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**The Adoption of Mobile Journalism in Ethiopian Newsrooms:  
The Case of Ethiopian Broadcasting Corporation (EBC)**

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**The Adoption of Mobile Journalism in Ethiopian Newsrooms: The Case of  
Ethiopian broadcasting corporation (EBC)**

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"This thesis examines the adoption of mobile journalism within the Ethiopian Broadcasting Corporation (EBC) newsroom, analyzing the factors that facilitate and hinder its successful implementation."

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## ABSTRACT

*Mobile journalism has increasingly become popular in newsrooms due to the burgeoning number of audiences using mobile devices and social media. Scholarship in mobile journalism has analyzed news gathering, production and dissemination, content production for mobile users. However, no studies focus on adopting mobile journalism within Ethiopian newsrooms. This study aimed to examine the adoption of mobile journalism in newsrooms in Ethiopia using the case study of the EBC newsroom. The study employed diffusion of innovation and adopted a mixed methods research approach design, employing a survey (N=72) and in-depth interviews (N=10) as data collection techniques with EBC newsroom staff. The study found that mobile journalism adoption in the Ethiopian newsroom was substantial. EBC stood at 55.6% (n=40) of 72 respondents fully adopting mobile journalism. Although mobile journalism has been adopted substantially in Ethiopian newsrooms, the practice has not been fully integrated in reporters' work routines. The drivers of mobile journalism adoption or lack of it were categorized into four broad themes: individual and mobile device characteristics, organizational and societal factors. The challenges of adopting mobile journalism were categorized into the cost of mobile devices, lack of skills, and Internet penetration.*

**Key Words:** Mobile Journalism, Adoption, Diffusion of Innovation, mobile journalists, Ethiopian Broadcasting Corporation (EBC), EBC dot stream.

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## ABBREVIATIONS AND ACRONYMS

- EBC:** Ethiopian Broadcasting Corporation
- EMA:** Ethiopian Media Authority
- HPRE:** House of People’s Representatives of Ethiopia
- Mojo:** Mobile Journalism

# CHAPTER ONE

## 1. Introduction

Technological advancements have profoundly reshaped journalistic practices over time, with mobile devices playing a pivotal role in transforming news gathering, production, distribution, and consumption patterns (Canavilhas, 2021). The proliferation of mobile technology has revolutionized how audiences engage with news, as content is increasingly accessed via smartphones and other portable devices. (Nelson, 2020) highlights that shifts in how news is consumed align with changes in where it is consumed, though audiences continue to favor established media brands over lesser-known alternatives. This trend reflects broader structural changes in the industry, where traditional outlets now prioritize mobile-friendly content through cross-media strategies, such as tailored websites and apps. Simultaneously, mobile journalism (MoJo) has empowered independent journalists and citizen reporters, democratizing content creation and dissemination (Jamil & Appiah-Adjei, 2019; Gambarato & Alzamora, 2018).

Westlund (2013) argues that the ubiquity of news-related mobile content emerged only after touchscreen devices became mainstream, enabling intuitive interaction. Legacy media have since expanded their offerings by repurposing existing journalistic material for mobile platforms (Cameron, 2011). Mobile journalism itself has evolved from rudimentary voice and text services into a multifaceted ecosystem supporting audio-visual storytelling, facilitated by advancements such as integrated cameras and microphones (Kusuma et al., 2021).

Cameron (2008) posits that while journalism has historically been defined by its medium (e.g., print or broadcast), its future will be shaped by the technologies driving its production. This evolution encompasses mobile journalism, where reporters use portable devices for end-to-end news processes. Focusing on Ethiopia, this study investigates the adoption of MoJo within the Ethiopian Broadcasting Corporation (EBC), analyzing its implementation stages, drivers of adoption, challenges faced, and emerging opportunities.

## 1.1 Background to the Study

Mobile journalism (MoJo) has experienced dynamic expansion within the journalism sector, driven by the pervasive use of mobile devices for news creation, editing, and dissemination (Rodrigues et al., 2020; Perreault & Kellie, 2018). Rodrigues et al. (2020) emphasize that MoJo's popularity stems from its alignment with public reliance on smartphones for news consumption, prompting traditional media to integrate mobile workflows. However, mobile journalists often navigate hybrid roles, balancing the demands of print, broadcast, and digital formats, which can lead to professional ambiguity (Perreault & Kellie, 2018). These journalists typically operate independently, leveraging smartphones as versatile tools for end-to-end reporting (Yen-Mei, 2021; Westlund & Quinn, 2018).

Scholarly interest in MoJo has surged globally, exploring themes such as the emergence of transnational MoJo networks (Salzmann et al., 2021), practitioners' self-perception within journalism (Perreault & Kellie, 2018), and the interplay between technological innovation and news distribution (Kusuma et al., 2021; Cameron, 2011, 2008). Salzmann et al. (2021) argue that frustration among MoJo practitioners stemming from perceived undervaluation by peers and institutions has fueled the growth of global collaborative communities.

Studies delve into MoJo's transformative impact on news workflows. Canavilhas (2021) examines how smartphones have reconfigured news production and consumption, while Westlund (2013a) analyzes mobile-specific content creation. Eve Masawi (2003) Examining the adoption of mobile journalism in Uganda's Examining the adoption of mobile journalism in Uganda's newsrooms: a case of NBS TV and NTV newsrooms: a case of NBS TV and NTV. López-García et al. (2019) explore the symbiotic relationship between mobile technology and journalistic practices, and Bui and Moran (2020) address challenges in skill development and institutional adaptation. Mobile devices have also reshaped newsroom dynamics, fostering novel audience engagement strategies and collaborative reporting (Jamil & Appiah-Adjei, 2019).

Research on shifting consumption patterns reveals that mobile news usage often coexists with traditional media reliance. Van Damme et al. (2015) highlight the dual role of mobile news: while most audiences still depend on conventional outlets for primary information, mobile platforms

increasingly engage previously disinterested users through bite-sized, on-the-go content. Molyneux (2018) notes that smartphone news sessions are shorter but more frequent, occurring sporadically throughout the day. Nelson (2020) posits that mobile consumption extends existing habits rather than displacing them, reflecting continuity in how audiences prioritize trusted news sources.

Despite the advantages, the shift towards mobile journalism at the Ethiopian Broadcasting Corporation (EBC) faces several challenges, including concerns about the quality of content produced on smartphones and internet Infrastructure. Moreover, issues such as internet connectivity, especially in rural parts of the country, also affect the implementation of mobile journalism. In this study, the focus will be on how EBC has adopted mobile journalism in its operations, the opportunities it presents for expanding news coverage, and the challenges the newsroom faces in integrating mobile technology into its workflow.

The research aims to provide a comprehensive understanding of how mobile journalism is reshaping the newsroom practices of EBC and to identify the factors that can enhance its successful integration into Ethiopian journalism.

## 1.2 Statement of the Problem

A growing body of empirical research highlights the global expansion of mobile journalism (MoJo) scholarship. However, such studies remain concentrated in the Global North and West, prioritizing themes like practitioners' perceptions, evolving roles, professional needs, experiential insights, and collaborative networks (Salzmann et al., 2021; Kusuma et al., 2021; Perreault & Kellie, 2018). Additional works explore MoJo's developmental trajectory (Kusuma et al., 2021), its alignment with technological advancements (Cameron, 2011, 2008), and its influence on news production and distribution models (Canavilhas, 2021). Despite this progress, African contexts remain critically underserved, with limited research focusing on journalists' smartphone-based workflows and associated barriers or opportunities (Mabweazara, 2020). Notably, no research has specifically addressed the integration of MoJo within Ethiopian newsrooms. This study bridges this gap by investigating the Ethiopian Broadcasting Corporation (EBC) as a case study, mapping the stages of MoJo adoption, identifying drivers of acceptance or resistance, and evaluating

challenges and opportunities encountered during implementation.

The problem lies in the lack of clarity regarding the adoption of mobile journalism at EBC, including the extent to which journalists are trained, equipped, and encouraged to use mobile devices for reporting. Key challenges may include inadequate technological infrastructure, limited professional training, resistance to change due to traditional journalistic practices, and government oversight that may restrict innovative approaches. Additionally, the unique socio-political context of Ethiopia, characterized by media polarization, censorship, and ethnic influences in newsrooms, may further complicate the adoption of mobile journalism. Without understanding these dynamics, EBC's ability to leverage mobile journalism to enhance newsroom efficiency, diversify content, and engage audiences effectively remains uncertain.

This study seeks to investigate the adoption of mobile journalism in Ethiopian newsrooms, focusing on EBC as a case study. It aims to identify the opportunities, challenges, and barriers to integrating mobile journalism, assess the level of institutional support and journalist readiness, and explore how socio-political factors influence this adoption. By addressing these issues, the research contributes to understanding how mobile journalism can be harnessed to improve journalistic practices in a resource-constrained and politically sensitive media environment.

### 1.3 Objectives of the Study

This study examines the adoption of mobile journalism in newsrooms in Ethiopia, using the case of the EBC newsroom as a case study.

#### Specific Objectives

- To assess the stage of MoJo adoption in EBC.
- To explore factors driving the adoption of MoJo or the lack of it in EBC
- To explore the challenges and opportunities presented by adopting MoJo in EBC

### 1.4 Research Questions

- What is the stage of MoJo adoption in EBC?

- What factors drive the adoption of MoJo in EBC?
- What are the challenges and opportunities of adopting MoJo in EBC?

### 1.5 Significance of the Study

This study advances scholarly understanding of mobile journalism adoption in Ethiopia by mapping its implementation stages at EBC, identifying drivers and barriers, and evaluating opportunities for newsrooms in transitioning to mobile-centric workflows. It also enriches the diffusion of innovation theory by contextualizing its framework within an underrepresented Ethiopian media landscape. The findings equip scholars, practitioners, and policymakers with actionable insights into the complexities of integrating mobile technologies, particularly the challenges legacy media face, such as resistance to workflow changes and the potential for enhanced audience engagement and cost efficiency.

### 1.6 Scope of the Study

This research investigates the adoption of mobile journalism within Ethiopian newsrooms, with a focus on the Ethiopian Broadcasting Corporation (EBC). The head office was selected for the study, reflecting its status as a leader in Ethiopia's public broadcasting sector practices. The study's scope was intentionally narrowed to prioritize mobile journalism's role in news production processes. To gather insights, in-depth interviews were conducted with mobile journalists and news editors from the EBC newsrooms (EBC dot stream) under review. Temporally, the analysis was confined to a specific period, with comprehensive methodological details elaborated in Chapter Three.

### 1.7 Limitations of the Study

The methodology employed in this study acknowledges specific constraints, particularly in data collection. While surveys provided a valuable means of gathering self-reported insights from EBC newsroom staff, this approach lacks the depth and contextual richness achievable through qualitative interviews. To mitigate this limitation, in-depth interviews were incorporated, offering nuanced perspectives on mobile journalism adoption. However, the findings derived from these interviews are not generalizable due to the focused sample size and contextual specificity of the

participants.

Additionally, challenges in securing extended access to EBC's newsroom and its mobile journalists. To address this, the researcher prioritized in-depth interviews and participant observation as primary methods, enabling a more immersive exploration of the phenomenon. These techniques allowed for triangulation of data, balancing the breadth of survey responses with the depth of qualitative insights, while remaining mindful of the study's scope and practical limitations.

## 1.8 Operational Definition of Terms

**Mobile journalism** is defined in this study as the integration of mobile technology into journalistic workflows, encompassing the collection, creation, and distribution of news content through portable devices. This practice specifically emphasizes tailoring material for mobile audiences, aligning with evolving consumption patterns (Kusuma et al., 2021; Yen-Mei, 2021; Westlund & Quinn, 2018).

**Adoption** refers to the process by which individuals, organizations, or groups accept, integrate, and utilize a new technology or innovation in their practices, workflows, or daily operations. It involves the transition from awareness and initial use to full integration and reliance on the technology to achieve specific goals or improve efficiency.

**Mobile journalists** are journalists who use mobile devices, primarily smartphones or tablets, as their primary tools for gathering, producing, and disseminating news content. Mobile journalism involves leveraging the capabilities of mobile technology such as cameras, microphones, editing apps, and internet connectivity to capture, edit, and share news stories in real-time or near real-time, often with minimal reliance on traditional, bulky equipment like professional cameras or editing suites.

**Stage of adoption** It is perceived in terms of the innovation-decision process and describes the steps EBC newsroom takes after first encountering mobile journalism, namely: knowledge, persuasion, decision, implementation and adoption (Littlejohn & Foss, 2009; Rogers, 2003).

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

Chapter Two critically evaluates the theoretical foundation of the study, situating it within the broader academic discourse. It examines scholarly literature on newsroom dynamics, highlighting factors that both facilitate and impede the adoption of mobile journalism (MoJo). The chapter further review challenges such as technological adaptation and resource constraints and opportunities, including enhanced agility and audience engagement, inherent in integrating MoJo into newsroom operations. By synthesizing these themes, the chapter establishes a comprehensive context for understanding the complexities of modern journalistic practices.

The development of mobile technology has revolutionized journalism, particularly through the rise of mobile journalism (mojo), where smartphones and tablets serve as all-in-one tools for news gathering, production, and dissemination. Advances in smartphone hardware, such as high-resolution cameras, 4K/8K video recording, and powerful processors, enable journalists to capture professional-quality content without traditional equipment. Coupled with fast 4G/5G connectivity and apps like Adobe Premiere Rush, journalists can edit and share stories in real-time, enhancing speed and audience engagement. This portability and affordability make mobile technology ideal for resource-constrained environments like Ethiopia, where the Ethiopian Broadcasting Corporation (EBC) could leverage it to overcome infrastructural limitations and expand coverage.

Mobile journalism (mojo) emerged in the early 2000s as advancements in mobile technology, particularly smartphones, enabled journalists to use portable devices for news gathering, production, and dissemination. The introduction of smartphones like the Nokia N95 and the iPhone in 2007, equipped with cameras capable of capturing decent-quality photos and videos, marked a turning point. A pivotal moment came during the 2008 Mumbai terror attacks, when citizen journalists and professionals used mobile phones to share real-time footage on platforms like Twitter, highlighting the potential of mobile devices for instant reporting (Hill, 2013). By the early 2010s, news organizations such as the BBC and Al Jazeera began formalizing mojo practices, training journalists to use smartphones for interviews, editing with apps like iMovie, and live streaming, driven by the affordability and portability of these devices (Westlund, 2013).

The growth of social media platforms in the late 2000s and early 2010s, including YouTube, Twitter, and Facebook, significantly propelled mobile journalism by providing accessible channels for content dissemination. Journalists could upload mobile-captured footage directly to these platforms, bypassing traditional broadcast workflows and enabling real-time audience engagement (Quinn, 2015). This democratization of news production empowered both professional and citizen journalists, especially in regions with limited media infrastructure. In Africa, the proliferation of affordable smartphones from brands like Tecno and expanding mobile internet access spurred *mojo*'s relevance by the mid-2010s (Mabweazara, 2015). In Ethiopia, where EBC operates under government oversight and resource constraints, the adoption of mobile journalism has been slow, despite its potential to enhance coverage in remote areas and align with EBC's existing use of social media for news dissemination (Skjerdal, 2016).

By the 2020s, mobile journalism had become a mainstream practice, supported by advanced smartphone capabilities, such as 4K video recording and AI-powered editing apps, alongside 4G/5G connectivity (Borum & Quinn, 2016). These developments enabled journalists to produce high-quality content on the go, making *mojo* a viable tool for newsrooms worldwide.

## 2.1. Theoretical Framework

### Diffusion of Innovation Theory

This study employs Rogers' Diffusion of Innovation (DOI) Theory (2003) to analyze the adoption of mobile journalism (MoJo) within Ethiopian newsrooms. Rogers' defines *diffusion* as the gradual spread of innovations through communication channels among members of a social system (Dearing & Cox, 2018; Littlejohn & Foss, 2009; Rogers, 2003). It explores the process by which an innovation is communicated through certain channels, among the members of a social system, and over some time. This theory has been widely applied across diverse fields, including communication, marketing, public health, agriculture, and education, to explain and predict the adoption and spread of innovations. At the heart of DOI theory lies the concept of innovation itself. Rogers (2003) defines an innovation as an idea, practice, or object perceived as new by an individual or other unit of adoption. This perception of novelty is subjective and can vary depending on the individual and their social context. The characteristics of an innovation

significantly influence its rate of adoption. These characteristics, according to Rogers (2003), include relative advantage, compatibility, complexity, trial ability, and observability.

Relative advantage refers to the degree to which an innovation is perceived as better than the idea it supersedes. Compatibility refers to the extent to which an innovation is consistent with existing values, past experiences, and needs of potential adopters. Complexity represents the degree to which an innovation is perceived as difficult to understand and use. Trial ability is the extent to which an innovation may be experimented with on a limited basis. Finally, observability is the degree to which the results of an innovation are visible to others. Innovations that are perceived as having greater relative advantage, compatibility, trialability, and observability, and lower complexity are more likely to be adopted rapidly (Rogers, 2003).

While DOI theory has proven to be a valuable framework for understanding innovation adoption, it has also faced criticism. Some critics argue that the theory is overly linear and simplistic, failing to adequately account for the complexities of social and cultural contexts (Wejnert, 2002). Others contend that the theory is pro-innovation biased, assuming that all innovations are beneficial and desirable, without considering potential negative consequences (Hardin & Jamieson, 2005).

Despite these criticisms, DOI theory remains a highly influential and widely used framework for understanding the diffusion of innovations. Its emphasis on the characteristics of innovations, adopter categories, communication channels, social systems, and the innovation-decision process provides valuable insights for researchers and practitioners seeking to promote the adoption of new ideas, practices, and technologies. Adapting and refining the DOI theory to account for the complexities of specific contexts and considering potential negative consequences of innovations are crucial for its continued relevance and effectiveness. The framework emphasizes four core components:

1. **Innovation:** The new practice or technology (e.g., mobile journalism).
2. **Communication Channels:** Mechanisms for sharing knowledge about the innovation.
3. **Time:** The progression of adoption stages.
4. **Social System:** The organizational or societal context influencing adoption.

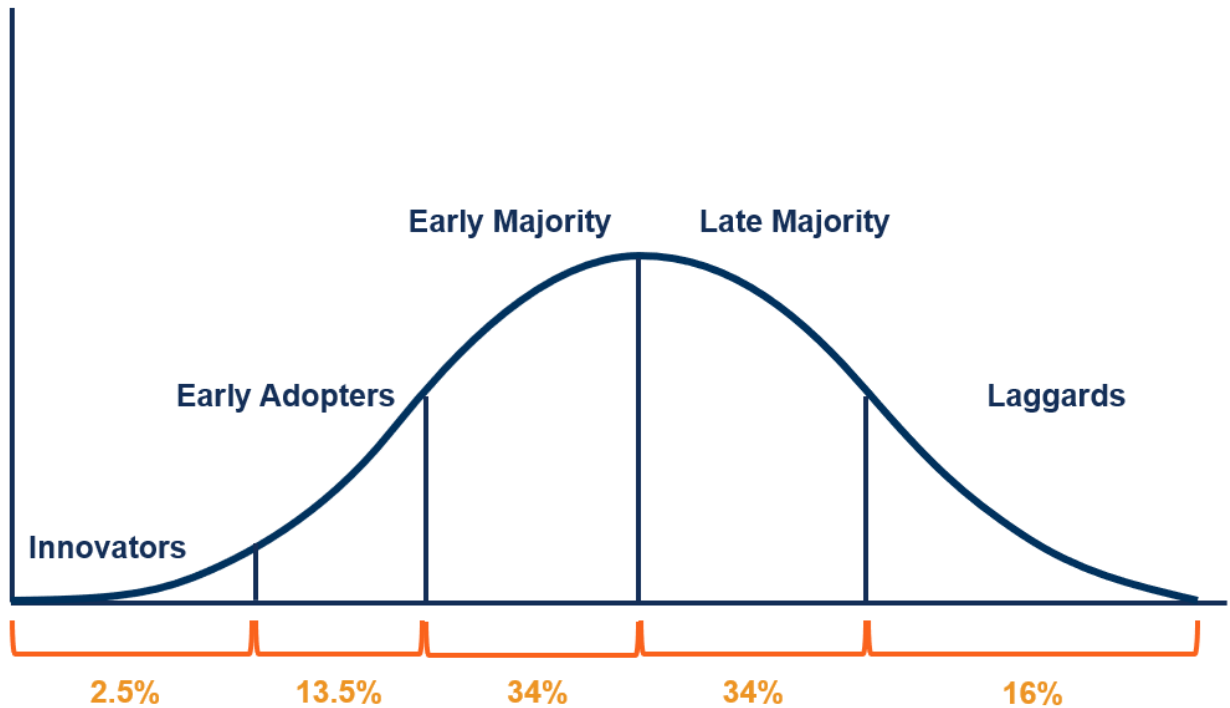


Figure 1: A representation of the Diffusion of innovation theory (Rogers, 2003)

## Rogers' Diffusion of Innovations and Adoption

The Diffusion of Innovations theory, developed by Everett M. Rogers, explains how new ideas, technologies, or practices spread within a social system over time (Rogers, 2003). Rogers identifies five adopter categories based on their readiness to adopt an innovation, forming a bell-shaped curve:

1. **Innovators (2.5%)**: Risk-takers who adopt innovations first, often young, with high social status, financial resources, and connections to scientific sources. They tolerate potential failures (Rogers, 2003, p. 282).
2. **Early Adopters (13.5%)**: Opinion leaders with higher social status and education, who adopt innovations early but make more judicious choices than innovators (Rogers, 2003, p. 283)
3. **Early Majority (34%)**: Individuals who adopt after some time, with above-average social status and contact with early adopters, but rarely hold leadership roles (Rogers, 2003, p. 283)
4. **Late Majority (34%)**: Skeptical individuals who adopt after the majority, with below-average social status and limited financial resources (Rogers, 2003).

5. **Laggards (16%)**: The last to adopt, often older, tradition-focused, with low social status and minimal opinion leadership (Rogers, 2003).

### **The Innovation-Decision Process**

As Littlejohn and Foss (2009) outline, this process describes the sequential steps journalists or newsrooms undertake when evaluating an innovation like MoJo:

- **Knowledge**: is exposed to the innovation's existence and gains some understanding of how it functions.
- **Persuasion**: Formation of a favorable or unfavorable attitude towards the innovation.
- **Decision**: Engaging in activities that lead to the adoption or rejection of the innovation.
- **Implementation**: Actual utilization of the innovation.
- **Confirmation**: Seeking reinforcement for the decision made, with potential for reversal if new conflicting information arises.

Rogers (2003) notes that adoption hinges on reducing uncertainty through information-seeking at each stage. For example, newsrooms may adopt MoJo after recognizing its efficiency in real-time reporting, while rejection might stem from perceived incompatibility with existing workflows. Critically, decisions are reversible; even after implementation, organizations may abandon MoJo if challenges outweigh benefits.

## 2.2. Empirical Literature Review

### 2.2.1. Mobile Journalism

Mobile journalism (MoJo), the practice of creating and disseminating news content using mobile devices like smartphones and tablets, has emerged as a significant force in contemporary journalism. The advent of powerful mobile technology, coupled with the widespread accessibility of internet connectivity, has democratized news production and consumption, enabling individuals to report and share stories from virtually anywhere in the world (Westlund, 2015). This shift has

profound implications for traditional journalistic practices, the role of the journalist, and the overall media landscape.

The literature on MoJo highlights its potential to enhance immediacy and accessibility in news reporting. Mobile devices empower journalists to quickly capture breaking news events and transmit them to audiences in real-time, bypassing the logistical constraints often associated with traditional broadcast equipment (Bradshaw, 2018). This immediacy is particularly valuable in covering rapidly unfolding events, citizen protests, and natural disasters, where quick dissemination of information is crucial. Moreover, MoJo's accessibility lowers the barriers to entry for aspiring journalists, enabling citizen journalists and marginalized communities to share their stories and perspectives, thus fostering greater inclusivity and diversity in news coverage (Deuze, 2011).

However, MoJo also presents challenges. The reliance on mobile devices can lead to concerns about the quality and reliability of news content. The smaller screens, limitations of mobile cameras, and lack of professional editing tools can compromise the visual and audio quality of videos, potentially impacting the credibility and impact of the story (Quinn, 2015). Journalists must be skilled in overcoming these limitations by employing techniques for optimizing mobile video and audio, and ensuring the accuracy of information before it is published. Moreover, the increased speed of news dissemination can exacerbate the risk of spreading misinformation and propaganda, requiring journalists to exercise heightened vigilance in verifying facts and sources.

Ethical considerations are also central to the discussion of MoJo. The anonymity afforded by mobile devices can make it easier for journalists to engage in surreptitious reporting, potentially violating privacy rights and causing harm to individuals (Allan, 2017). Furthermore, the potential for manipulation and editing of mobile footage raises questions about authenticity and objectivity. Journalists must adhere to strict ethical guidelines and prioritize transparency in their reporting practices.

The evolving role of the journalist is another key theme in MoJo literature. Mobile technology necessitates a broader skill set, requiring journalists to be adept at writing, filming, editing, and distributing news content independently (García-Avilés et al., 2019). The traditional roles of

reporter, photographer, and editor become increasingly blurred as journalists assume multiple responsibilities. This necessitates training and development programs that equip journalists with the technical and creative skills required to excel in the MoJo environment.

Moreover, MoJo is impacting news organizations, driving them to adapt their workflows and strategies to embrace mobile-first journalism. Newsrooms are increasingly investing in mobile technology and training programs, as well as redesigning their websites and apps to cater to mobile users (Moyo, 2014). This adaptation involves not only incorporating MoJo into news production but also integrating social media and audience engagement strategies to maximize the reach and impact of mobile news content.

The future of MoJo is closely linked to technological advancements and the changing media consumption habits of audiences. As mobile technology continues to evolve, with the introduction of higher-resolution cameras, faster internet speeds, and more sophisticated editing apps, the potential for MoJo will expand further (Westlund, 2019). Additionally, the growing popularity of social media and mobile video platforms is shaping the way people consume news, creating new opportunities for MoJo to engage audiences and tell compelling stories.

In conclusion, mobile journalism represents a significant transformation in the media landscape, empowering journalists and citizens alike to produce and share news content with unprecedented speed and accessibility. However, the ethical and technical challenges associated with MoJo must be carefully addressed to ensure the quality, accuracy, and integrity of news reporting. As mobile technology continues to advance and news organizations adapt to the mobile-first era, MoJo is poised to play an even greater role in shaping the future of journalism and informing the public.

### 2.2.2. Adoption of Mobile Journalism in Newsrooms

Due to the advent of mobile journalism, the rise of mobile journalism (MoJo) has necessitated significant shifts in newsroom workflows, compelling journalists to adopt new tools and master innovative content formats (Salzmann et al., 2021). To address these changes, media organizations have implemented training programs and collaborative strategies to enhance staff proficiency in mobile reporting techniques. Paulussen (2016) conceptualizes newsroom innovation as a multifaceted organizational process shaped by internal dynamics, negotiation, and adaptability. He

highlights the persistent challenge of developing cohesive digital strategies, particularly as rapid technological advancements create uncertainty about the future of digital news. Compounding this issue, many news organizations remain tethered to offline revenue models, despite declining audiences and advertising income, due to the perceived instability of digital alternatives. This reliance fosters cautious, defensive approaches to digital transition rather than proactive innovation.

While global academic interest in mobile journalism has grown, research gaps persist regarding the practical adoption mechanisms, contextual barriers, and opportunities within newsrooms. Existing studies, predominantly from Western contexts like the U.S. (López-García et al., 2019), emphasize technological convergence and its impact on news production and distribution. For instance, López-García et al. (2019) map the evolving relationship between mobile devices and journalistic practices, noting the U.S.'s dominance in scholarly output on this topic. However, few studies explore how institutional, cultural, or socioeconomic factors influence MoJo adoption in non-Western settings, leaving a critical gap in understanding global disparities in media innovation.

Cameron (2011) posits that journalistic practices are intrinsically shaped by the media platforms through which news is disseminated. Historically, journalism has been categorized broadly into print and broadcast formats, with contemporary expansions such as online journalism and podcasting reflecting evolving media landscapes. Cameron (2008) further argues that the future of journalism will be equally influenced by the technologies used to produce news and the platforms distributing it. For instance, photojournalists now leverage digital platforms to publish images globally, while video journalists employ compact, portable equipment, giving rise to terms like “backpack journalism” a practice enabling reporters to work remotely using laptops, digital cameras, and satellite links. Similarly, “mobile journalism” (MoJo) has emerged as a prominent concept, defined by the use of lightweight, multifunctional devices for newsgathering, production, and distribution.

Perrault and Kellie (2018) delineate mobile journalism through dual lenses: (1) content crafted exclusively for mobile audiences, irrespective of the creation tools, and (2) the end-to-end use of mobile devices in news processes. Yen-Mei (2021) underscores the imperative for journalists to

adapt to real-time reporting, fragmenting news into bite-sized, mobile-optimized formats to align with shifting consumption patterns from 24-hour cycles to instantaneous updates. Media organizations, including Ethiopia's EBC, have cautiously integrated mobile reporting, particularly during the COVID-19 pandemic, which accelerated reliance on citizen journalism, mobile-tailored content, and live updates via smartphones (Kusuma et al., 2021; Perreault & Kellie, 2018; Cameron, 2011).

Scholarship on mobile journalism predominantly explores its transformative impact on news organizations. Phillips et al. (2009) analyze how technological advancements have reconfigured workflows, necessitating new skills in ideation, sourcing, processing, and repackaging stories across multimedia formats. Canavilhas (2021) interrogates whether mobile technologies fundamentally alter journalism's epistemic role in society, enhancing its capacity to inform. Meanwhile, Westlund (2013) synthesizes research on mobile news production, emphasizing its interdisciplinary intersections and evolving practices.

### 2.2.3. Perceptions of Mobile Journalists and Communal Innovation

Scholarship has increasingly explored how mobile journalists perceive their roles within newsrooms. For instance, Perreault and Kellie (2018) conducted an online survey of 39 mobile journalists across multiple countries on four continents, revealing that these professionals view themselves as societal watchdogs and storytellers. Their integration into newsrooms was attributed to a blend of individual adaptability, environmental factors, and audience engagement, underscoring mobile journalism's role in bridging news production with public interaction.

Further, Salzmann et al. (2021) examined the *Mojo Community*, a global network of journalists dedicated to multimedia production using mobile technologies. Through two years of interviews and observational data, the study found that core members often hailed from legacy broadcast organizations. These journalists leveraged the community to navigate institutional resistance to change, rapid technological advancements, and precarious job environments, highlighting the role of collective innovation in fostering resilience.

Empirical research specifically examining MoJo adoption at EBC is currently lacking; studies from other African contexts offer valuable insights. For example, a study by Eve Masawi (2003)

Uganda's news newsrooms adopted mobile journalism partially. Ochieng' (2021) found that Kenyan journalists using MoJo reported increased efficiency in news gathering but also faced challenges in verifying information due to limited resources and training. This aligns with broader concerns about digital literacy in Ethiopia, where a report by the Ministry of Education (2022) revealed that. Given these factors, it is plausible that EBC journalists may experience similar challenges in balancing speed and accuracy when adopting MoJo practices.

#### 2.2.4. Drivers of Mobile Journalism Adoption in Newsrooms

While existing research identifies various factors affecting the adoption or rejection of mobile journalism (MoJo) in newsrooms, there remains a significant gap in understanding the specific drivers influencing its uptake within the Ethiopian Broadcasting Corporation (EBC). Empirical studies increasingly highlight the role of personal attributes, organizational environments, and audience dynamics in shaping MoJo adoption among journalists and news organizations (Salzmann et al., 2021; Perreault & Kellie, 2018). Westlund (2008) identified demographic variables, including gender, educational background, and age as critical determinants in journalists' adoption of mobile journalism practices. Similarly, Perreault and Kellie (2018) delineated three primary drivers of MoJo integration in newsrooms: individual motivations, environmental conditions, and audience expectations.

Among personal factors, the opportunity to reaffirm their professional relevance within the newsroom emerged as a key motivator for journalists adopting mobile journalism. This perception of enhanced job security contrasts with managerial resistance, which often hindered the implementation of mobile journalism initiatives within news organizations. Concurrently, audience demand for real-time, accessible content further propelled the integration of mobile journalism, as newsrooms increasingly aligned their practices with consumer preferences.

Quinn (2012) emphasizes two critical considerations in journalists' technological adoption: the prioritization of rapid content delivery and the preference for user-friendly, practical tools. Journalists predominantly favor technologies that streamline workflow efficiency, enabling swift story submission through intuitive platforms. Adoption likelihood increases when new tools demonstrate operational familiarity and compatibility with existing workflows, reducing the

learning curve for users.

Rogers' (2003) Diffusion of Innovation Theory posits that the adoption of technologies like mobile journalism (MoJo) hinges on how journalists and newsrooms perceive five key characteristics:

1. **Relative Advantage:** Innovations perceived as superior to existing methods are adopted faster. For MoJo, this includes its ability to streamline workflows and enhance storytelling compared to traditional broadcast journalism.
2. **Compatibility:** Alignment with existing practices, values, and needs (e.g., real-time reporting demands) accelerates integration.
3. **Trialability:** The ease of experimenting with mobile tools on a small scale reduces adoption hesitancy.
4. **Observability:** Visible successes, such as increased audience engagement, reinforce adoption decisions (Atkin et al., 2015).
5. **Low Complexity:** User-friendly mobile technologies lower barriers to implementation.

Canavilhas (2021) underscores how mobile devices' portability revolutionizes journalism, enabling faster news cycles, personalized content delivery, and greater reporter autonomy. Similarly, Rodrigues et al. (2020) identify agility (rapid content creation), flexibility (multimedia format adaptability), and accessibility (reaching remote sources) as MoJo's defining strengths. These qualities empower journalists to produce diverse content efficiently, bridging gaps between events and publication while expanding storytelling possibilities.

### 2.2.5. Opportunities and Challenges in the Adoption of Mobile Journalism

While existing research outlines opportunities and challenges in mobile journalism (MoJo) adoption, the specific experiences of the Ethiopian Broadcasting Corporation (EBC) newsroom remain underexplored. Studies conducted in other contexts highlight the transformative potential of mobile technologies in reshaping journalism practices, yet Ethiopia's unique institutional and sociotechnical landscape warrants focused inquiry (Westlund, 2013). The digital media ecosystem is marked by continuous evolution, including shifts in traditional media like television and innovations in mobile technology development (Phillips et al., 2009). For instance, mobile devices and internet connectivity empower journalists to operate independently of traditional media

structures, redefining the nature of news production and dissemination (Kusuma et al., 2021; Westlund, 2013).

Westlund (2014) argues that mobile news adoption impacts not only production workflows but also journalistic routines, business models, and democratic engagement. Mobile journalists increasingly rely on smartphones for tasks such as live video recording, interviews, and direct communication with sources via emails or messaging platforms. Newsrooms, including EBC, face the challenge of adapting to this dynamic landscape, balancing legacy practices with mobile-driven strategies (Jamil & Appiah-Adjei, 2019). Simultaneously, audiences gain unprecedented agency to create, share, and access news, fostering participatory media ecosystems (Phillips et al., 2009).

Mobile Wolf and Schnauber (2014) emphasize the pervasive connectivity enabled by mobile devices, underscoring their role in maintaining constant internet access. Phillips et al. (2009) argue that the internet has disrupted traditional media by fragmenting audience attention, compelling organizations like the Ethiopian Broadcasting Corporation (EBC) to navigate an increasingly competitive digital landscape while redefining their workflows. Karhunen (2017) observes that news media entities have institutionalized mobile journalism, either by recruiting specialized multimedia journalists or upskilling existing personnel. Wenger et al. (2014) identify mobile competencies as critical for modern broadcast roles—reporters, producers, and anchors alike with employers prioritizing skills in mobile newsgathering, social media engagement, and cross-platform content adaptation.

In response, academic institutions are reforming curricula to equip graduates with mobile journalism expertise (Wenger et al., 2014). Bui and Moran (2020) explore how journalism education adapts to mobile technology's growing influence, advocating for curricula that address not only technical proficiency but also systemic inequities and societal consequences of mobile-centric reporting. Their analysis stresses the importance of balancing skill development with critical awareness of power dynamics, ensuring journalists are prepared to navigate both the tools and ethical complexities of the digital age.

Westlund and Quinn (2018) assert that mobile journalism (MoJo), as a rapidly evolving domain within journalism, demands the cultivation of new technical competencies and adaptive

workflows. Journalists face the dual challenge of mastering emerging technologies while fostering a mindset conducive to mobile-first storytelling, which is critical for career sustainability in a digitized media landscape. Salzmann et al. (2021) explored this transition through a case study of a German news organization, where journalists underwent a two-week training program on smartphone-based audiovisual storytelling. The study revealed that adopting a MoJo mindset requires not only technical proficiency (e.g., video editing, mobile reporting) but also ethical awareness and visual storytelling skills, enabling journalists to navigate legal and creative challenges.

Yen-Mei (2021) complements this by examining mobile journalists' learning priorities, finding that practitioners prioritize skill development in mobile-optimized writing, video production, and basic coding (e.g., HTML) to cater to on-the-go audiences. Meanwhile, Oppegaard and Rabby (2016) highlight how MoJo redefines news value by emphasizing geographic proximity and timeliness, while enabling hyper-localized content tailored to user locations. This shift has spurred traditional media to adopt cross-platform strategies, synchronizing content across mobile apps and websites to align with evolving audience habits (Jamil & Appiah-Adjei, 2019; Wolf & Schnauber, 2014).

Westlund and Färdigh's (2015) longitudinal analysis of news consumption patterns reveals generational divides: older demographics (1930s–1970s) prefer single-medium formats (print or desktop), while younger cohorts (1980s–1990s) dominate mobile-first consumption, albeit with growing cross-platform engagement. By 2012, mobile news consumption surged, reflecting broader shifts toward ubiquitous, on-demand access.

#### 2.2.6. Ethiopian Broadcasting Corporation (EBC)

The Ethiopian Broadcasting Corporation (EBC) traces its origins to the establishment of radio services in 1935 under Emperor Haile Selassie, making it one of Africa's oldest broadcasters. Television services were later introduced in 1964, driven by a vision to leverage the medium for education, national unity, and Ethiopia's continental leadership as host of the Organization of African Unity (now the African Union) (Leykun, 1997; Nigussie, 2006). Over decades, EBC evolved from a state-run broadcaster into a public service institution, preserving Ethiopia's cultural

heritage and fostering media professionalism. Its 2022 Radio Day report underscores its role as a “custodian of Ethiopian history,” archiving audiovisual materials that reflect the nation’s socio-political and cultural journey (EBC Magazine, 2022).

Structurally, EBC operates a diversified network of television, radio, and digital platforms. Its television division includes specialized channels such as *ETV News* (24/7 news), *ETV Languages* (multilingual programming in Amharic, Afan Oromo, Tigrigna, and others), and *ETV Ylijoch Alem* (children’s content). Radio services span *Radio Ethiopia* (nationwide broadcasts in local languages), *FM 97.1* (Addis Ababa-focused programming), and *FM 104.7* (tailored for diplomatic and African Union audiences). EBC also maintains a robust digital presence through its website and social media platforms, adapting to modern audience preferences (EBC Magazine, 2022).

In 2023, EBC’s legislative framework was updated via *Proclamation No. 1278/2023*, ratified by the House of Peoples’ Representatives to align the corporation with Ethiopia’s democratic and developmental goals (House of Peoples’ Representatives, 2023). This amendment reinforced EBC’s mandate to deliver inclusive, innovative, and public-oriented content, ensuring its continued relevance in a rapidly digitizing media landscape. Today, EBC remains a pillar of Ethiopia’s media ecosystem, balancing historical legacy with technological advancement.

In hierarchical settings like the Ethiopian Broadcasting Corporation (EBC), adoption decisions often reflect organizational mandates rather than individual journalist preferences. For instance, EBC leadership might enforce MoJo integration to align with global media trends, limiting grassroots input. This dynamic underscores the interplay between DOI’s theoretical principles and Ethiopia’s unique institutional structures, where top-down authority shapes innovation trajectories.

The innovation-decision process represents the journey journalists or newsrooms undertake when evaluating mobile journalism (MoJo), progressing from initial awareness to forming perceptions, making adoption choices, implementing practices, and seeking validation (Rogers, 2003). This iterative sequence addresses the uncertainty of transitioning from traditional methods, often emphasizing individual agency. However, in institutional contexts such as the Ethiopian Broadcasting Corporation (EBC), adoption decisions are often centralized, driven by managerial

directives rather than grassroots input (Rogers, 2003).

Littlejohn and Foss (2009) categorize adopters based on openness to innovation: innovators and early adopters lead change, while the early majority, late majority, and laggards exhibit incremental or resistant behaviors. Expanding this framework, Zhou (2008) integrates the Diffusion of Innovation (DOI) theory with the Technology Acceptance Model (TAM), identifying four organizational adopter types: voluntary adopters, forced adopters, resistant non-adopters, and dormant non-adopters (passive indifference). This synthesis highlights how DOI explains organic uptake, while TAM contextualizes compliance-driven adoption.

Paulussen (2016) critiques gaps in innovation research, noting that studies often overlook the interplay between legacy practices and new technologies in newsrooms. Complementing this, Holman and Perreault (2022) employ mixed methods to explore U.S. journalists' adoption of digital tools, revealing minimal gender disparity in adoption rates but distinct preferences: men favored DSLR/video equipment, while women dominated nonlinear editing software usage. These findings underscore the nuanced role of individual choice and institutional structures in shaping technological integration.

Nelson and Bossio (2021) observed that male journalists' self-identification as innovators remained resilient despite receiving comparatively less institutional support for learning new technologies. García-Avilés et al. (2019) further explored innovation dynamics through semi-structured interviews with journalists at pioneering Spanish media organizations. Their study identified proactive drivers (e.g., experimental content creation, organizational restructuring) and reactive triggers (e.g., market pressures) as critical forces behind newsroom innovation. These factors collectively shape media diffusion models, emphasizing the transformative role of strategic adaptation in content production, distribution, and commercialization.

Atkin et al. (2015) revisited Rogers' diffusion of innovations theory, assessing its applicability amid evolving technologies. Their work reevaluated core concepts—innovation attributes, adoption stages, and adopter categorizations—to account for modern digital advancements. Similarly, Holman and Perreault (2022) applied a mixed-methods approach, combining surveys

and interviews with 68 U.S. digital journalists, to analyze technology adoption patterns. While adoption rates showed minimal gender disparity, tool preferences diverged: men leaned toward DSLR/video equipment, whereas women disproportionately utilized nonlinear editing software. This underscores how institutional norms and individual expertise influence technological integration, even within comparable adoption frameworks.

## Summary

This chapter begins by establishing the Diffusion of Innovation (DOI) Theory (Rogers, 2003) as the analytical framework for understanding mobile journalism (MoJo) adoption in newsrooms. The theory's core principles innovation attributes, communication channels, time, and social systems are examined, alongside their application to MoJo practices. Key studies leveraging DOI to analyze mobile journalism are reviewed, illustrating how factors like *relative advantage* (e.g., efficiency gains) and *compatibility* (alignment with existing workflows) influence adoption rates (Littlejohn & Foss, 2009).

Building on this theoretical foundation, the chapter contextualizes Ethiopia's broadcasting media landscape, highlighting its evolution from state-controlled monopolies to a diversified sector. By bridging theory and context, the chapter provides a scaffolded understanding of how Ethiopia's newsrooms navigate technological transitions, offering implications for innovation strategies in similar Global South settings.

## CHAPTER THREE

### RESEARCH METHODOLOGY

This chapter outlines the demographic scope and research design of the investigation. It further addresses sampling methods, sample size determination, research methodologies, data collection instruments, data collection protocols, and pre-testing procedures for these tools. The concluding sections evaluate the validity and reliability of research instruments, data analysis frameworks, procedures for result presentation, and ethical considerations to ensure methodological rigor and integrity.

#### 3.1 Research Approach and Research Design

This study employed a mixed-methods research design, integrating quantitative and qualitative data collection and analysis to generate comprehensive insights into the adoption of mobile journalism. Mixed-methods approaches are particularly effective for in-depth case studies, as they combine the strengths of both methodologies to produce robust, nuanced findings (Creswell & Clark, 2018). This study harmonized qualitative and quantitative strategies to address its research objectives.

The quantitative component utilized structured survey interviews to capture measurable trends in newsroom mobile journalism adoption. These surveys provided descriptive statistics reflecting current practices and attitudes. Concurrently, the qualitative component incorporated in-depth interviews and direct observational methods to explore contextual factors, challenges, and motivations behind adoption. By merging these datasets, the research achieved a holistic understanding of the phenomenon, aligning with Creswell and Clark's (2018) assertion that mixed-methods designs enhance the depth and validity of study analyses.

A mixed-methods design offers distinct advantages, including the ability to gather data from diverse sources such as surveys, interviews, and observational methods enhancing the depth and richness of findings (Creswell, 2013; Wimmer & Dominick, 2011). A key strength lies in triangulation, where researchers cross-validate results across methodologies (e.g., comparing survey responses with interview insights and observational notes), thereby bolstering the study's

credibility and reducing bias (Bryman, 2012).

However, this approach is not without limitations. Conducting mixed-methods often demands significant time investment and may yield extensive datasets that pose challenges in synthesis and interpretation (Wimmer & Dominick, 2011). These issues, alongside strategies for mitigating them through rigorous sampling and data quality control, are elaborated in subsequent sections of the methodology.

### 3.2 Target Population

The population being examined pertains to a collection of subjects, variables, concepts, or phenomena that are the focus of investigation (Wimmer & Dominick, 2011). In this research, the target population for the survey is comprised of EBC newsroom members, whereas the in-depth interviews involve editors and journalists from EBC dot streams. This population is significant as it includes professional staff who are actively participating in the EBC newsroom. Although the research centers on a primary television station, the findings from the survey can be applied to the larger population of 445 reporter stations within EBC. A sample of 72 reporters was chosen for the survey study through cluster sampling, and 10 reporters were selected through purposive sampling for in-depth interviews due to their direct engagement with mobile journalism innovations.

### 3.3 Sample Size

Due Given logistical limitations, this study could not analyze the entire population of branch Ethiopian television stations. Instead, it selected a representative sample of the main station, ensuring relevance to the research objectives through survey interviews and in-depth interviews (Bryman, 2012; Wimmer & Dominick, 2011).

For qualitative data collection, the study adhered to the principle of thematic saturation, a criterion for determining adequate sample size in in-depth interviews. Interviews ceased once no new insights emerged, indicating data sufficiency (Boyce & Neale, 2006; Ishak & Bakar, 2014). This approach aligns with Creswell's (2009) guidance on terminating data collection at the saturation point to optimize rigor and efficiency.

### 3.4 Sampling Procedures

The study employed a two-stage cluster sampling strategy to select participants from the Ethiopian Broadcasting Corporation (EBC) newsroom staff. Initially, the population was divided into clusters based on division, followed by the random selection of individuals within these clusters, such as reporters, editors, and technical managers. This approach ensured representativeness while optimizing resource efficiency (Bryman, 2012; Creswell, 2014).

For in-depth interviews, purposive sampling was utilized to recruit participants with direct involvement in news production, mobile content creation, or editorial decision-making. This method prioritized relevance and depth over statistical representativeness, aligning with qualitative research principles (Bryman, 2012; Nyumba et al., 2017). With managerial collaboration, the researcher identified 10 key informants: six reporters, two news editors, and two digital/brand managers.

### 3.5 Data collection tools

A research method is simply a technique for data collection (Bryman, 2012). This study employed surveys and in-depth interviews as data collection methods.

#### 3.5.1 Survey

This study utilized survey interviews as a primary data collection method. Surveys are widely recognized for their capacity to gather empirical insights from diverse populations on a broad spectrum of topics, including beliefs, opinions, behaviors, and demographic characteristics (Hansen et al., 1998). By capturing self-reported data, surveys enable researchers to address multiple research questions simultaneously while generating descriptive statistics (Neuman, 2014). Surveys are broadly categorized into descriptive and analytical types (Wimmer & Dominick, 2011). This study employed a descriptive survey design to map the stages of mobile journalism adoption within newsrooms.

## Advantages of Surveys

- **High Response Rates:** Face-to-face surveys, in particular, yield robust participation and allow for detailed, complex questionnaires.
- **Contextual Relevance:** Surveys can be administered in real-world settings, enhancing ecological validity.
- **Cost Efficiency:** Relative to the volume of data collected, surveys offer a cost-effective means of gathering large-scale insights.

## Limitations of Surveys

- **Cost and Complexity:** Face-to-face interviews incur high logistical expenses, especially with large samples.
- **Design Vulnerabilities:** Poorly phrased or ordered questions can bias responses, compromising data accuracy.
- **Declining Participation:** Falling response rates pose challenges to data representativeness (Neuman, 2014; Wimmer & Dominick, 2011).

By balancing these strengths and constraints, the study ensured methodological rigor while capturing nuanced insights into mobile journalism adoption trends.

### 3.5.2 In-depth Interview

In-depth interviews were employed in this study as a key qualitative data collection method. Recognized for their efficacy in eliciting insights not directly observable, interviews enable researchers to explore participants' subjective experiences, perspectives, and contextual understandings (Patton, 2002; Silverman, 2004). Boyce and Neale (2006) characterize in-depth interviews as a focused qualitative approach, involving intensive one-on-one discussions with select participants to investigate their views on a specific phenomenon. This method produces rich, firsthand accounts of individuals' opinions, values, motivations, memories, and experiential knowledge, offering nuanced insights into complex issues (Bryman, 2012; Patton, 2002; Wimmer & Dominick, 2011).

### **Advantages:**

- **Depth and Flexibility:** Interviews allow for extended, tailored dialogue, adapting to participants' unique contexts and perspectives (Wimmer & Dominick, 2014).
- **Contextual Sensitivity:** The interview environment can shape responses, providing clues about social or organizational dynamics.

### **Limitations:**

- **Time-Intensive Process:** Conducting, transcribing, and analyzing interviews demands significant time and resources (Boyce & Neale, 2006).
- **Limited Generalizability:** Findings from small, purposively sampled groups cannot be broadly generalized, though they offer deep contextual understanding (Boyce & Neale, 2006; Wimmer & Dominick, 2011).

In-depth interviews are advisable as they tend to be longer, more comprehensive, customized for individual respondents, and are significantly affected by the interview setting. (Wimmer & Dominic, 2014, p.14). The duration required to conduct interviews, transcribe them, and analyze the results is arguably the most apparent drawback of in-depth interviews. (Boyce & Neale, 2006).

Furthermore, the small and targeted sample sizes render it impossible to generalize findings from interviews. (Wimmer & Dominick, 2011; Boyce & Neale, 2006). By balancing these strengths and constraints, the study leveraged in-depth interviews to capture detailed, context-specific data on mobile journalism adoption, prioritizing depth over breadth.

## **3.6 Data Collection Tools**

The study employed two primary instruments for data collection: a structured questionnaire for surveys and a semi-structured framework for in-depth interviews. The survey utilized a fixed interview schedule comprising closed-ended questions designed to standardize responses while allowing flexibility for participant insights. In contrast, the in-depth interviews followed a flexible, open-ended guide tailored to elicit nuanced perspectives within participants' social and professional contexts. This approach aligned with qualitative research principles, prioritizing depth

and contextual understanding over rigid structuring (Bryman, 2012; Creswell, 2009).

### 3.7 Data Collection Procedures

The methodology for survey interviews, as outlined by Wimmer and Dominick (2011), involves a systematic process: sampling, questionnaire design, interviewer training, data collection, follow-ups, and validation of results. Neuman (2014) underscores that surveys begin with identifying a theoretical or applied problem, followed by developing the research instrument, either a self-administered questionnaire or an interviewer-led schedule. Post-design, sampling strategies are implemented to select participants.

For in-depth interviews, the researcher adopted a structured yet flexible approach, aligning questions with the study's objectives and theoretical framework (Creswell, 2009). The interview guide was designed to prioritize open-ended exploration, allowing participants to elaborate on their experiences within their social contexts (Bryman, 2012). To ensure accuracy, interviews were recorded with participant consent, supplemented by note-taking. This dual approach minimized distractions, enabling the researcher to engage actively with responses while ensuring reliable data for later transcription and analysis (Creswell, 2009).

### 3.8 Pre-Testing of Data Collection

The researcher chose Google Forms as the primary platform, allowing participants to conveniently review their responses, though open-ended questions required more effort. Adjustments were made to the survey instrument to address issues identified during preliminary testing, like questions was very long. The finalized version was tailored to gather insights from EBC's newsroom staff, including mobile journalists, editors, and managers.

### 3.9 Validity and Reliability of Research Tools

Scholars emphasize that reliability and validity are critical benchmarks for evaluating research quality (Bryman, 2012). Reliability, defined as the consistency of a measurement tool (Wimmer & Dominick, 2011; Bryman, 2012), was addressed in this study by piloting the survey instrument with a preliminary group of participants mirroring the target demographic (Neuman, 2014).

Validity, which reflects the accuracy of an instrument in capturing its intended construct (Wimmer & Dominick, 2011; Bryman, 2012), was strengthened through methodological triangulation combining survey data, interviews, and observational insights. To enhance external validity (the generalizability of findings across contexts), the researcher adopted multi-stage sampling, a strategy aligned with recommendations to mitigate sampling-related biases (Wimmer & Dominick, 2011). Additionally, the survey design prioritized clarity in questioning to ensure participants interpreted items as intended, thereby bolstering both reliability and validity (Neuman, 2014).

The role of reliability and validity in qualitative research remains contested. Bryman (2012) notes two divergent perspectives: one advocates adapting traditional criteria (e.g., redefining measurement rigor), while others argue for entirely distinct evaluative frameworks tailored to qualitative paradigms (Bryman, 2012; Flick, 2009).

To strengthen validity, the researcher verified the accuracy of findings from multiple viewpoints, including their own perspective, participant feedback, and the interpretability of results for readers (Creswell, 2009). Internal validity the alignment between observed data and the theoretical frameworks derived from them is often considered a hallmark of qualitative research (Bryman, 2012; Creswell, 2009). However, external validity, or the applicability of findings across diverse social settings, poses challenges for qualitative methodologies due to their frequent reliance on case studies and limited sample sizes (Bryman, 2012).

To enhance reliability, the study employed rigorous documentation of case study protocols, ensuring transparency in every procedural step (Yin, 2017). Methodological strategies included audio-recording interviews, transcribing them verbatim, reviewing transcripts for errors, and maintaining consistency in coding definitions throughout the analysis process (Bryman, 2012; Creswell, 2009; Flick, 2009).

### 3.10 Data Analysis and Presentation

The Survey data were gathered via Google Forms and transferred to Microsoft Excel for processing. Initial steps included cleaning the dataset and organizing it into a structured table of variables. Subsequent analysis utilized pivot tables to calculate variable frequencies across media outlets, with

results visualized through bar graphs and pie charts.

For the in-depth interviews, transcripts were analyzed thematically. The researcher first translated and reviewed the transcripts iteratively to identify overarching patterns. During the initial coding phase, data segments ranging from individual words to entire responses were categorized (Saldaña, 2013). A secondary coding cycle refined these codes, either consolidating them or reconfiguring their relationships. Finally, codes were grouped into broader categories and themes, reflecting higher levels of conceptual abstraction (Erlingsson & Brysiewicz, 2017). While some scholars equate themes with individual codes, others conceptualize themes as clusters of interrelated codes (Bryman, 2012). This process followed an inductive approach, allowing themes to emerge organically from the data rather than being imposed a priori (Elo & Kyngäs, 2007).

### 3.11 Ethical Considerations

The study adhered to ethical standards by addressing potential harm, informed consent, and privacy concerns (Bryman, 2012; Creswell, 2009; Flick, 2009; Wimmer & Dominick, 2011). Confidentiality was maintained by limiting data usage to academic purposes and restricting access to the final dissertation. Anonymity was safeguarded by offering participants the choice to remain uncredited in published findings (Sim & Waterfield, 2019).

To secure informed consent, participants received comprehensive details about the study's objectives, methodology, duration, potential risks/benefits, and data handling protocols (Bryman, 2012; Wimmer & Dominick, 2011; Sim & Waterfield, 2019). Written consent forms were mandatory, emphasizing voluntary participation and the right to withdraw at any stage. Privacy protections included obtaining explicit consent data collection, ensuring participants understood the scope of their involvement and the temporary waiver of privacy rights within the study's context (Bryman, 2012; Wimmer & Dominick, 2011).

#### Summary

This chapter outlines the study's population characteristics, target demographic, geographical context, methodological framework, and research design. It further details the sample size determination, sampling strategies, data collection instruments (including their pre-testing

protocols), and procedural steps for gathering data. The latter sections address the validity and reliability of the findings, analytical techniques, plans for disseminating results, ethical safeguards, and a concise synthesis of the chapter's key components.

# CHAPTER FOUR

## DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

This fourth chapter answered research questions about achieving the objectives set in the first chapter and alluded to in all other chapters. The study sought to answer the overarching research questions: What is the stage of MoJo adoption in EBC? What factors drive the adoption of MoJo in EBC? What are the challenges and opportunities of adopting MoJo in EBC? The study results are presented using tables, graphs, charts, and quotations of texts from the interviews.

### 4.1 Presentation, Analysis, and Interpretation

This chapter presents study findings from the survey and in-depth interviews with EBC newsroom staff. The study findings are organized in terms of research objectives and presented using charts, graphs, and text quotations.

#### 4.1.1. Response Rate and Demographic Results

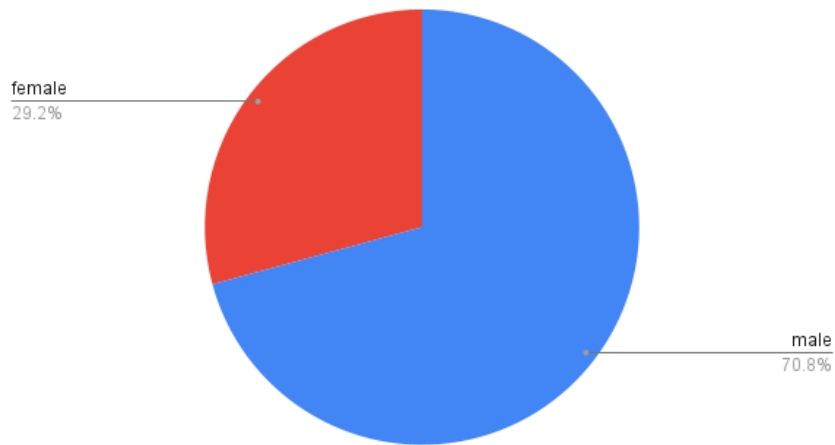


Figure 2: Showing the gender of respondents

The analysis showed significant disparity between male and female participants at the EBC. As can be seen in Figure 1, male respondents constituted 70.8% (n=46), while female

respondents accounted for 29.2% (n=19).

#### 4.1.2. Age of respondents

The majority of the survey participants were younger than 40 years of age. Within the EBC respondents, the largest age segment was between 31-40 years old, which accounted for 65.7% (n=46) of the total. The age bracket of 21-30 years old had a minimal representation among EBC respondents at 20.6%, with 18 individuals. If we interpret the top bars as representing younger groups, such as those between 20 to 30 years old, it reveals that EBC maintains a significant number of younger employees.

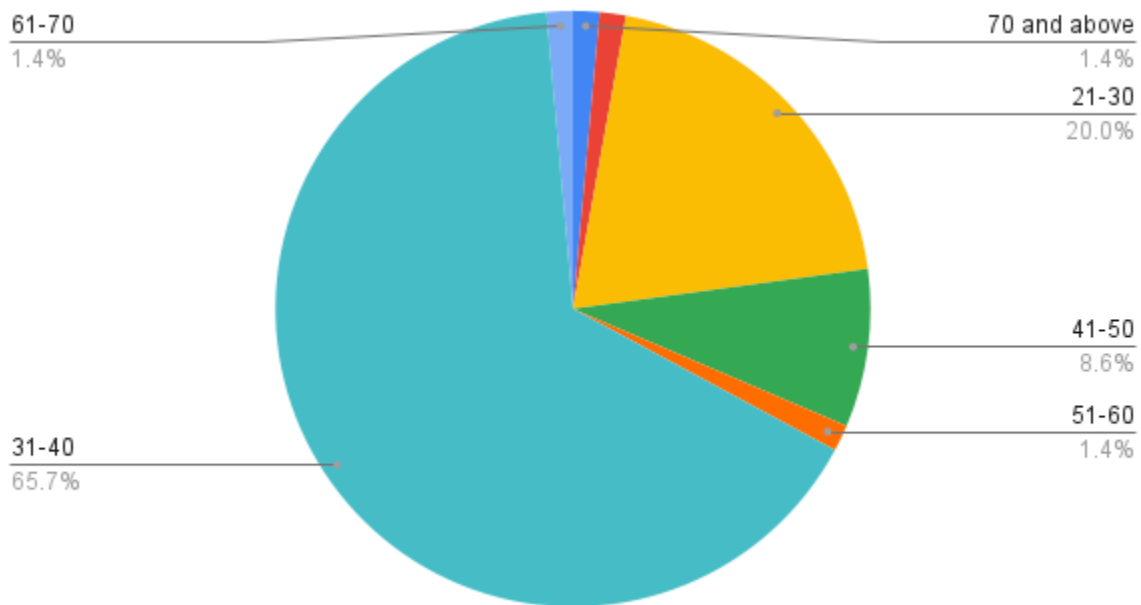


Figure 3: Showing the age of respondents

The younger generation of journalists who grew up with digital technology are quick to embrace mobile journalism tools because they use smartphones to handle tasks such as filming videos and editing content, along with social media reporting. The presence of older age groups (50-70 years) in the data demonstrates potential generational differences in how technology is adopted. Staff who have been in the workforce longer must overcome more difficult learning processes when adopting new workflows because training initiatives often fail to accommodate all age groups. Ethiopia's limited institutional skill

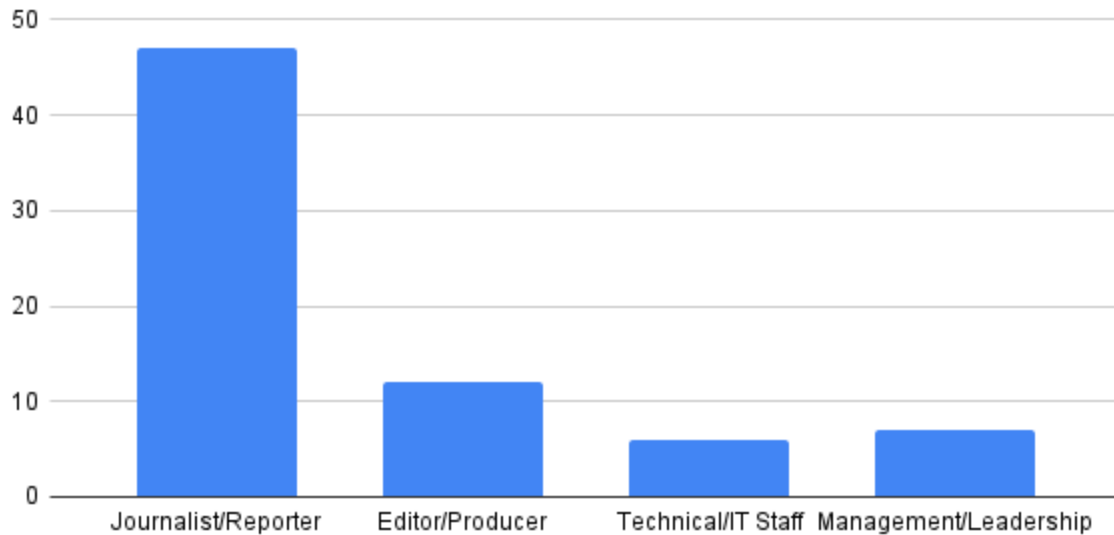
development resources require tailored training strategies that cater to different technology proficiency levels across its diverse demographics.

Previously identified challenges like EBC's gender imbalance of 70.8% male and 65.3% journalist role skew intersect with age demographics. Female journalists in older age groups could encounter additional challenges in obtaining mobile tools or training if younger male journalists lead MOJO adoption.

The reluctance of seasoned editors who prefer conventional methods to give priority to mobile-generated content results in a slowdown of innovative progress. EBC can close these gaps by designing training programs that bring together younger tech-savvy workers with older staff members for mutual learning and by having leadership promote policies that reward cross-generational teamwork. Ethiopia's changing media landscape requires equitable and sustainable MOJO adoption through addressing these dynamics.

#### 4.1.3. position of respondents

The new breakdown of roles within EBC shows staff heavily weighted toward Journalist/Reporters (65.3%), followed by Editors/Producers (16.7%), Management/Leadership (9.7%), and Technical/IT Staff (8.3%). This breakdown is reflective of a newsroom pecking order in which frontline content producers predominate, and it is consistent with the previously noted 55.6% daily use of mobile phones for news work. Journalists, the most prominent group, are probably responsible for MOJO uptake in the profession, using smartphones for live reporting, interviewing, and multimedia storytelling.

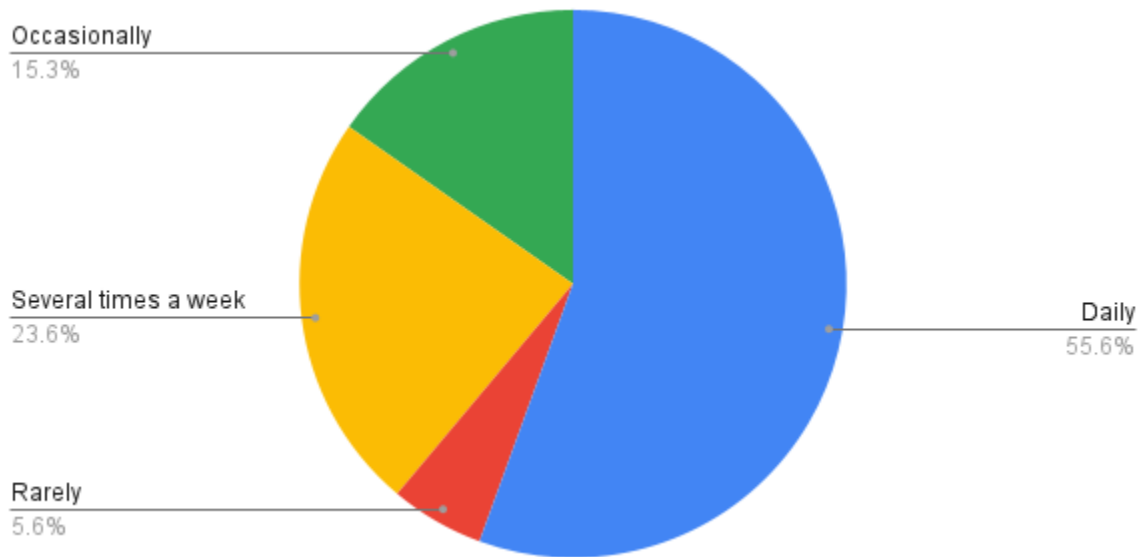


*Figure 4: Showing the position of respondents*

But the low Technical/IT Staff (8.3%) and Management/Leadership (9.7%) levels are troubling when contemplating systemic support. The technical staff are necessary for upkeep of mobile infrastructure (e.g., app updates, connectivity), while leadership is needed for strategic prioritization (e.g., device budgeting, training). With less direct involvement of these roles, mobile journalism would be localized in journalists instead of being an institutionalized practice.

Role imbalance worsens Ethiopia's contextual issues, e.g., volatile internet and gender skew (70.8% male personnel). Though reporters may embrace mobile tools organically, a lack of technical support constrains troubleshooting and innovation, e.g., mobile content integration into broadcast systems or software bug fixing. Likewise, modest leadership investment might hinder policy changes to expand MOJO, e.g., training budgeting or newer equipment. Second, the gender divide can distort access to resources, locking out women journalists from mobile-led assignments.

#### 4.1.4. Usage of of mobile devices



*Figure 5: Usage of of mobile devices*

The results indicate that 55.6% of EBC respondents use mobile devices daily for news production tasks, which indicates the high reliance on smartphones and tablets in daily workflows. The high daily adoption rate is an encouraging indicator of mobile journalism (MOJO) adoption at EBC, particularly in a resource-scarce environment like Ethiopia. Smartphones are likely effective, versatile tools for content creation and editing, specifically in the workplace where other devices are unavailable. The frequency of daily utilization aligns with global trends where newsrooms are focusing more on mobile-first strategies in an attempt to enhance flexibility and reduce operational costs.

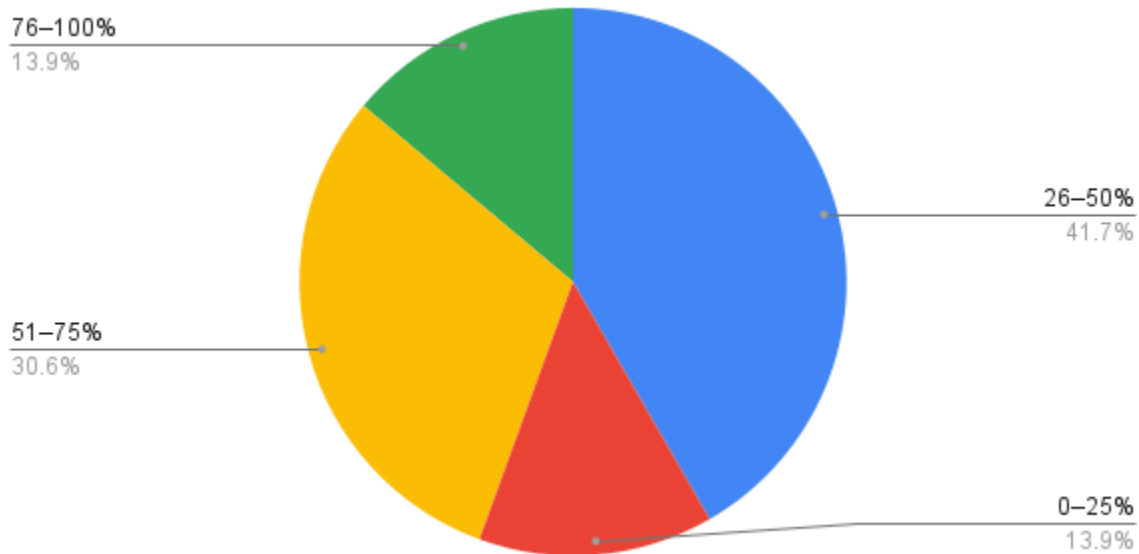
But the other 44.4% fall into less frequent use categories: 23.6% use them a few times a week, 15.3% from time to time, and 5.6% rarely. This skew indicates disproportionate uptake by roles or is proof of obstacles. Editors or management personnel, for example, might utilize mobile tools less if the character of their tasks includes desk coordination, whereas field reporters might use them extensively. Infrastructure issues, like spotty

internet coverage or less access to newer equipment, can also discourage regular usage. And, of course, the gender skew mentioned earlier (70.8% male employees) can impact access to technology or training, which continues to further splinter adoption rates.

To entrench MOJO uptake, EBC must plug these gaps by providing targeted training for casual users and investing in infrastructure growth, such as reliable internet and modern devices. The leadership must also prioritize policies that foster mobile-friendly workflows across all roles, such as editors and technical staff. Furthermore, bridging gender gaps in technology access could serve to ensure equal participation in mobile journalism schemes. By building on existing high daily use and reducing constraints, EBC can be best positioned to use mobile devices for innovative, effective news creation within Ethiopia's changing media environment.

Objective one established the stage of MoJo adoption in the EBC newsroom. The stage of mobile journalism adoption was categorized into five themes: knowledge, persuasion, decision, implementation and confirmation. These themes were determined a priori from theory and used to categorise the stage of MoJo adoption in the EBC newsroom. The knowledge stage occurred when the newsroom and journalists were made aware of the existence of mobile journalism. The majority of 55% (n=40) of the respondents in the EBC newsroom were aware of mobile journalism. The data was further broken down according to EBC, as shown in Figure 4-3 below, to understand how the two newsroom were aware of mobile journalism.

#### 4.1.5. Mobile tools usage



*Figure 6: Mobile tools usage*

The chart splits responses into four ranges: 0–25%, 26–50%, 51–75%, and 76–100%, and the x-axis runs from 0 to 30 (presumably respondent number). Although numbers are not given, the formatting suggests diversity in the utilization of mobile journalism (MOJO) among EBC staff. If most respondents fall within the 0–25% or 26–50% ranges, this would suggest that mobile devices are ancillary rather than central to news production, despite the above 55.6% daily mobile device use.

This gap could be the result of infrastructural limitations (e.g., spotty internet, older phones) or resistance in workflow, whereby mobile devices are being used for discrete tasks (e.g., shooting, social media posting) but not end-to-end production. Conversely, greater levels of 51–75% or 76–100% would reflect deeper integration, in line with worldwide MOJO trends whereby smartphones become substitutes for conventional cameras and editing suites.

In the media environment of Ethiopia, where resources are likely to be scarce, the percentage of content generated from mobiles likely reflects opportunity as well as structural barriers. For instance, journalists may employ mobiles for reporting in the field

due to their portability and cost-effectiveness, but lack the technical capabilities to convert this into full production cycles. Both of the gender imbalances (70.8% male employees) and task imbalances identified above would further scatter adoption, since access to training or leadership priority could unevenly favor certain cohorts. To achieve a higher percentage of mobile-generated content, the gaps need to be closed holistically by EBC: through investments in solid internet, new equipment, and role-specific training sessions. Advocacy by leadership is also vital to establish MOJO as a strategic priority to be institutionalized, to ensure fair distribution of resources, and to promote the culture of innovation in every position. Absent these actions, mobile journalism can become a peripheral tool instead of a revolutionary force in EBC's newsroom.

Respondents indicated that the EBC newsroom developed favorable attitudes towards mobile journalism. For example, EBC News Editor 1 said, “At some point, we realized that mobile journalism was giving us value, and that is how we ended up providing equipment for the upcountry reporters.”

#### 4.1.6. Mobile journalism tool usefulness

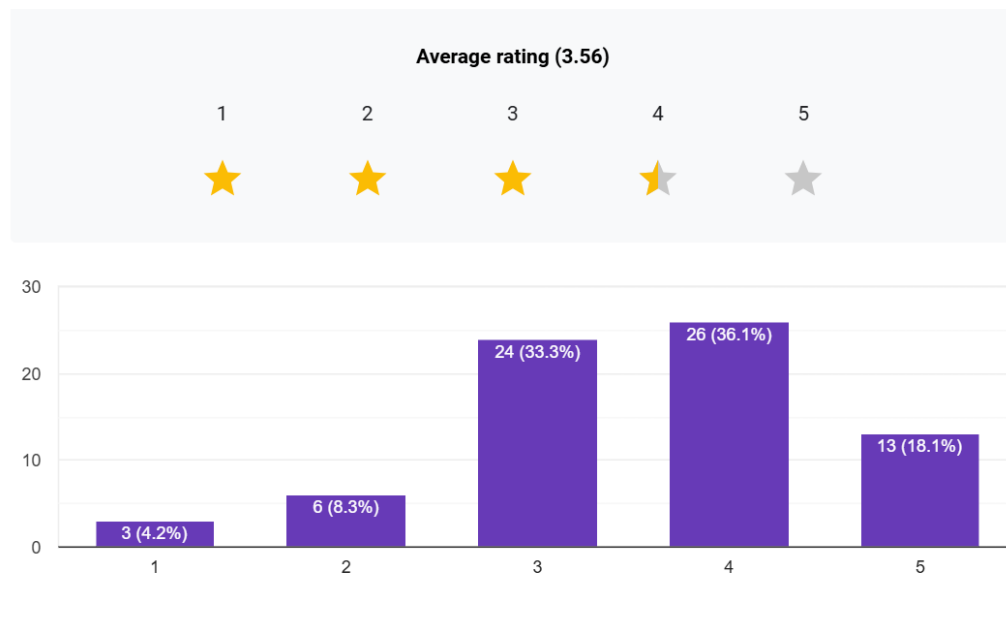


Figure 7: Respondents' rating of mobile journalism tool usefulness

The participants have to rate the effectiveness of mobile journalism tools in their

professional work on a scale of 1 to 5 where 1 means Not effective at all and 5 means Very effective. Responses are summarized in Figure 3. In average, a rating of 3.56 indicated that overall, there is a pretty positive response. The modal rating was four stars (36.1%), then rated as third stars (33.3%). This suggests a good proportion of respondents view mobile journalism as moderately to very effective in their newsroom practice.

Moreover, 18.1% of participants gave the highest score of 5 stars, strengthening strong appreciation of effectiveness of MoJo ratings in a relatively significant part of the sample. On the other side, 8.3% rated it as 2 stars and mere 4.2% give it a rating of 1 star, indicating that there is some negativity among respondents but very few. These findings indicate that mobile journalism enjoys general but cautious endorsement by journalists, with a tendency toward positive perceptions about functionality and utility in the field.

#### 4.1.7. Mobile journalism effectiveness



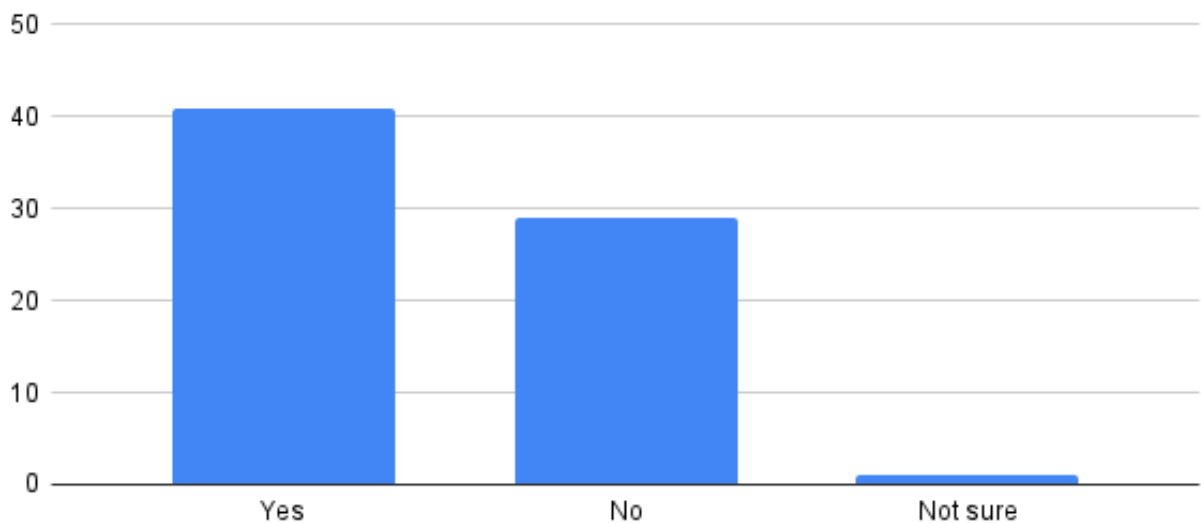
Figure 8: Respondents' rating of mobile journalism effectiveness

The respondents were asked to give overall use value ratings for mobile journalism (MoJo)

tools on a 5-point Likert scale rating, with 1 = Not useful at all and 5 = Extremely useful. Results are depicted in Figure 2. The mean rating was 3.58—a rather moderately rated positive response by mobile journalists in their acceptance by the participants.

The majority view for both options was 3 (neutral) and 4 (useful), with 29.2% response options each (21 participants for each option). However, an impressive 25% (18 respondents) rated MoJo tools very high; that is, 5 stars, indicating a fair share of enthusiasm. On the contrary, a very small group of 4.2% (3 respondents) gave MoJo tools a very low rating of 1 star, perhaps expressing skepticism or dissatisfaction toward them. Of the total responses, only 12.5% (9 respondents) gave a rating of 2, giving the impression that negative perceptions are rare. Overall, the distribution shows that while mobile journalism is not seen completely favorably, most EBC journalists regard mobile journalism positively or at least remain neutral while willing to hear the cases for its utility.

#### 4.1.8. Trainings



*Figure 9: Showing of training*

Figure 9 provides valuable critical insights into the institutional support for mobile journalism (MOJO) adoption. While exact counts are absent, the vertical axis (0–50) and categories Yes, No, and Not sure suggest varying levels of engagement with training programs. If the majority of respondents fall under No or Not sure, this would indicate a

systemic gap in formal MOJO education at EBC, despite the previously reported 55.6% daily use of mobile devices for news tasks. Such a disconnect implies that journalists may rely on self-taught or informal methods to utilize mobile tools, limiting their ability to exploit advanced features. Conversely, a high Yes count would signal institutional commitment to skill development, aligning with global best practices where training is a cornerstone of MOJO success. However, Ethiopia's resource constraints and EBC's gender imbalance (70.8% male staff) likely exacerbate disparities in training access, with female journalists or technical staff potentially excluded from opportunities due to cultural or structural biases.

The prevalence of No or Not sure responses underscores a critical barrier to sustainable MOJO integration: lack of structured training. Even with high mobile device usage, untrained staff may produce lower-quality content or resist transitioning fully to mobile workflows, perpetuating reliance on traditional methods. For instance, editors unfamiliar with mobile workflows might prioritize conventional tools, stifling innovation.

Additionally, the sparse representation of Technical/IT Staff limits in-house capacity to troubleshoot issues or update tools, further hindering adoption. To address this, EBC must prioritize targeted training initiatives tailored to different roles and ensure equitable access across genders. Leadership should also formalize MOJO as part of professional development, linking it to performance metrics or career advancement. Without institutionalizing training, EBC risks stagnation in an era where mobile-first strategies are increasingly vital for agility and cost-efficiency in news production. Bridging this gap could transform mobile tools from auxiliary devices into central pillars of Ethiopia's evolving media landscape.

#### 4.1.9. Factors driving the adoption of mojo

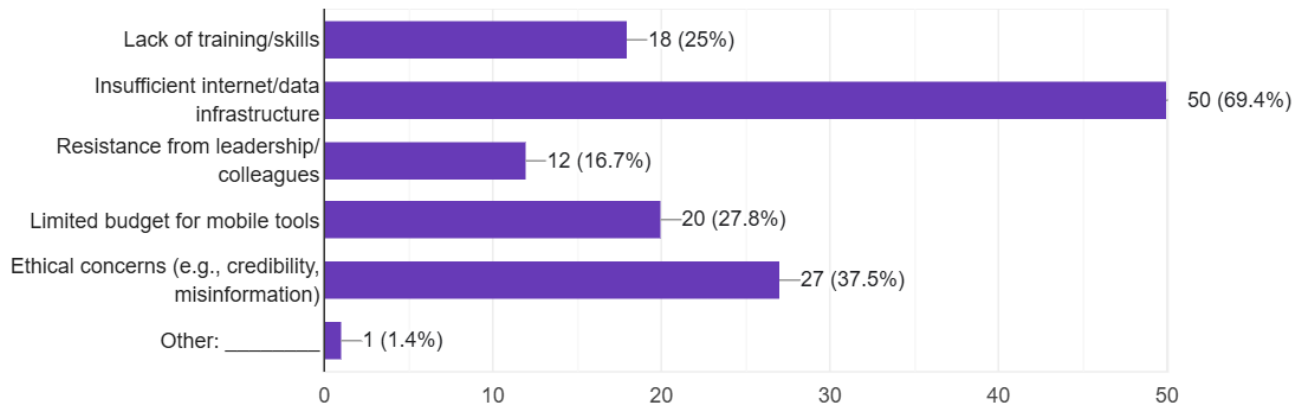


Figure 10: Showing of factors driving the adoption of mojo

Objective two explored the factors driving the adoption of MoJo or the lack of it in the EBC newsroom. The study categorized factors driving the adoption of mobile journalism or lack of it in the EBC newsroom into four major themes: individual attributes, mobile device characteristics, organizational factors, and social context. These categories were determined a priori from theory and used to group the codes into sub-themes and themes. The majority of 47.7% (n=52) respondents reported mobile device characteristics as the factors driving the adoption of mobile journalism or lack of it in the EBC newsroom.

Operational efficiency is the compelling reason for EBC's adoption of mobile journalism (MoJo). Journalists explain that smartphones eliminate the logistical inconvenience of traditional equipment, enabling them to operate.

*“Mobile journalism efficiency increases. Time will be saved. From here, big cameras hold from turning, jobs are done to enable him to do. EBC leadership and instructions support mobile journalism. New technologies to use when possible.” (Reporter 1, March 12, 2025)*

This shift allows reporters to focus on content creation rather than managing cumbersome

equipment, enabling faster newsgathering that is better adapted to remote areas.

Institutional training programs also accelerate adoption. EBC collaborates with global institutions like the BBC to provide structured workshops. Manager 1 notes,

*"journalists undergo rigorous training courses with large-scale media companies, where mobile journalism is the key theme of the course. The master training instructs participants in the skills required to produce high-quality content on smartphones from filming and editing to live reporting and sharing on social media. With ease of access in mind, the program allows anyone who owns a modern smartphone to learn these skills, leveling the field for journalism and removing traditional barriers based on cumbersome equipment. Not only does this streamline workflows, but it also enables storytellers to work nimbly in changing environments, keeping up with global trends toward agile, cost-effective media production." (Manager 1, March 12, 2025)*

These programs incorporate mobile editing and social media distribution skills, making journalists competitive. Trainees, including students and government officials, gain practical experience, creating a pool of MoJo-ready professionals.

Leadership support is essential. EBC leadership supports MoJo by providing resources, such as new smartphones, and integrates mobile work procedures into editorial policies. As stated by Reporter 1, Such top-level support sends the message of organizational commitment, which encourages journalists to experiment with mobile tools without fear of opposition from the top.

Accessibility of technology also drives adoption. Smartphones are less expensive and easier to obtain than professional cameras. As A manager exclaims, this is a democratization of journalism because junior reporters can produce quality content independently. The acquisition of newer equipment, such as what Reporter 2 mentions about EBC, ensures accessibility with ease within the organization.

Lastly, competitive pressure propels adoption. Manager 1 underscores how MoJo allows EBC to compete on an international scale:

*"EBC is positioning itself to compete not only domestically but also on the global stage as a contender in international media. While traditional workflows rely on bulky cameras and tripods that limit mobility, our shift toward smartphones enables journalists to work flexibly and efficiently in any environment. This agile, smartphone-driven approach democratizes content creation allowing reporters to capture, edit, and publish stories on-the-go without sacrificing quality. By embracing this innovation, EBC aligns with modern demands for speed, accessibility, and cost-effective storytelling, ensuring we remain competitive in a rapidly evolving media landscape." (Manager 1, March 12, 2025)*

By adopting mobile-first strategies, EBC is keeping pace with international media trends, reinforcing its reputation as an innovative broadcaster in Ethiopia and beyond.

Benefits Realized: Cost savings is a huge benefit. Smartphones replace expensive cameras and tripods, which lowers operational expenses. Director 1 explains, this financial efficiency allows EBC to invest in other vital areas, such as training or internet infrastructure.

A second advantage is workflow streamlining. Journalists coordinate end-to-end workflows, filming, editing, and publishing with a single device.

*"Mobile journalism, from acquisition to distribution, enables one to manage the whole process with the assistance of just a smartphone. With social media platforms being utilized for live content creation, audience engagement, and broadcasting, journalists can remain productive even during extreme pressure scenarios. This process is particularly convenient when juggling more than one thing simultaneously because portable equipment offers convenience of editing, publication, and analysis in one place. The combination of these skills not only simplifies*

*efficiency but also ensures flexibility in a day where flexibility and digital literacy are most critical to storytelling effectiveness." (Reporter 3, March 13, 2025)*

This nimbleness is especially crucial for breaking news, where timely reporting translates into relevance. Mobile devices also reduce dependency on studio setups, making fieldwork easier in fluid circumstances.

Greater audience engagement with social media is significant. Reporter 3 mentions, MoJo allows EBC to publish directly to social media platforms like Facebook, reaching younger, digitally native audiences. Up-to-the-minute updates and interactive posts make the relationship with viewers more intimate, pushing EBC's reach further than broadcast media.

Skills diversification among reporters is a key outcome. Training programs equip staff with multimedia skills, such as video editing and data journalism.

*"The institution empowers journalists by equipping them with modern smartphones and delivering targeted training programs to advance mobile journalism. Through hands-on workshops, participants learn to leverage mobile technology for filming, editing, and publishing high-quality content in real time. By bridging the gap between traditional reporting and digital innovation, this initiative ensures journalists can adapt to fast-paced, on-the-ground storytelling while maintaining professional standards." (Reporter 4, March 13, 2025)*

Upskilling enhances career prospects and prepares the workforce for evolving media landscapes. Finally, geographical coverage has expanded. MoJo enables reporting from remote areas where the traditional rig cannot be safely utilized. Reporter 4 states, "From using in terms of one journalist, reporter, editor, and camera who as to work helpful something when information from where?" This opens up news coverage to marginalized zones that would otherwise not receive the media's attention.

## 4.2. The stage of MoJo Adoption in EBC Newsroom

This study employed Rogers' (2003) innovation-decision process, structured into five stages (knowledge, persuasion, decision, implementation, confirmation), to evaluate the adoption of mobile journalism (MoJo) within the Ethiopian Broadcasting Corporation (EBC). The diffusion of innovation theory (Littlejohn & Foss, 2009; Rogers, 2003) served as the foundational framework for analyzing decision-making dynamics in EBC's newsrooms.

**Knowledge Stage: Awareness and Understanding.** The initial stage involved gauging journalists' familiarity with MoJo. Findings revealed near-universal awareness: more than half of respondents in EBC were informed about MoJo. This stage was shaped by individual journalists' traits and organizational dynamics, underscoring the interplay between personal and institutional influences on adoption.

**Persuasion Stage: Forming Attitudes Toward MoJo** The second phase focused on attitude formation, EBC respondents' journalists expressing favorable views toward MoJo. Interpersonal communication emerged as pivotal during this stage, aligning with Rogers' (2003) assertion that innovation adoption hinges on five attributes: relative advantage, compatibility, trialability, observability, and complexity. While the first four attributes fostered positive perceptions, concerns about the technical complexity of smartphone tools and apps, particularly their ability to meet newsroom quality standards, posed barriers to acceptance.

**Decision Stage;** The third stage of the innovation-decision process involves determining whether to adopt or reject mobile journalism (MoJo). The study revealed that in-depth interview respondents engaged in activities leading to MoJo adoption. These findings, validated through surveys and interviews, underscored the dual role of *individual journalists* and *organizational leadership* in adoption decisions.

**Implementation Stage:** The fourth stage focuses on operationalizing MoJo within daily routines. At EBC, 55.6 % of respondents reported active MoJo use. This phase transcends a binary "adopt/reject" decision, reflecting instead an ongoing behavioral shift.

For instance, EBC repurposed mobile devices for hybrid workflows, blending traditional journalism practices with MoJo techniques. Respondents emphasized the need for newsrooms to balance legacy methods with digital innovation, equipping journalists to thrive in evolving media environments. This hybrid approach underscores the importance of flexibility, allowing organizations to retain core workflows while experimenting with new tools.

**Confirmation Stage:** The final stage of the innovation-decision process involves confirmation, where newsrooms and journalists seek reinforcement for their adoption choices or reconsider them to mitigate cognitive dissonance (Rogers, 2003). The study found that respondents across EBC newsrooms reaffirmed their commitment to mobile journalism (MoJo). This phase underscores the fragility of adoption, as dissatisfaction or misalignment with workflow needs can lead to discontinuance (Zhou, 2008; Rogers, 2003). Respondents highlighted that sustained adoption requires continuous support, such as training and resource allocation, to address evolving challenges.

## 4.2 Drivers of Mobile Journalism Adoption

This objective explored factors influencing the adoption of mobile journalism (MoJo) in the Ethiopian Broadcasting Corporation (EBC) newsroom. Four key drivers emerged: individual characteristics, mobile device attributes, organizational dynamics, and societal factors. Respondents identified age, education, and personality as pivotal factors. A majority of journalists in EBC were young (25–35 years), tech-savvy, and accustomed to integrating smartphones into daily life a demographic trend linked to higher MoJo adoption (Westlund, 2008).

### **Mobile Device Attributes**

Nearly half of respondents (55.6%, n=40) cited mobile technology's relative advantage, its cost-effectiveness, convenience, and adaptability as the primary driver. Features such as reliability, observability, and compatibility with existing workflows further facilitated adoption. For instance, EBC leveraged smartphones as affordable tools for reporting, echoing global trends where mobile devices redefine news production (Canavilhas, 2021;

Mabweazara, 2011).

### **Organizational and Societal Influences**

Compatibility refers to the acceptance of mobile journalism hinges on its perceived compatibility, meaning how well it aligns with the established values, prior experiences, and existing needs of both the newsroom and individual journalists (Rogers, 2003). The adoption of mobile journalism was often driven by its alignment with the newsroom's established norms and values. For example, both newsrooms mentioned utilized mobile phones for live event coverage. This compatibility with the newsroom's requirements, especially the need for live reporting capabilities, was a key factor in its embrace.

Another aspect is complexity, referring to how difficult mobile journalism is to understand and implement in various stages, including news gathering, production, distribution, and creating mobile-friendly content. However, in these cases, mobile journalism was generally easy for journalists and newsrooms to grasp. The ability to experiment with mobile journalism on a limited scale (Rogers, 2003), also played a role. For instance, EBC, invested in ten mobile phones specifically to test out mobile journalism practices. The observability of mobile journalism, or the extent to which its positive results are visible to others in the newsroom (Rogers, 2003), is also crucial. The easier it was for journalists and the newsrooms to assess whether mobile journalism video and audio met their quality standards, the more inclined they were to adopt it.

Survey participants indicated that organizational factors, such as internet connectivity embracing digital transformation, and providing relevant training, strongly influenced the adoption of mobile journalism within their newsrooms. The study observed that digital transformation efforts were a significant catalyst for adopting mobile journalism in these organizations. This observation echoes earlier research (Paulussen, 2016), which suggests that developing a comprehensive digital strategy has been a major challenge for newsrooms adapting to the emergence of mobile journalism. Participants also noted that while mobile journalism was proving significantly more beneficial for print and online news operations, its advantages were less pronounced for television newsrooms. It was suggested that mobile

journalism is particularly well-suited for the evolving landscape of traditional media outlets.

Furthermore, respondents highlighted that training and education were essential factors, impacting both individual journalists and the broader organization, in promoting mobile journalism adoption within these newsrooms. The study observed that mobile journalists consistently sought to update their skills through resources like YouTube tutorials. Similarly, the newsrooms themselves provided seminars and training sessions on mobile journalism for interested staff members. EBC newsroom staff also reportedly received "constant" training from partners, BBC.

Finally, social factors, such as growing audience demand driven by the increasing use of mobile phones and social media, were identified as significant drivers of mobile journalism adoption in the newsrooms. This aligns with prior research (Yen-Mei, 2021), which suggests that the shift from a 24-hour news cycle to a constantly updating, minute-by-minute format has compelled journalists to report news as quickly as possible, breaking it down into smaller, mobile-friendly pieces.

### 4.3 Challenges and Opportunities in MoJo adoption in EBC Newsroom

Internet unreliability is an ongoing issue. Frequent outages disrupt content transmission, especially for video-heavy reports. Reporter 2 explains, "Internet interruption problem. Video and tall text to send as well to install enough internet because it is necessary to cut down on problems when there is work in time to fulfill its difficulty." Rural reporters are especially affected by this, limiting their ability to take advantage of MoJo's full features.

Equipment limitations also annoy workflows. Phones are fragile and can easily get damaged when reporting in the field. Reporter 5 goes on, "Phone to break can as well internet connection to be difficult." Battery life is also a problem because lengthy reporting sessions drain power, and journalists are not left with backup.

Organizational cultural resistance slows adoption. Traditionalists prefer large cameras, associating them with professionalism. Manager 4 notes,

*"Some institutions rely on complex surveillance or data-gathering systems that starkly contrast with the public's familiarity with smartphone-based interactions. This discrepancy creates challenges: individuals accustomed to streamlined, user-friendly mobile interfaces often struggle to adapt to the institution's more rigid or technical processes for submitting information. The mismatch can lead to resistance, errors, or delays, highlighting the need for institutions to bridge the gap between their protocols and the intuitive, accessible technology people use daily."*  
**(Manager 3, March 13, 2025)**

Reporter 3 agrees, stating colleagues accustomed to "large cameras" resist using phones for meetings or content sharing.

Gaps in ICT support resources exacerbate the issues. Journalists lack prompt technical assistance, and they are forced to troubleshoot independently. Reporter 2 admits,

*"In an institutional safety context, ICT professionals play an integral part in delivering secure and stable technological infrastructure. They provide essential support by implementing cybersecurity controls, maintaining system integrity, and patching vulnerabilities to safeguard sensitive information and continuity of operations. Being proactive in this manner not only minimizes threats but also creates trust in the institution's ability to protect its stakeholders and ensure compliance with industry standards."***(Manager 2, March 13, 2025)**

This exacerbates morale and undermines confidence in MoJo's reliability. Policy vagueness also slows down progress. Though leadership is in favor of MoJo, imprecise policy on content norms and workflow generates confusion. Reporter 3 states, "Institutions for journalists focus not on doing it," implying irregular implementation. In the absence of institutionalized protocols, journalists find it difficult to match mobile practices with institutional expectations.

## **Institutional Support**

Training infrastructure is one of the pillars of EBC's strategy. It partners with foreign media outlets like the BBC to offer state-of-the-art workshops. As noted,

*"Through hands-on workshops and interactive modules, participants in this program master innovative smartphone reporting strategies, including multimedia storytelling, on-the-go editing, and real-time content sharing. By drawing on EBC's deep expertise in contemporary journalism, the initiative not only bridges traditional skills with digital innovation but also empowers emerging media professionals with the tools, techniques, and agility needed to excel in today's rapidly evolving media landscape."(Manager 1, March 13, 2025)*

The programs are practical skills-based, like live streaming and editing on mobile phones, to keep the journalists updated with trends.

Tool provision facilitates institutional commitment. EBC supplies journalists with newer models of smartphones and accessories. Reporter 2 continues,

*"The group turns individuals into mobile journalists by equipping them with the latest smartphones and intensive training. Through hands-on instruction in video shooting, editing, and live reporting techniques, the project empowers users to utilize mobile technology for professional-grade storytelling. Not only does the project democratize media production by making it cheap and affordable, but it also innovates in digital journalism by allowing content producers to produce high-quality, on-the-ground reports with the latest equipment." (Reporter 2, March 13, 2025)*

This shatters financial limitations so that even junior reporters can produce quality content. Policy integration ensures MoJo authenticity. Editors now accept mobile-generated content, balancing workflows with modern standards.

*"The leaders become editors on mobile phones, prepare news products in line accept work on to be used they do." (Reporter 1, March 13, 2025)*

This acceptance reduces resistance, encouraging journalists to prioritize mobile devices

without fear of editorial rejection.

Leadership accountability drives culture change. Managers promote MoJo in meetings and budget for technology upgrades.

*"The institution leaders themselves can work with the class by organizing modern telephone hives by purchasing and pieces of training by facilitating."  
(Reporter 3, March 13, 2025)*

Such steps speak of long-term commitment, building an ecosystem conducive to innovation. Partnerships with governmental agencies optimize impact. Manager 1 speaks of collaborating with

*"government institutions, consulting, and to support work, we will work."Internet interruption issues are there, but outside of phones, simple. Institutional training provides." (Manager 3, March 13, 2025)*

These partnerships aim to nationalize MoJo practices, securing funding for infrastructure like rural internet hubs and subsidies for devices.

## **Future Outlook**

Technology refreshes will be necessary. Resolving internet reliability and device ruggedness is imperative. A Director suggests, Investment in LTE networks and rugged smartphones may surmount current limitations, enabling smoother workflows in challenging environments. Intensive training will maintain momentum. EBC is planning to increase its programs to include niche topics like AI-driven editing software. Manager 1 is adamant, *"Several students are also taking training available," (Manager 3, March 13, 2025)* which is an indicator of a desire to cultivate future talent. Partnerships with global media houses could introduce the latest methods, making EBC stay ahead.

Cultural transformation is the secret to long-term success. Reporter 3 concurs that MoJo is *"established, getting used to"* (Reporter 3, March 13, 2025), though workshops to transform traditionalists' attitudes are required. Success stories of mobile-first journalism need to be

celebrated and MoJo adoption rewarded to accelerate acceptance at all levels of staff.

Policy standardization will enhance clarity. There should be clear guidelines on mobile workflows, content quality, and safety precautions. Reporter 3's mention of "*institutions for journalists focus not doing it*" reflects the importance of having synchronized practices to facilitate consistency and accountability. International collaboration will boost the credibility of EBC. By strengthening ties with organizations like the BBC, EBC can acquire resources and advice. Manager 1 reiterates, "*Foreign media in the BBC, including awareness raising support, he does.*" (Reporter 3, March 13, 2025) Such collaborations set EBC as a pace setter in mobile journalism within the region, and other African broadcasters are following its lead.

EBC's MoJo adoption showcases a transformative shift in Ethiopian media, driven by leadership vision, training, and technological pragmatism. The organization has rearranged news production, with speed, cost-efficiency, and audience engagement as its prime objectives. Reporters now utilize smartphones as a potent tool, creating content that is locally relevant and globally competitive.

However, systemic challenges internet unpredictability, device susceptibility, and cultural backlash, threaten momentum. Rural journalists remain disproportionately affected, and traditionalists slow organizational buy-in. Inability to bridge these gaps jeopardizes MoJo's potential stagnation. Investment in infrastructure, policy, and partnerships is essential. LTE coverage expansion, workflow normalization, and international partnerships will solidify EBC's dominance. By synchronizing technology and human capital, EBC can spearhead a mobile-first era, setting a benchmark for African media innovation.

#### 4.2. Summary of Key Findings

- The study found that the advantages of adopting mobile journalism in newsrooms include digital marketing, ease and speed of sharing content, skilling of journalists, and cost reduction.
- Mobile journalism has the potential to improve digital marketing, ease of sharing content, skilling of journalists, and cost-cutting in newsrooms, according to the study.

- According to the study, digital marketing, sharing content quickly and easily, skilling journalists, and cost cutting were factors that would benefit newsrooms adopting mobile journalism.
- A study of mobile journalism in newsrooms found that its opportunities included digital marketing, sharing content easily and swiftly, skilling journalists, and cost savings.
- As for the opportunities for adopting mobile journalism in newsrooms, the study found that they include digital marketing, ease and speed of sharing content, skilling journalists, and cost reduction.
- Among the potential opportunities for implementing mobile journalism in newsrooms are digital marketing, making content easy and swift to share, skilling journalists, and reducing costs.
- However, the study found that adopting mobile journalism in newsrooms could benefit digital marketing, content sharing ease, skilling journalists, and cost savings.
- According to the study, mobile journalism offers various opportunities for newsrooms, including digital marketing, sharing content with ease and speed, skilling of journalists, and cost-saving.
- In contrast, digital marketing, ease and speed of content sharing, skilling of journalists, and cost-cutting were found to be the biggest opportunities of adopting mobile journalism in newsrooms.
- Moreover, the study found that improving journalists' skills, sharing content easily, and cutting costs were some of the benefits of adopting mobile journalism in newsrooms.

## CHAPTER FIVE

### CONCLUSIONS AND RECOMMENDATIONS

The study aimed to address the central research question: *To what extent has mobile journalism been adopted in Ethiopian newsrooms?* To explore this, the research applied the diffusion of innovation theory as a lens to analyze and interpret findings. This chapter examines the key discoveries related to the current stage of mobile journalism adoption at the Ethiopian Broadcasting Corporation (EBC), the drivers influencing its adoption, and the challenges and opportunities emerging from its implementation in Ethiopian newsrooms. These findings are structured in alignment with the research objectives and guided by the study's core questions.

Building on the theoretical framework and literature review presented in Chapter Two, this chapter synthesizes insights from surveys and in-depth interviews. Conclusions are drawn based on the analysis of these findings, followed by actionable recommendations and suggestions for future research in the field.

#### 5.1 Discussion

At EBC, the decision to use mobile journalism (Mojo) shows how organizations struggle between new production methods and their long-standing traditions. MoJo provides efficiency and cost savings, yet institutional staff maintain resistance because they work with traditional large cameras and studio equipment. EBC experiences this specific form of resistance that mirrors worldwide obstacles that occur when digital transformation forces meet established systems. The leadership at EBC has actively implemented both policy integration and training methods, which demonstrate that continuous support will help institutions recognize innovative methods.

The advantages of the Modern Journalism approach depend completely on steady Internet connectivity, together with stable and functional devices. Ethiopia's spotty network coverage in rural areas restricts the use of MoJo functionality despite smartphones making news creation accessible to everyone. The present inequality threatens to split journalism into two parts, with successful urban reporters and failing rural reporters. The discussions need to deal with how

fundamental infrastructure gaps, which EBC cannot control, require joint efforts between the government and telecom providers to guarantee equal access.

EBC provides outstanding skill development programs through its training initiatives. The cooperative relationship with the BBC produces specialized expertise, but the organization continues to experience shortfalls in information and communications technology support services and equipment upkeep. When journalists handle technical problems on their own, there is usually a negative impact on productivity levels. Training programs face sustainability issues because they lack parallel investments that provide technical staffing and enhance hardware resilience.

Mobile platforms fit current global patterns of media consumption because younger people and others increasingly watch media on their phones. EBC showcases the expansion possibilities of MoJo through its social media strategies for immediate reporting execution. Facebook, together with other social media platforms, provides access to target audiences, but their use causes security risks from platform algorithms or restrictions on content. EBC needs to develop an analysis of maintaining platform dependence while strengthening its independent media channels.

Mobile journalism evolves as the world follows mobile platforms because teenagers and people in general show increasing preferences toward this format of media. The success of EBC in using social media platforms for live updates proves that mobile journalism represents an effective tool to reach more audiences. Using Facebook and other similar platforms creates security weaknesses because they can show algorithmic prejudice, together with censorship risks. The media organization requires a detailed examination of how to manage its dependence on external platforms while developing its proprietary communication channels.

Mobile journalism cannot be practiced without acknowledging security risks that stem from its portable nature, which leads to equipment losses and data security threats. Manager 1 demonstrates phone fragility and poor Information and Communications Technology support, which reveals safety weaknesses. Rapid publishing demands from mobile tools pose the potential risk of damaging the editorial standards in news production. Organizations should evaluate how quickly Mobile Journalism needs to operate against established ethical guidelines to maintain both security standards and content quality.

## 5.2. Conclusions

The implementation of mobile journalism by EBC functions as a transformational force toward contemporary media evolution within Ethiopia. MoJo enables EBC to lead as an innovative media company in Eastern Africa through affordable operations combined with operational excellence and enhanced social media responsiveness. Institutional dedication combined with training programs and leadership backing served as essential factors in leading this shift, thus proving the ability to eliminate early resistance.

Modern media functions in Ethiopia still face major persistent structural barriers that include unreliable internet connectivity combined with device fragility, alongside extensive rural-urban gaps, which continue to be critical barriers. The difficulties are fundamental problems that reach beyond mere technical matters because they originate from substantial economic and infrastructural deficiencies in Ethiopia. MoJo's transformational value will face significant obstacles because systematic issues remain unaddressed.

Organizational acceptance of the MoJo approach at EBC demonstrates how cultural transformations happen steadily within the newsroom. The establishment of MoJo as an everyday practice depends on visible leader support, along with numerous positive examples. EBC demonstrates how mobile journalism trends from all over the world adapt within the distinct challenges of the Ethiopian media landscape. The organization demonstrates a successful model for other African media entities by combining the BBC international partnership with targeted local content, such as rural reporting. Sustainability at EBC depends on maintaining stability by concurrently developing innovative MoJo practices. The course of exploration demonstrates the dual nature of digital transformation implementation for minimal resource contexts.

## 5.3 Recommendations

The study found that, mobile journalism has been adopted in EBC newsroom, there were no structures around which reporters could integrate mobile journalism into their daily work. As a result, there is a need for the EBC newsroom to change their work routines in order to adopt mobile journalism. In addition, there is a need for EBC management to establish structures to integrate

mobile journalism in the newsroom.

The study found that, although the newsrooms had provided mobile devices to upcountry respondents and encouraged other reporters to obtain devices on hire purchase, the cost of devices was prohibitively high. In cases where the devices were available, a lack of accessories such as phone stands and microphones compromises the mobile footage and audio. There was a need for the newsroom to budget and procure mobile devices and accessories for all the reporters. The study found that a lack of skills was another challenge of adopting mobile journalism in the two newsrooms. Therefore, there was a need for both media houses to invest not only in mobile technology but also in training and skills development in mobile journalism.

The study also found that Internet access and data costs were challenges of adopting mobile journalism in EBC. As a result, there was a need for policymakers to promote equitable Internet access for both urban and rural areas and reduce the cost of tax levied on mobile data. In addition, there was a need for both newsrooms to provide data for a mobile journalist. Although this study sought to examine the adoption of mobile journalism in Ethiopian newsrooms, it was beyond the study's scope to group the EBC newsroom into adopter categories. Therefore, there is a need for another study to assess how the EBC newsroom fits into the adopter categories.

The study found that online and print newsrooms were likelier to adopt mobile journalism than traditional television newsrooms. There was a need for another study to determine the difference between traditional print and broadcast newsrooms and online newsrooms in the adoption of mobile journalism.

- 1. Comprehensive Training Programs:** EBC should prioritize structured training initiatives in mobile journalism techniques. Workshops on mobile reporting, editing apps, and social media storytelling can empower journalists. Ongoing mentorship and refresher courses will ensure sustained competency, aligning with the opportunity to skill journalists and integrate mojo into daily workflows.
- 2. Infrastructure Development:** Addressing low internet penetration, partnerships with telecom providers and government bodies should be pursued to improve connectivity. EBC could advocate for subsidized data plans for journalists and invest in Wi-Fi hotspots to facilitate real-

time content uploads, mitigating one of the key challenges hindering mojo adoption.

- 3. Device Accessibility Initiatives:** To overcome cost barriers, newsrooms should explore device-sharing pools, subsidies, or collaborations with tech firms for affordable mobile kits. Grants from media development organizations could further support access to high-quality smartphones and accessories, ensuring equitable resource distribution.
- 4. Policy Integration and Workflow Redesign:** EBC should formalize mojo adoption through editorial policies that mandate its use for specific tasks, such as breaking news or social media updates. Integrating mobile workflows into content management systems can institutionalize practices, moving beyond partial adoption to full routine integration.
- 5. Collaborative Partnerships:** Strengthening ties with journalism schools, NGOs, and international bodies (e.g., UNESCO) can provide technical support and funding. Joint projects or mojo-focused competitions could foster innovation while addressing skill and resource gaps through knowledge exchange.
- 6. Audience-Centric Content Strategies:** Leveraging the ease of mobile content sharing, newsrooms should prioritize platforms like WhatsApp, Telegram, and Facebook. Tailoring vertical videos, succinct updates, and interactive formats can enhance engagement with mobile-first audiences, aligning with digital news consumption trends.
- 7. Monitoring and Evaluation Frameworks:** Establish metrics to assess mojo's impact on reach, cost efficiency, and audience engagement. Regular feedback loops with journalists can identify persistent challenges, ensuring adaptive strategies and validating the innovation's benefits as per diffusion theory's "confirmation" stage.
- 8. Societal Advocacy and Policy Engagement:** Newsrooms should collaborate with policymakers to advocate for nationwide digital literacy programs and affordable internet access. Public awareness campaigns on mobile news consumption can drive demand, creating a symbiotic ecosystem where societal readiness supports newsroom innovation.

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## APPENDICES

### Appendix A: In-depth Interview Guide (English version)

#### Biographical Information

- a) Full Name
- b) Position in the organization or institution:

#### **Fore reporters**

1. How would you describe the role of mobile journalism (MoJo) in EBC's current news production process?
2. How did you acquire the skills to use mobile journalism tools?
3. How does EBC's leadership support or hinder the adoption of mobile journalism?
4. How has mobile journalism changed your workflow for gathering, editing, and publishing stories?
5. In your opinion, what are the key advantages of mobile journalism compared to traditional reporting methods?

#### **For Management and Editors**

6. How do you ensure mobile-produced content meets EBC's editorial standards?
7. How do you address concerns about the reliability of mobile-generated content compared to traditional methods?
8. What strategic goals does EBC aim to achieve through mobile journalism adoption?
9. How does EBC's leadership support or hinder the adoption of mobile journalism?
10. How does budget allocation reflect the priority given to mobile journalism?

**ጥቅል መረጃ**

ሀ) ሙሉ ስም፡

ለ) በድርጅቱ/ተቋም ውስጥ ያለው የሥራ ዘመቻ፡

1. የሞባይል ጋዜጠኝነት (MoJo) የዜና ዝግጁት ሂደት ላይ የሚጫወተውን ሚና እንዴት ይገልጻሉ?
2. የሞባይል ጋዜጠኝነት ተግባራዊ ለማድረግ ዘመናዊ ስልጠኖችን የመጠቀም ክህሎት እንዴት አዳበሩ?
3. የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን አመራሮች የሞባይል ጋዜጠኝነት እንዴት እየደገፉ ነው?
4. የሞባይል ጋዜጠኝነት በተቋሙ በሚዘጋጁ ዜናዎች ፍጥነት፣ ጥራት ወይም ይዘቶች ላይ ምን ዓይነት ተጽዕኖ አሳድሯል?
5. ሞባይል ጋዜጠኝነት የዜና መረጃዎች ለመሰብሰብ፣ ለማዘጋጀት እና ለማሰራጨት ያለውን የሥራ ሂደት እንዴት ለውጦታል?

**ለአመራር እና አርታዊዎች የቀረበ**

6. በሞባይል የሚዘጋጁ ዜናዎች የተቋሙን የአርትኦት ደረጃዎች ማሟላታቸውን እንዴት ያረጋግጣሉ?
7. በተለምዶ ዜናዎች ከተዘጋጁ ዜናዎች አንጻር የሞባይል ዜናዎችን ደህንነት ለመቆጣጠር ምን ዓይነት እርምጃዎች ይወስዳሉ?
8. የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን በሞባይል ጋዜጠኝነት አጠቃቀም ምን ዓላማዎችን ለማሳካት ይፈልጋል?
9. የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን አመራር የሞባይል ጋዜጠኝነትን አጠቃቀም እንዴት እደገፈ ነው?
10. ለሞባይል ጆርናሊዝም ቅድሚያ ትኩረት ሰጥቶ በጀት የመመደብ ሂደት እንዴት ይታያል?

## Appendix C: Survey equations gridline

### Biographical Information

1. Position in the organization or institution:

—

2. Gender:

(1) Male

(2) Female

C. Age

(1) 20-30

(2) 30-39

(3) 40-49

(4) 50-59

(5) 60-69

(6) Don't know

### 1. What is your primary role at EBC?

- Journalist/Reporter
- Editor/Producer
- Technical/IT Staff
- Management/Leadership
- Training Coordinator
- Other (Please specify): \_\_\_\_\_

### 2. How long have you worked at EBC?

- Less than 1 year
- 1–3 years
- 4–6 years
- More than 6 years

### 3. How frequently do you use mobile devices for news production tasks?

- Daily
- Several times a week
- Occasionally

- Rarely
- Never

**4. What percentage of your news content is produced using mobile tools?**

- 0–25%
- 26–50%
- 51–75%
- 76–100%

**Perceived Benefits & Challenges**

no	Scale	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5.	Using mobile devices improves my efficiency in news gathering and production.					
6.	Mobile journalism helps EBC reduce operational costs (e.g., equipment, travel).					
7.	Mobile tools allow me to publish stories faster than traditional methods.					
8.	I face technical challenges (e.g., app crashes, poor connectivity) when using mobile tools.					
9.	Concerns about content quality (e.g., video/audio) limit my use of mobile journalism.					

**10. What is the BIGGEST barrier to adopting mobile journalism at EBC?**

- Lack of training/skills
- Insufficient internet/data infrastructure
- Resistance from leadership/colleagues
- Limited budget for mobile tools

- Ethical concerns (e.g., credibility, misinformation)
- Other: \_\_\_\_\_

**11. Have you participated in formal mobile journalism training at EBC?**

- Yes
- No
- Not sure
- Not sure

## Appendix D: Google Form Results

Mobile Journalism Survey Questions Published

Questions Responses **72** Settings

### Survey Questionnaire for the study, "The Adoption of Mobile Journalism in Ethiopian Newsrooms: The Case of EBC."

**B** *I* U

Dears

Thank you for considering participating in this important survey! As mobile technology continues to transform the media landscape, understanding its impact on journalism is crucial. This research aims to explore the adoption of mobile journalism (MoJo) at the Ethiopian Broadcasting Corporation (EBC). Your experience and perspective as a journalist will be invaluable to this study. All responses will be kept confidential and used solely for research purposes.

We appreciate your willingness to share your insights.

### Appendix E: In-depth interview participants

No	Name	Gender	Experience in EBC	Organization
1.	Director 1	m	10+	EBC dot stream
2.	Reporter 1	f	1	EBC dot stream
3.	Reporter 2	f	6	EBC dot stream
4.	Reporter 3	f	4	EBC dot stream
5.	Director 2	m	10+	EBC dot stream
6.	Director 3	m	10+	EBC dot stream
7.	Reporter 4	m	8	EBC dot stream
8.	Reporter 5	m	5	EBC dot stream
9.	Editor 1	m	10+	EBC dot stream
10.	Editor 2	m	10+	EBC dot stream