Total	50	100

As illustrated in Table 10, the respondents' response on the importance and usefulness of social media for the media profession. A significant number of the respondents, 54%, replied that they believe that social media is extremely useful for the media profession. While 38% of respondents think that it is useful and also 6% of them are uncertain about their use. Remaining respondents, 2% of them consider social media as useless for the media profession. Therefore one can conclude that a significant number of the respondents believe and consider social media as extremely useful for the media profession.

4.2.10. Walta TV Journalist Attitudes Towards The Impact And Challenges Of The Use Of Social Media

Table.11. Social Media Impact Quality New Production, Timely Delivery News, and Skills

Variable		Response					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
social media have an impact on the quality of news production	Frequency	17	15	9	4	5	50
	Percentage	34	30	18	8	10	100
social media have an impact on the timely delivery of news	Frequency	18	16	11	4	1	50
	Percentage	36	32	22	8	2	100
Have you faced a lack of skilled professionals in the area of social media	Frequency	8	14	16	6	6	50
	Percentage	16	28	32	12	12	100

For the purpose of attitude study, a scale between 1 to 5 was created, in which 1 was “I strongly disagree”, 2 was “Agree”, 3 was “Not sure”, 4 was “Disagree” and 5 was “I strongly agree.” The study found out that journalists held various attitudes towards the social media. According to the above table .11 Regarding about the new media technologies have an impact on the quality of news production, with 17 (34 percent) indicating they strongly agreed and 15 (30 percent) merely indicating that they Agree and also 18%, 8%, and 10%, are neutral and disagree and also strongly agree. A similar pattern was that social media have an impact on the timely delivery of news, with 18 (36 percent) indicating they strongly agreed and 16 (32 percent) merely indicating that they Agree and also 22%,8%, and 2%, are neutral and disagree and also strongly agree. And also a faced lack of skilled professionals in the area of new media, with 8 (16 percent) indicating

they strongly agreed and 14 (28 percent) merely indicating that they Agree and also 32% neutral, disagree and strongly agree are both of them 12%.

4.2.11. Walta TV Journalist Attitudes Towards The Importance Of The Use Of Social Media As A Source Of Quality News

Table.12. the Social Media Important Of Gathering, Dissemination, Sources and Checked Of News in Walta TV

Variable		Responses					
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
social media is important for journalism practice and news dissemination	Frequency	31	11	6	None	2	50
	Percentage	62	22	12	None	4	100
social media improve & make ease the job performance of Walta TV Journalist	Frequency	19	16	11	2	2	50
	Percentage	38	32	22	4	4	100
social media is your most important source of information and media news	Frequency	16	19	9	6	None	50
	Percentage	32	38	18	12	None	100
I believe that all the news posted on social media is accurate	Frequency	9	8	12	9	12	50
	Percentage	18	16	24	18	24	100
All the information obtained from social media has to be verified and checked for its accuracy	Frequency	19	12	4	8	7	50
	Percentage	38	24	8	16	14	100

According to the above table .12 Regarding that journalists held various attitudes towards the new media as a source of quality news. Most of the journalists gave positive responses on whether social media is important for journalism practice and news dissemination, with 31 (62 percent) indicating they strongly agreed and 11 (22 percent) merely indicating that they Agree and also 12% and 2%, are neutral and strongly agree.

A similar pattern was the new media improvement and ease the job performance of Walta TV Journalists, with 19 (38 percent) indicating they strongly agreed and 16 (32 percent) merely indicating that they agreed and 11(22percent) neutral and also disagreed and strongly agree both are 4%. 16 journalists (32 percent) ‘strongly agreed’ the new media is your most important source of information and media news, and 19 (38 percent) merely ‘agreed.’ 9(18 percent) said they were neutral and 6 (12 percent) disagreed. They believe that all the news posted on social media is accurate, with 9 (18 percent) indicating they strongly agreed and 8 (16 percent) merely indicating that they agreed and 12(24 percent) neutral and also 9(18 percent) disagreed and 12(24 percent) strongly agree.

And also all information obtained from social media has to be verified and checked for its accuracy, with 19 journalists indicating they strongly agreed and 12 journalists merely indicating that they agreed and 4 journalists neutral and also 8 journalists disagreed and 7 journalists strongly agree.

There were more positive attitudes recorded on whether the new media helps at the same time or whether one can easily be contacted over the internet. This is highlighted in Table 12.

4.2.12. The Major Challenges Of Using Social Media As Sources Of News By Respondents

One of the open-ended questions that have been forwarded to the respondents the following points are the major challenges of using social media as a source of News that were listed by the Walta Television journalist:-

Fake News; it was found that fake News on social media is the major challenge for reporters to prepare and develop News. This is because some social media posts are fake News. These may create inaccurate and unverified News.

Verification Problems: according to the journalist it was too difficult to verify and investigate the fake news. It is difficult to find the challenges because individuals may have fake accounts on each of the social media.

It is very difficult to confirm the information which is obtained from social media accuracy and verification of the news.

Lack and fluctuations of internet connection; the reporters respond that “it was too difficult to prepare and develop the right information at the right time when there is lack and fluctuation of the internet from its sources“. These may be the results of a lack of attention to the development of internet infrastructures. Often Social media posts uncontrolled, unfiltered information that may have negative effects.

4.2.13. Regularly Used Sources Of Social Media By Respondents

One of the open-ended questions that have been forwarded to the respondents was listing the one's social media that they frequently used as their news sources.

The respondents listed the following social media address like local government offices official Facebook and Twitter pages, if they have any including the links that bridge to their main website pages, Ministry of Foreign Affairs Office, ENA.gov.et, government, and commercial media stations Facebook pages, regional Communication Offices main and Facebook pages, Embassies social media pages, blogs such as www.africanews.com, VOA Amharic radio Facebook page, figurative person Facebook page like Getu Temesgen, foreign media stations pages such as BBC, CNN, Al Jazeera, Reuters, Fox News, Press TV, CCTV, Time Magazine social media pages, the Guardian, the New York Times, Goal Sport, twitter-like @real Jo Biden, @BBC football, @UN Security Council, video sharing-YouTube, Dire Tube, and so on.

4.3. Qualitative Analysis

4.3.1. The Infrastructure Of Social Media Technology And Major Challenges Journalists Face In Walta TV

Based on the in-depth interview the researcher conducted in this study. Most Walta TV journalists argued that to highlight the information about the infrastructures in social media in Walta TV current social media system journalists need to have technology such as computers, internet, digital cameras, sound recorders, in general, we should have fully occupied studio and office.

Besides, in the case of Walta TV responding to this interview questions regarding Walta TV infrastructure of new media technology, our media have all important materials and advanced technology, conducive working environment but we have a problem of internet access, it is not strong due to the telecom network standard, this challenge affecting our journalist's performance in timely delivering news for social media users (Mr. TM, Jun 09/2021).

Also, another respondent of the in-depth interview survey, SA, June 10/2021 stated that challenges by saying the following word, we can't run our work without a strong internet, but the internet is so poor, sometimes off, it's not easy to download heavy files.

In supporting the above idea another respondent BA, Jun 10/2021 responded that to deliver information with the best quality, Walta TV doesn't have sufficient and advanced technology which is competent with other social media organizations, also doesn't haven't enough computers when it compares concerns with available staff.

From the above response of the in-depth interview, we can understand that there is no common understanding between the all-new media team about the available infrastructure and its impact on the social media and all respondents argued that the main challenge is the internet and they externalized the problem that affects the quality of the infrastructure in delivering its intended outcome. And the infrastructural problem is one of the main challenges regarding social media usage in Walta TV that most journalists face.

4.3.2. Social Media Usage And Major Challenges In The Case Of Walta Television

That continuous accelerating technological change has broken down into different forms of barriers in seeking and consuming information, transforming methods of news production, dissemination, and usage of news (Weldehanna, 2018:70).

The current technological media revolution has increased the power of the digital world through the use of social media such as Twitter and Facebook to freely disseminate information to anyone, anywhere, and at any time. Simultaneously, technological innovation in this digital era is reforming the news industry and making the dynamics of the news media more complex and condensed. Feeds from social media such as Facebook and Twitter provide a snapshot of events happening around the world from the viewpoint of first-hand witnesses, blogs and Citizen News sources that provide analytical opinions from the ground up faster than print media or television can provide. At the same time, these technological advancements have their own problems especially on the broadcast media (Ibid).

In the case of Walta Television, the researcher found the following responses from the sampled respondents regarding the challenges of Walta TV social media usage.

The respondent explained that, when using social media information as a news source, you should be aware of the possibility of forged information that may be spread as factual news. So you need to have your own mechanism that supports you in identifying them. Also, there is a lot of untruthful information posted by the users. Most of them are politically politicized, illegal and partial, reflect individual's ideas, have their own targets but disseminate to all users. These put a challenge on the attempts that the social media go for verifying the information sources, balancing the subject, avoiding its partiality and ensuring its truthfulness (AW, Jun 06/2021).

Moreover, TM, Jun 08/2021 argued that, the use of new media also results from a challenging quest for Walta TV mainstream media that have always been continuously challenged to provide breaking news as soon as it happens and make aware of their audiences unless they do have live coverage.

Both interviewees also argued even mainstream media that have live coverage need someone who goes to the place and sends the news. There is no such thing as social media. Someone who

has access can beat the journalist's report to the public so that the existence of social media as a news dissemination platform makes the challenge of fast messaging a more important factor than ever. In order to compete with these social media networks, journalists may make mistakes. In these cases, it may not be enough to say sorry to the audiences, as journalists may simply and easily do on social media. It could be considered illegal and within days, it may become a court case. The journalist may find themselves in prison In-depth interview, (TM, Jun 08/2021).

Also, another of the respondents, The adoption and use of social media as sources of news in mainstream media have resulted in the need to create a new set of editorial guidelines. Today, the newsrooms of many mainstream media have faced challenges. Professionals are being required to get acquainted themselves with new skills and rules and norms (NN, Jun 11/2021).

Additionally, another respondent claimed that, in the heat of real events, journalists are forced to work out under enormous pressure, so as to verify the most trusted information obtained from social media and separate the signal from the noise. In doing these, there are a lot of adjustments and they are also being revolutionized themselves to cope with the changes (BA, Jun 12/2021).

In addition, SA, Jun 14/2021 added, one of the major problems of using the social media as a source of news is a timing problem. In other words, when Walta TV reporters make reports from the countryside and in the areas that don't have quick access to an internet connection, it's difficult for our social media department journalist to receive and disseminate the information before the news goes online on other media and social media sites for the audience. Because of this problem, the vast number of news won't be disseminated due to the time delay and the news became dead before dissemination.

And also, individual audiences start to highly participate in the production and dissemination of news due to the establishment of social media. Previously, the general audiences did not have the authority to decide the news stories which have news values; however, this has drastically changed over the years. Their roles have already been changed from passive to active participation. They provide information that can be used as a big news story for the mainstream media. It is up to Walta TV as a mainstream media to improve the quality of the information and to tackle the challenges in social media platforms (SA, Jun 14/2021).

4.3.3. Journalist's Attitude Towards The Social Media Technology In The Gathering And Dissemination Of News

The researcher examined the Journalists' attitude towards the social media. Most of the respondents believe that social media saves time and enhances professional capacity, even though most of the respondents use the social media for both personal and for work but sometimes they do not think that the information they get from the social media is not tangible.

The respondent explained that, the social media is a good way to spend time, because I use it for personal use, use it for chatting, email and Facebook, as for work. I don't depend on the social media because most of the information there is not reliable, but I do visit another news website like BBC to compare their interest with ours and see what is good for us and use it, most of their news is always negative and we don't want negative news in our department, since I work under development journalism our news is always about how the country is developing so always positive news (BA, June 12/2021).

Also, the rest of the interviews show almost the same attitude towards the social media and how the information is not accurate.

The respondent explained that, mostly the youngsters are the ones who use the internet in our organization and the older people like me prefer the traditional ways, most of the news in Walta TV is focused on Ethiopian government relations, such as attending the prime-minister's conferences, so mostly the news is only local which means I don't see there is need to use the social media for that, new media as usually for personal use (AW, Jun 06/2021).

The respondent explained that, I use the social media mostly for emailing, searching for information and to upload and download news, files, and reports, because the social media saves my time, in my department, we are 7 journalists and there are 6 computers in the room 6 are have internet connection but the connection is poor, if these problems are solved, I think our work quality will be better than what it is now (TM, June 15/2021).

Since the journalists have to share the computers, as TM indicated they won't have free access as they need. Even if they get access to a computer because the connection is slow, they cannot get enough information, the only thing they use social media to get international news is from

Reuters, BBC, and Aljazeera, Press TV, and Euro news and also for personal use. In case of a journalist attitude toward social media usage, Walta TV journalists are willing and interested to work in the media, however, the poor infrastructure affects the journalist attitude toward social media usage for news reporting and other media practice purposes.

4.3.4. The Problems And Usage Of Social Media As A Source Of News In Walta TV Journalist

The respondent explained that, one of the problems that come with time delay is it is difficult to take the news from the other Media sources. Because the logos and other descriptions of the other media outlets come up with the photos and the videos of the news they produce, using that without warrant and permission also is illegal. And there is no infrastructure to erase such logos of the other media to use as a source (NN, June 14/2021).

Also, another of the respondents of the study argued that, another major problem comes up when the journalist is using sources from other media and social media websites. Sometimes there is fake news, misinformation, and distorted information that may be run online because of mistakes, in that case when we use that information as the source it puts our media trust in question. So journalists must very responsible accurate before using any online material as the source of news both that came from social media and other media sites.

So using social media by itself is a major challenge in the Walta TV unit these days. Timing and misinformation mentioned by the above respondents are still the constraints in the case of Walta TV social media usage.

4.3.5. The Control Mechanism Of Dissemination Of Inaccurate Or Misinformation On Walta TV

The respondent explained that, one of the major controlling mechanisms Walta TV used in controlling the dissemination is distorted on Walta TV social media. We discuss everything regarding the news that is prepared to disseminate hierarchically with editors and the reports of the news. And we make sure that the news is right and wrong before dissemination on the online media. Also, another controlling way of such dissemination of misinformation is by giving the password for only small numbers of journalists who are selected and take responsibility for that task. Yet, there are problems we have faced in recent years. For instance, one of our journalists

put the former Tigray regional government as an experienced death on our online media without confirmation, which the news comes out as fake news and misinformation. So Walta TV is still taking majors and is expected to use another controlling mechanism to control such distortion and misinformation on its media site (NN, Jun 11/2021).

In addition the other respondent explained that, to control such misinformation and distorted information dissemination. We also give training and guidelines to develop their skill at online media usage. Also, our media organization is highly focused on infrastructural accumulation and change to controlling the distorted information and dissemination of the social media of Walta TV (TM, Jun 08/2021).

So the researcher of this study found out Walta TV is putting the grassroots measure to tackle misinformation and distorted information on its online media site.

4.3.6. The Advantages Of Social Media For Walta TV Blessing Or A Curse And Encourages Journalists To Use It

Besides, in the case of Walta TV responding to this interview questions regarding the advantages of social media for Walta TV blessing or a curse, TM, Jun 09/2021 said that, Social media brings blessings and curses; I understand that the advent of social media is a good opportunity as an institution; but as a country, I see it as a curse because people see each other instead of using it for good. Now he has a good chance of being able to view and find the information he wants on social media wherever and whenever he wants.

And also, he answers the anther interviews questions regarding Walta TV encourages the use of new media to your journalist, said that, We encourage media professionals to use social media and post information to the media website as soon as possible. This is because the professional posts news, what he has seen, encountered and various important photos as well as long articles on social media. However, if they have personal accounts, they may promote their own religious and political issues and mislead the public. It is requires professional ethics (TM, Jun 09/2021).

Also, another respondent of the in-depth interview survey, SA, June 10/2021 stated that challenges by saying the following word to steps, we make the information available to the public every minute of the clock. Currently, the ministry is weakening with the advent of social

media. The newspaper is almost dead. However, I think there is an issue that needs to be coordinated and supported. But in general, I think it is a good opportunity because I know that social media is dominating the world media and will be the largest media network.

And also, he answers the other interviews questions regarding Walta TV encourages the use of social media to your journalist, said that, We do not have a policy to encourage social media users to use social media; A journalist must be careful not to have two identities; This is because it is not a good idea to post fake information on their own account and ruin the image of the media you are working on. However, we strongly encourage them to send information to the media and share the information released on our social media page with their followers; In addition to encouraging, the social media sector is being strengthened by meeting various goals and hiring staff. It is not only encouraging, mandatory to use social media work propose. This is because journalists now receive information from government agencies and other organizations, as well as foreign media outlets on social media, as a first, there are gaps in the use of information on social media as a reliable source of news coverage (SA, Jun 10/2021).

So the researcher of this study found out that Walta TV understood that the advent of social media is good for journalists to get information to their followers quickly and they will use it for good. I also understand that it is good to recognize that the institution is encouraging the use of the system.

4.4. Outcomes During The Observation In Walta TV Social Media Department

With the data that has been collected from the observation, I saw that the social media department has about 3 routers, 2 internet Sims cards, 3 hands Wi-Fi, and 2 laptops and also 6 functional computers accessed by the new media department, 7 journalists. Among the available 3 cameras, only 2 had the potential output of digital data format. But all available mixers and transmission devices at each studio were not capable of handling digital data.

I also observed that,

- lack and fluctuation of Internet connection,
- The slow speed of Internet connection is also one of the major problems journalists face.
- Walta TV social media department journalists mostly use Facebook and Twitter other than this; they also looked using telegram and media websites. Among all, they use Facebook in a special way to disseminate and access information and I observe as they have a lot of followers when compared with the other social media ways.
- The journalist's seams working jointly and collaborating with each other and following their hierarchy.
- Walta TV journalists don't use News sources Ebc and Fana Facebook or other pages.
- They try to share information with each other and try to have accurate information by collecting and receiving information from a well-known source.
- There is no posted rule and guideline on social media usage.

And also, during visiting and inspection, it was recognized that the reporters take the daily mission and investigate the quality of the News. In social media department tried to verify the truthfulness of the News that was collected from social media. But it was noticed that it takes a long time to verify the accuracy of the news. These might be affecting to be proactive of the first disseminators of news for the audiences.

Chapter Five

5. Summary Of Findings, Conclusions And Recommendations

5.1. Summary of Findings

The overall findings of this study show that Walta TV media has all important materials and advanced technology, conducive working environment but the media organization has a problem of internet access, not strong due to the telecom network standard, this challenge affecting our journalist's performance in timely delivering news for social media users. The advent of social media is good for journalists to get information to their followers quickly and they will use it for good. And also, it is good to recognize that the institution is encouraging the use of the system on. Walta TV is putting the grassroots measure to tackle misinformation and distorted information on its online media site. And also, Walta TV journalists are willing and interested to work in the media; however, the poor infrastructure affects the journalist attitude toward social media usage for news reporting and other media practice purposes.

The major challenges of using social media as a source of News that were listed by the Walta Television journalist: - Fake News; it was found that fake News on social media is the major challenge for reporters to prepare and develop News. This is because some social media posts are fake News. These may create inaccurate and unverified News. Verification Problems: according to the journalist it was too difficult to verify and investigate the fake news. It is difficult to find the challenges because individuals may have fake accounts on each of the social media. And also, Lack and fluctuations of internet connection; the reporters respond that “it was too difficult to prepare and develop the right information at the right time when there is lack and fluctuation of the internet from its sources“. These may be the results of a lack of attention to the development of internet infrastructures. Often Social media posts uncontrolled, unfiltered information that may have negative effects.

The study has shown that the reporters take the daily mission and investigate the quality of the News. In social media department tried to verify the truthfulness of the News that was collected from social media. But it was noticed that it takes a long time to verify the accuracy of the news. These might be affecting to be proactive of the first disseminators of news for the audiences.

5.2. Conclusions

The Practice of using social media was assessed in the Walta Television media house by Journalists in Walta TV and examined the opportunities and challenges in using the social media, Also the use of sources and impact of social media on the gathering, dissemination, and access of the information in Walta TV. In addition, to help gain knowledge based on the available internet facilities for journalists, the available skills and the significant achievements of journalists in Walta TV. Both qualitative and quantitative approaches were applied. Questionnaires, individual in-depth interviews, observation, and were the instruments used to collect data from journalists, who were the focus of the study.

The study had shown that A similar pattern was the new media improvement and ease the job performance of Walta TV Journalists, with 19 (38 percent) indicating they strongly agreed and 16 (32 percent) merely indicating that they agreed and 11(22percent) neutral and also disagreed and strongly agree both are 4%. 16 journalists (32 percent) ‘strongly agreed’ the new media is your most important source of information and media news, and 19 (38 percent) merely ‘agreed.’ 9(18 percent) said they were neutral and 6 (12 percent) disagreed. They believe that all the news posted on social media is accurate, with 9 (18 percent) indicating they strongly agreed and 8 (16 percent) merely indicating that they agreed and 12(24 percent) neutral and also 9(18 percent) disagreed and 12(24 percent) strongly agree.

And also all information obtained from social media has to be verified and checked for its accuracy, with 19 journalists indicating they strongly agreed and 12 journalists merely indicating that they agreed and 4 journalists neutral and also 8 journalists disagreed and 7 journalists strongly agree.

There were more positive attitudes recorded on whether the new media helps at the same time or whether one can easily be contacted over the internet.

The study had shown that journalists do know what social media are generally and that they used them in their work and that the social media was used the most, whereas other forms of social media were hardly used.

The study has shown that journalists and media houses do use the main social media tool for mostly their work but not exclusively.

The findings of the study showed that with regard to computer access, the majority of the respondents had computer access in their organization but with very slow Internet connectivity. As mentioned above, the study was about examining the connections of media practitioners with social media through examining the overall status of the Practice of social media in Walta TV journalists. However, there is no free access to the Internet as is needed in the organization. Journalists are far behind the information about events that are taking place worldwide as a result of the lack of access to the internet.

The use of social media emerged as common practice for journalists and media houses. Journalists used social media mostly at work and on mobile devices. This usage was not limited to work-related activities, though they were a considerable part of the time spent on social media.

The use of the social media by media practitioners is varied but not exclusive to work-related uses, but this use is seen to have a positive impact on their work and the achievement of media house goals.

However, the further positive impact has been inhibited by factors such as the lack of access to internet facilities; the cost of accessing the internet and other communication technologies, and the lack of training on how to use the social media.

The opportunities presented by social media technology for journalists are huge. Social media shown in this study provide greater access to various and numerous sources of information necessary for the work of the journalist. They allow for more participation and public engagement, they are faster and they make the work of the journalist much easier. It is important that their use in the news production process is connected, improved, and encouraged. In view of the findings of this research, it is energetic that the media begins to see social media as part of people. The reality of social media is here to stay and must be thought to be necessary and mandatory. It will be seen as a necessary course of action for the survival of the modern-day media house, the journalistic profession.

Walta TV social media department journalists mostly use Facebook and Twitter other than this; they also looked using telegram and media websites. Among all, they use Facebook in a special way to disseminate and access information and I observe as they have a lot of followers when compared with the other social media ways. The journalist's seams working jointly and collaborating with each other and following their hierarchy. And also, Walta TV journalists don't use News sources Ebc and Fana Facebook or other pages. They try to share information with each other and try to have accurate information by collecting and receiving information from a well-known source. And also, during visiting and inspection, it was recognized that the reporters take the daily mission and investigate the quality of the News. In social media department tried to verify the truthfulness of the News that was collected from social media. But it was noticed that it takes a long time to verify the accuracy of the news. These might be affecting to be proactive of the first disseminators of news for the audiences.

5.3. Recommendations

Based on the findings of the study, the following recommendations were made to effectively Practice of using social media in the Walta TV.

- Walta TV media organizations should avoid the fluctuations of internet networks to assess gathering and dissemination of information, and as a source of news at the right time by reporters to audiences.
- The level of investigation of verification and truthfulness of social media as a source of news should be based on the latest software that reduces the verification duration.
- Media houses must formalize the use of social media and other social media tools to improve their delivery of news. Today more and more people are using social media to discuss items in the news. Formalized use of social media will make the media house a part of this discussion and will improve two-way communication and will help generate feedback which media houses find critical for their continued improvement.
- The Walta TV media organization has to have an editorial policy that avoids the disseminations of fake News. This might be improving for reporters to upgrade the skills of news verification.
- Media houses must develop policies on how social media particularly would be used. This is essential if the benefits and advantages wrought by these technologies are to be completely valued and harnessed for the media. At the management level, it should be seen that media houses have a direction on implementing and using new technologies.
- This will be helpful in improving the quality of work and increasing productivity. From the literature and outcomes of this research, it was learned that the uses of media move from mainstream media to social media. Therefore, mainstream media organizations have been ready to exploit the potential social media have already brought to them.

5.4. Further Research

The researcher would like to suggest that studies should be conducted on how to create awareness and develop a positive attitude towards social media in Walta Television.

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at 2:09 pm.

APPENDICES I
ENGLISH VERSION INTERVIEW QUESTIONS ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION
DEPARTMENT OF BROADCAST JOURNALISM

SECTION I

Dear Respondents,

I am Habtamu Nibrtie, a researcher of this study who is working on partial fulfillment of Masters of Arts in Broadcast Journalism. The research focuses on **“Practice of Using Social media In Ethiopian broadcast media: the case of Walta TV”**. The major element of the study is to investigate the Practice of using social media on the gathering, dissemination, and access of news information in the WALTA TV media newsroom. To this effect, your genuine response is very relevant to supply the data. You are kindly requested to complete this questionnaire. The researcher forwards his gratitude in advance for your immediate cooperation and dedication. Email-habtamunibrtie@gmail.com Phone No_ 0900061336

Thank you

QUESTIONERS DESIGNED FOR JOURNALIST

SECTION II: BACKGROUND INFORMATION

Please tick (✓) on the box where appropriate

1. Sex: Male Female
2. Level of education A. MA and above B. BA/BSc C. Diploma
D. Other _____ Field of specialization _____
3. Age group A. 20-29 B. 30-39 C. 40-49 D. 50 and above
4. Years of experience in current position A. 1 year below B. 1-2 years C. 3-4 years
D. 5 and above
5. What is your position in the organization? _____

Part-1 what is your stance on the following questions

1. Do you have a computer in your office? Yes No
2. If yes, do you have an Internet connection? Yes No
3. If yes, is your computer locally networked? Yes No
4. Have you ever trained on how to use social media? Yes No
5. Do you use the social media as a news gathering tool for local new stories? Yes No
6. Do you use the social media as a new gathering tool for international new stories? Yes
No
7. Do you trust the information you have obtained from social media? Yes No
8. Which social media tools do you commonly use? A. Face book B. Twitter
C. YouTube D. others _____
9. How often do you use social media as sources of news?
A. Always B. Usually C. Sometimes D. Rarely E. Never
10. Why do you use social media like Facebook, Twitter, and YouTube for work purposes?
A. To gather news or information B. To exchange ideas, opinions, and feelings C. For
academic purpose, D. To spend time
11. For what purpose do you use the social media? (Tick **more than one option**)
A. Emailing for work B. searching for Information for work C. watching
movies/YouTube D. Gathering and filing news E. Face book F. Blogging for work

purposes G. to upload and download news, files, and reports H. Twitter I. instant messaging /chatting J. write if any other (State _____)

12. What efforts are there from Walta TV incapacitating the social media structure? **(Circle more than one option)** A. Staffing skilled manpower B. Provide on job training C. Regular updating of the hardware and software infrastructure D. Financing the new media structure independently E. Monitoring the quality of the status of the overall new media structure F. Other _____
13. What is your ability to use the Internet for your profession? A. Excellent B. Good C. Fair D. Poor
14. What are the limitations or challenges of using the social media? A. Lack of skill B. Lack of time C. Absence of the service D. Limited time allotted to the service E. Poor connection F. other _____
15. How do you see social media's usefulness for your profession? A. Strongly agree B. Agree C. Neutral D. Disagree E. strongly Disagree

Part-2 please put this ✓ symbol to show your level of agreement/ responses

Strongly agree -5 Agree-4 Neutral-3 Disagree-2 strongly Disagree -1

No	Statement	5	4	3	2	1
1	social media is important for journalism practice and news dissemination in Walta TV					
2	social media such as Facebook, Twitter, and YouTube is your most important source of information in Walta TV					
3	Social media improve and ease the job performance of Walta TV Journalists.					
4	I use social media as a source of news quite often.					
5	social media have an impact on the quality of news production in Walta TV					
6	Social media have an impact on the timely delivery of news in Walta TV.					
7	Social media is used as a source of news for media news on Walta TV.					

8	I believe that all the news posted on social media is accurate.					
9	Have you faced a lack of skilled professionals in the area of social media?					
10	All the information obtained from social media has to be verified and checked for its accuracy.					

Part-3 please put your responses on the space provided below

6. Can you mention some of the social media sites that you use as sources of news? For Example: Abiy's twitter-@AbiyAhmedAli, VOA Amharictwitter@VOA Amharic.amharic.voanews.com, Biden's twitter-@Joe Biden,

_____.

7. Did the usage of new social media as a source of news affect your media culture? (in contrast with the other source of news you use)

_____.

8. What are the challenges of verifying the information obtained from social media so as to use it as news in the main stream media you belong to?

_____.

9. What are the major challenges/influences of using social media as sources of news?

_____.

10. What do you advise your media organization as a media professional to verify information that is obtained from social media before it is disseminated to the public?

_____.

11. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

_____.

APPENDIXES II

ENGLISH VERSION INTERVIEW QUESTIONS ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION DEPARTMENT OF

BROADCAST JOURNALISM SECTION II

In-depth Interview Questions for Senior Social Media Department Journalist, Editors, and Director in Walta TV

1. Do you have any possible social media websites like YouTube, Twitter, Facebook, and others to address and communicate your services for your day-to-day activity to provide quality information?
2. How do you explain the usage of social media sites for your media organizations purposes?
3. Do you encourage your media professionals to use social media? Why?
4. How are journalists in Walta TV media using social media in the gathering and dissemination of news?
5. What are the infrastructures of social media and major challenges journalists face in Walta TV?
6. What do you think should be done in order to not disseminate distorted information through your social media department?
7. What are the major problems that you have observed in the use of social media as a source of news by journalists?
8. What are the major comments you gain from the audience about your website and other social media news activities of your organizations?
9. Are there any tangible problems that you have faced due to the use of social media as a source of news?
10. What are the major policy and strategic changes needed to improve internet utilization as a source of news generally?

APPENDICES III

OBSERVATION CHECKLIST

1. Date and time
2. Name of the media organization
3. Number of available journalist in Walta TV social media department
4. Number of available Computers and functionality
5. Have internet connection
6. Broad Bandwidth speed /speed of the internet
7. Are social media functional? Within Walta TV social media department
8. Documentation of files in hard and soft copies
9. The activity of the social media department journalist
10. Which social media sites were chosen first and why?
11. Who was involved during the selections of sources and information?
12. What major mechanisms were used so as to verify the sources and what were the challenges?

This pic tells fake information (the news histories differs from the picture) on Walta
TV news
department



facebook



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#EthiopiaCheck Exclusive

ዋልታ ዛሬ የተሰጠ ምስላቸውን ይዞ የወጣው ለውረንስ ፍሪማን ማን ናቸው?

ዋልታ ዛሬ "በኢትዮጵያ ውስጥ የሚከሰቱ ግጭቶችን በተሰጠ መንገድ መተረክ የሀገሪቱን ህልውና ይፈታተናል" ብለው የፖለቲካና ኢኮኖሚ ተንታኝ የሆኑት ለውረንስ ፍሪማን መፃፋቸውን አስነብዷል። ይሁንና አያይዞ ያቀረበው ምስል ተመሳሳይ ስም ያላቸውን ቁስ ለውረንስ ፍሪማን የተባሉ ግለሰብን ነበር።

(ይህን እና ሌሎች የተጣሩ መረጃዎችን ድረ-ገጻችን ላይ ለማንበብ:

<https://ethiopiacheck.org/fact-checked-claims/who-is-lawrence-freeman-mentioned-on-walta-tv/>)

የሆነው ሆኖ እኚህ በኢትዮጵያ ዙርያ በርካታ ፅሁፎችን <http://lawrencefreemanafricaandtheworld.com/>

በሚገኝ ድረ-ገጻቸው ስለሚያስነቡት ግለሰብ



facebook



ለውረንስ ፍሪማን ከ4 ዓመት በፊት የከፈቱት የትዊተር አካውንት ያላቸው ሲሆን (<https://twitter.com/lfreemansafrica?s=09>) በርካታ ስራዎቻቸውንም ያቀርቡበታል።

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በእትዮጵያ ውስጥ የሚከሰቱ ግጭቶችን በተሳሳተ መንገድ መተረክ የሀገሪቱን ህልውና ይፈታተናል - የፖለቲካና እኮኖሚ ተንታኝ ለውረንስ ፍሪማን

መጋቢት 29 /2013 (ዋልታ) - በእትዮጵያ ውስጥ... See More

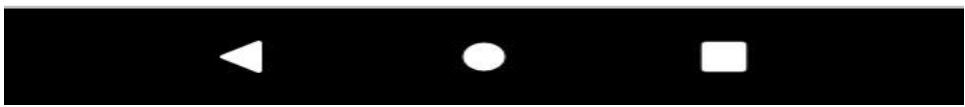


🤔👍 136

👍 136

💬 17

➦ 40





የሆነው ሆኖ እኚህ በኢትዮጵያ ዙርያ በርካታ ፅሁፎችን **http://lawrencefreemanafricaandtheworld.com/** በሚል ድረ-ገጽ ስለሚያስነቡት ግለሰብ የተወሰነ መረጃ ልናቀርብ ወደድን።

ላውረንስ ፍሪማን የአፍሪካ ጉዳይ የሚያሳስባቸው እንደሆኑ የሚገልፁ ሲሆን ጡረታ ከወጡበት ከ30 ዓመት በፊት ጀምሮ ስለ አፍሪቃ ምጣኔ ሃብት፣ ኔግሮ-ኮሎኒያሊዝም ወዘተ መጻፍና ማማከር መጀመራቸውን ከ3 ዓመት በፊት ለፕራይም ቲቪ በሰጡት ቃለ ምልልስ ገልፀዋል።

በዩንስ ሆፕኪንስ ዩኒቨርሲቲ ተጋባኙ መምህር በመሆን እንደሚያስተምሩ ከዩኒቨርሲቲው አፈሴላዊ ድረገጽ መረዳት ችለናል። በቻይናው ሲጂ.ቲኤን ድረ-ገጽም ጽሁፋቸውን ያስነቡባሉ።

ላውረንስ ፍሪማን ከ4 ዓመት በፊት የከፈቱት የትዌተር አካውንት ያላቸው ሲሆን (<https://twitter.com/lfreemansafrica?s=09>) በርካታ ስራዎቻቸውንም ያቀርቡበታል።