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ANALYSIS OF INVESTIGATIVE REPORTING PRACTICES IN
ETHIOPIA: THE CASE OF ETV “AYNACHIN PROGRAM”

MA THESIS

BY

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DECLARATION

I, **Hussien Gizaw Endrie**, do hereby declare to Addis Ababa University School of Graduate Studies that this thesis is a product of my original research work, and it has not been submitted to any other university for any academic degree. Materials and information other than my own are dually acknowledged.

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Abstract

Analysis of investigative reporting practices in Ethiopia: the case of ETV

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This study examined investigative journalism techniques used by state media while taking Ethiopian Television (ETV) into consideration. Ten key informant interviews, a questionnaire-based survey of 77 samples, and a study of relevant literature were used to gather data. The questionnaire-based survey's respondents were chosen using web panel sampling and voluntary sampling, two suitable non-probability sampling methods. The questionnaire-based survey revealed that 83% of participants felt investigative journalism was improperly practiced by ETV, while only 17% disagreed.

Investigative reporting is inconsistent and irregular, according to more than 60% of respondents. The vast majority of respondents—both journalists and viewers—stated that the content was of poor quality, frequently perceived as a tool for official propaganda, and less focused on covering important subjects of public interest. Due to all of these factors, the audience's satisfaction with the caliber and reliability of investigative reports was remarkably poor. It was discovered that internal and external impact is one of the main factors among the various obstacles. More than half of those surveyed said that needless intervention and political influence have a detrimental impact on investigative reporting.

Other contributing problems include the dearth of investigative journalism, the absence of security for journalists, resource constraints, political unpredictability, and a lack of enthusiasm and skills (29.6%) in the field. Fear and a lack of a supportive workplace are two further issues that journalists brought up during the study. The research suggested that ETV enhance its internal processes for investigative reporting while simultaneously advocating and lobbying to lessen and handle external issues. These suggestions cover developing capacity, exchanging experiences and learning from others, facilitating policy framework discussions, influencing public opinion and increasing awareness, promoting media freedom, creating a supportive atmosphere, and guaranteeing accountability for ethical reporting at all levels.

Key words: investigative reporting, investigative journalism, journalism, ETV, media

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LIST OF ACRONYMS

EBC	Ethiopian Broadcasting Corporation
ETV	Ethiopian Television
IJ	Investigative Journalism
KII	Key Informant Interview
Stata	Statistical and Data
UN	United Nations

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CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Investigative journalism is the reporting of public issues that individuals in positions of authority would otherwise, whether on purpose or not, keep hidden. In order to reveal the truth to the public, it presents facts by a methodical gathering of evidence by the journalist themselves. Unlike their traditional media counterparts, investigative journalists do not rely on information or reports from governmental bodies, businesses, or the police. They seek to bring the audience the truth and inspire change by using information or resources that the journalist has independently obtained (Hunter, 2011).

One of the most important qualities of research publications is the ability to draw attention, which investigative journalism possesses when it makes an appearance in the headline. Investigative journalism is not always employed to reveal information that could be kept secret in traditional reporting. During pre-election campaigns, it can also be used to control and deflect attention. Investigative journalism follows a set of steps and, practically speaking, employs particular techniques and protocols.

Nevertheless, there is not enough analysis of these procedures in scholarly research to give a thorough explanation (Berger, 2017). According to Ayandike (2013), the media is both the voice of the people and a conduit between the governing and the governed. In any community, media professionals have a fundamental responsibility to act as civic watchdogs.

Feldstein (2006) asserts that investigative journalism has played a significant role in advancing human rights, democracy, and good governance. It is regarded as an essential safeguard for democracy, serving as a check on wrongdoing in public policy and politics. It was made very plain that the media should inform the public about the whereabouts of their rulers. In the words of Becker (2002), the media is a site of contestation where a range of viewpoints are put forth, important viewpoints are heard, interests and inner workings are revealed, and suggestions are welcomed. Each of them adds to the public discussion.

In a similar vein, Emmanuel (2014) noted that the media is seen as a potent information tool because it can be used to spread propaganda, criticize poor governance, spur reforms by reporting on specific issues and events, and, most importantly, make information easily accessible to the general public wherever they may be.

The societal goals of democracy a specific economic structure, more cross-cultural understanding, and overall human development are supported by free and independent media. The key to power is knowledge, and possessing it indicates that one is knowledgeable in the necessary fields.

In this context, journalism is very important. A unique subgenre of journalism known as investigative journalism holds those in positions of authority whether they be in the government, corporate world, armed forces, or nonprofit organizations responsible.

Investigative journalism is defined as "it requires using both secret and open sources and documents" by Mark Lee Hunter (2011, P. 7) in his guidebook *Story-Based Inquiry*. He goes on to say that investigative journalism is vital to the freedoms of expression and information in this way.

But unlike other forms of media, investigative reporting comes with more ethical challenges every day in addition to demanding the greatest standards of veracity (Houston, 2009, p.108). By exposing the unethical, immoral, and unlawful actions of public officials, politicians, and private residents, investigative journalism has a huge social impact (Kovach and Rosenstein, 2007, cited in Ongowo, 2011). According to Feldstein (2006), investigative journalism has aided in the realization of democracy, sound government and human rights

Thus, one of the most important pillars of journalism that various nations must adopt in their fight against corruption, maintaining good governance, and strengthening democracy may be investigative journalism.

In recent decades, investigative journalism has undergone a tremendous metamorphosis.

The United States' 19th-century muckrakers exposed government and business corruption, and the Watergate scandal's coverage later enhanced the field of investigative journalism worldwide (De Burgh, 2000).

Wang (2010) claims that in the history of Far Eastern nations such as China, media marketization and economic reform led to the emergence of contemporary investigative journalism in China in the late 1970s. Since then, the number of investigative stories in newspapers and periodicals has increased.

The 1800s saw the greatest significant advancement in investigative journalism in Europe. William Stewart, who is frequently referred to as the first investigative journalist in Britain, played a vital role in the creation of investigative journalism.

The first newspapers appeared in Africa in the beginning of the 1800s. Following the introduction of missionaries on the continent, it emerged.

Most people agree that the 1960s and 1990s saw the emergence of well-organized investigative journalism in the wake of the authoritarian regime and colonial era. Investigative reporting by journalists increased as a result of the opening up (Ntibinyane, 2018).

Investigative journalism was essential in the struggle against military dictatorship, corruption, racial discrimination, colonialism, and authoritarianism in Africa.

Investigative journalism is closely tied to the political systems that have existed under various Ethiopian regimes. There was no circumstance that could have allowed professionals to engage in such professional activities during the medieval era. During the Derg dictatorship, there were initiatives to reveal information that was previously unknown, which affected people's lives (Ashanafi, 2017). He claims that at that period, Ethiopia radio carried a show called "kaminayew kaminsamaw," which translates to "from what we see and we hear" and dealt with identifying abnormalities.

Investigative journalism has never been satisfied, a practice that is closely linked to the nation's severe maladministration issue. This is related to the nation's severe maladministration issue. From the start, under Emperor Minilik II, the Ethiopian press was completely dominated by the government. This continued until a proclamation was issued announcing press freedom in 1992 (FDRE, 1992).

A robust theoretical framework that elucidates the significance of investigative journalism in the contemporary media environment is desperately needed in Ethiopia. Additionally, there is a

dearth of theoretical frameworks that offer a deeper comprehension of the function and techniques of investigative journalism.

In order to fulfill the function of media watchdog in Ethiopia, various private and regional media outlets engaged in investigative journalism. Birhanu (2009) states that the Ethiopian Radio and Television Agency launched the television program in 2000.

Other examples of this type of journalism in the nation include ‘ወረንጦ’, which means ‘forceps’, on Tigray television, ‘ህዝቡ ምን ይላል’, which means ‘what do people say’, and ‘ተጓዥን ንቃሽ’, which is an Amharic radio program broadcast by Radio Fana, now known as Fana Broadcasting Corporate). ‘ዋልታ ምርመራ’, which translates to Walta investigation is an investigative program broadcasted by Walta Media and Communication Corporate.

Assuming that investigative journalism practice is essential to uncovering wrongdoings that jeopardize the general welfare of the public. As a result, the main objective of this research is to analyze investigative journalism methods in state media, with a particular emphasis on Ethiopian Television (ETV) Aynachin Program.

1.2. Statement of the Problem

Investigative journalism has been increasingly important in recent years as a means of strengthening public opinion, improving transparency, and identifying and exposing wrongdoing in society. The goal is to reveal information that has been hidden; this entails going after what someone wants to hide (H. de Burgh, 2008, p. 15).

Investigative journalism's primary objective can be identified by looking at its objectives. According to Berger (2017), the main objective is to identify the committers of the crime. The maxim "I wish to expose a bad act, not a bad person" ought to be the cornerstone principle for investigative journalists. Searching for evidence is a necessary component of any investigative journalism project. In nations where the advantages of journalism are widely acknowledged and the standing of the profession has improved, the function of investigative journalism is frequently a hot issue of conversation. It can be crucial to a nation's governance since it holds the government and businesses responsible for their actions (Nigussie, 2008).

Investigative journalism practices, however, differ from nation to nation. Its development is still insufficient in developing nations. Investigative journalists face unique hurdles due to the political and economic climate in various parts of the world, nations with low governance and transparency scores carry significant dangers and emphasize the need for increased capability for investigative journalism.

Investigative journalism is still comparatively new and underdeveloped in third-world nations, according to Kantumoya, (2004). This implies that developing investigative journalism is necessary to advance democracy and development in third-world nations.

Investigative media served as a watchdog in industrialized nations, promoting good governance, combating corruption, and reducing rent-seeking activities. The Center for International Media Assistance (CIMA) study reveals that investigative journalism in the United States gained notoriety for its role in overthrowing a president who had abused his or her position of authority. According to Forbes (2005), investigative journalism is unique that disseminates information about wrongdoing that has an impact on the interests of the general public.

Ethiopian media does not appear to be acting as a watchdog by conducting investigative journalism in their shows, despite the country's strong need for this type of reporting to address wrongdoing that jeopardizes public interest. Skjerdal (2012) made the following statement about this practice: "The Ethiopian state media channel has not featured investigative journalism." The media source presents official information that comes from the government."

Investigative reporting is expected of public media institutions since they are the guardians of the public interest. However, there has been criticism of the caliber and efficacy of investigative journalism in public media organizations like Ethiopian Television (ETV). The issue at hand is the requirement for a thorough analysis of the current situation of investigative journalism at ETV, with an emphasis on its advantages, disadvantages, and general influence on accountability and public discourse.

Frew (2021) claims that a lot of people think Walta Mirmera is spreading unsubstantiated rumors, half-truths, and distorted stories without doing a thorough research. Furthermore, it

doesn't air follow-up pieces on the topics it covers. Because of this, the viewer is unable to know how the story will end.

According to Reang and Nariddh (2007), the goal of an investigative narrative ought to be to rectify injustice or effect change. Investigative reporting is expected of public media institutions since they are the guardians of the public interest. However, there has been criticism of the caliber and efficacy of investigative journalism in public media organizations like Ethiopian Television (ETV).

Through tackling these inquiries, this study seeks to furnish an all-encompassing comprehension of the current condition of investigative journalism in ETV, proffering discernments that may augment journalistic methodologies, public conversation, and the general responsibility of Ethiopia's public media. As a result, the researcher makes an effort to analyze how investigative journalism is used in Ethiopian Television news in particular.

1.3. Objectives of the Study

1.3.1. General objective

The main objective of this study was to analyse the practices of investigative journalism in state media considering the case of Ethiopian Television (ETV) Aynachin Program.

1.3.2. Specific objectives

Specifically, the objectives of this study were:

- Identify the major challenges of Investigative journalism in ETV Aynachin Program.
- Explore the practice of investigative journalism in ETV Aynachin Program.
- Find out possible strategies for overcoming the major challenges of investigative journalism in ETV Aynachin Program.

1.4. Research Questions

- How strongly ETV engage in investigative reporting of critical issues affecting the public interest?

- Is ETV independent enough in its investigative journalism endeavours?
- Does external influence affects credibility of the investigative journalism of ETV?
- How self-censorship or external pressures compromise the autonomy of investigative reporting within ETV?
- What are the contributions of investigative journalism to public awareness, impacting on societal issues and changes in improved governance?
- How do audiences perceive the quality and credibility of investigative journalism produced by ETV?

1.5. Significance of the Study

From an ETV Aynachin program viewpoint, this study will assist in identifying the procedures, guidelines, and difficulties associated with investigative journalism in Ethiopia. The results will make journalists and news media organizations more aware of the difficulties facing the industry and offer pertinent suggestions for improving investigative journalism techniques and changing relevant laws. In Ethiopia, the field of investigative journalism has received little attention. As a result, it will serve as a foundation for future researchers to use extra resources for subsequent research.

1.6. Scope of the Study

The focus of this study was on identifying the difficulties and methods of investigative journalism in Aynachin program on ETV. The study looks at investigative journalism in ETV, including its problems and practices. The study's geographic focus was Addis Ababa, with a small number of respondents from other states in the country's regions who completed questionnaires.

1.7. Organization of the Research

The focus of this study was on identifying the difficulties and methods of investigative journalism in investigative program on ETV. The study looks at investigative journalism in ETV, including its problems and practices. The study's geographic focus was Addis Ababa, with a

small number of respondents from other states in the country's regions who completed questionnaire.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Concepts of Investigative Journalism

The final three decades of the twentieth century have seen a boom in investigative journalism. This type of journalism entails reporters delving thoroughly into and analyzing a certain subject, frequently revealing information that is concealed or difficult to obtain. The objectives of this kind of journalism are to reveal wrongdoing, hold influential organizations responsible, and give the general public access to information that they might not otherwise have.

Investigative reporters go above and beyond the call of duty to unearth the truth from the untold tale through in-depth investigation, interviews, and analysis. Investigative journalism is defined by Mark Lee Hunter (2011, P. 7) in his manual story-based inquiry; it necessitates the use of both public and private sources and records. He continues, saying that in this sense, investigative journalism plays a vital role in promoting freedom of information.

Investigative journalism is a type of journalism that focuses on finding facts or hidden realities through extensive inquiry and in-depth study. Journalists must invest more effort, expertise, time, and resources in order to find the truth that harms people. By gathering concrete evidence, conducting interviews, and vetting sources, this kind of journalism plays a significant role in holding people, organizations, and government officials accountable for exposing corruption, wrongdoing, and injustices in various ways. According to Bill Kovach and Tom Rosenstein (2001), respect for the truth and the public's right to information are essential journalistic values. The method of arriving at this "journalistic truth" starts with the expert discipline of gathering and confirming information.

Investigative journalism serves as a public interest watchdog in matters like major crimes, corporate misconduct, and government corruption. This kind of journalism is crucial because it exposes possible power abuses that could have a big effect on society. The concept of the watchdog role is primarily centered on monitoring strong nations; individuals and institutions are not allowed to exceed their bounds. In addition to merely ensuring that the public is informed about how power is managed and applied, it should acknowledge when

government and institutions are functioning successfully and efficiently as well as when they are not (Kovach & Rosenstiel, 2001).

2.2. History of Investigative Journalism

2.2.1. Global perspective

Academics proposed that the history of investigative journalism was essentially the same as that of journalism in the beginning. Its emergence in Britain is linked to the rivalry between newspapers and television, which helped preserve newspapers. Newspapers started to cram their pages with large stories and image reporting of unreported facts in an effort to counter the challenge (Burgh, 2008).

Diverse theories have been put out in relation to the emergence of investigative journalism. Some academics have connected it to the Watergate affair of 1974, which dealt with Richard Nixon's resignation and was the subject of a thorough investigation conducted by the Washington Post (Burg, 2008).

James L. Aucoin (2008) claims that the US has taken the lead in the practice's development. After muckraking was largely abandoned at the outbreak of World War I, American journalists showed a resurgence of interest in contemporary investigative reporting in the 1930s, which developed gradually and reached a peak in the 1960s. Newspapers around the country periodically carried investigative pieces between 1930 and the middle of the 1960s; these pieces typically dealt with exposing local wrongdoing.

The following is how many academics have described the history of investigative journalism. Investigative journalism has its roots in "muckraking" journalism from the late 19th century. Investigative reporting that uncovers wrongdoing and holds individuals in positions of authority responsible is referred to as "muckraking journalism." Journalists who used fact-based reporting to uncover corporate and governmental misconduct were known as muckrakers. During that period, they made social and political corruption public.

Early 20th Century: Investigative journalism that revealed wrongdoing by governments and corporations began to flourish in the early 1900s. Investigating the Standard Oil Company's monopolistic activities were journalists like Ida Tarbell.

Mid-20th Century: Following World War II, investigative journalism saw a boom as reporters such as Jack Anderson and Drew Pearson uncovered malfeasance and scandals in the government.

The Watergate Era: The realm of investigative journalism flourished during the 1970s. It was during this period that Bob Woodward and Carl Bernstein's investigations into the Watergate crisis opened a new chapter and set a new standard for journalism.

Contemporary Investigative Journalism: In the 1980s and beyond, major media outlets, particularly newspapers, carried on and modified the investigative journalism heritage with programs like PBS's Frontline, 60 Minutes, and other investigative reporting teams. The advent of the internet has put traditional investigative journalism to the test, as seen in the cases of the Paradise Papers and Panama Papers.

Despite obstacles like dwindling newsroom resources, watchdog journalism and investigative reporting are still essential for exposing corruption, power abuse, and holding institutions accountable. According to ethicists Patterson and Wilkins (1994), the two modern responsibilities placed on journalists a stronger obligation to promote political engagement and a greater responsibility than other people to tell the truth have made journalism into a profession.

One of the main philosophical tents has been claimed by each of the traditional professions. Law should be associated with justice, and medicine with the need to provide assistance. The dissemination of truth is another noble goal of journalism (Patterson and Wilkins, 1994:18). While obligations vary throughout professions, the superior concept for journalists is to convey the truth.

2.2.2. Ethiopia perspective

Investigative journalism in Ethiopia is depending on the political structures of governments. There were no opportunities for participation or investigative reporting practice during the feudal

era. Few introductions revealing obscure facts that significantly affected peoples' daily lives were made during the Dergue period.

For example, the Ethiopian radio broadcast a program called "Kemnayew Kemnsemaw" (From what we see and hear) that addressed concerns related to extracting irregularities and corruption. During the program, multiple incidents were featured (Bereket, 2012).

Various media have been periodically or continuously researching a variety of subjects since the early 1990s. There are a lot of media sources trying to use investigative journalism right now. Notable media outlets that have occasionally sought to uncover wrongdoings include Fana Broadcasting Corporate, Walta, Addis Media Network, Oromia Broadcasting Network, Amara Media Network, Sheger FM, Ethiopian National Radio, and others. However, as revealed by interviews, the majority of the investigation topics are not important, pertinent, significant, or legitimate.

As per Forbes (2005), investigative journalism entails exposing unreported facts that the public believes are relevant to the public domain. This is achieved by a coordinated effort by one or more journalists working for a newspaper. In accordance with this definition, a journalist's initiative entails a higher level of competence to unearth facts that someone would have withheld, and it extends beyond simple reporting to encompass a thorough investigation of subjects and individuals.

Forbes (2005) emphasized that the following principles are part of investigative journalism. Comprehensive coverage of important issues influences public attention. Proactive journalism endeavors to uncover information that someone want to remain undiscovered or undervalued.

A meticulous process of strategizing, collecting data, and verifying the accuracy of the information from a wide range of sources. The use of more advanced methods to analyze and interpret data that is fragmented from multiple sources.

It must be impartial toward special interests, actively uphold public confidence, and enhance public discourse.

One possible goal of investigative journalism is to generate public indignation and educate the public in order to effect change. It is extremely difficult to use these investigative journalism principles in Ethiopia.

2.3. Theoretical Framework

Public interest is the intended purpose of investigative journalism, according to theory (Goddard, 2006). Four theories have been chosen for a more thorough consideration in this section. These include agenda-setting theory, watchdog journalism, social responsibility theory, and gatekeeping theory.

2.3.1. Social responsibility theory of the press

Theoretically speaking, the principles of press independence and liberty are the foundation of investigative journalism. Social developments in Europe during the 16th, 17th, and 18th centuries were mostly observed in relation to the governmental system that was in place at the time.

The prevailing notion of the time was that absolute authority should not be the basis for social or political advancement; rather, absolute reason, reasoned discourse, and free expression should (Rosner, 2008). Mutualism fulfilling social obligations while preserving journalism's independence and freedom of speech is the foundation of the relationship between the state and the media (Campbell, 2004).

The libertarian view of the press, which preceded social responsibility theory, caused issues that gave rise to social responsibility theory. The libertarian theory allowed journalists to print anything they wanted, with far too much freedom. Here, the media starts acting carelessly toward the general population (Blanchard, 1977). Consequently, the Hutchins (1947) panel on press freedom advised that the press be held to specific norms and obligations when carrying out its professional duties.

According to this view, journalists should advance the common values of justice, equity, peace, human rights, and global understanding. According to Adaja (2012), social responsibility theory serves the following six purposes.

- To support the political system by providing public access to information, debate, and deliberation of matters of public concern;
- to maintain financial independence so as to avoid becoming reliant on special interests and influence.
- To uphold individual rights by serving as a watchdog over the government
- To educate the public so that it can act in its own self-determination. To support the market system by, for example, connecting buyers and sellers via advertising.
- To demonstrate excellent entertainment, regardless of what "good" means in the culture at any given time.

As a result, the social responsibility thesis suggests that the media must be very involved in topics that are focused on people. People rely on the media to provide them with the daily knowledge they need to function in life. According to Ali (2015), the primary purpose of social responsibility theory can be summed up as follows:

- Public trust in the ownership of the media, and the media has a responsibility to society.
- Media should be free but self-regulatory, and news outlets should be truthful, accurate, fair, objective, and relevant.
- It is recommended that the media adhere to established codes of ethics and professional conduct. In certain situations, government intervention may be necessary to protect the interests of the public.

In developing nations such as Ethiopia, where democracy is still in its infancy, a socially conscious media that understands the importance of public information is essential for citizens to make informed decisions and to grow economically, politically, and socially.

2.3.2. Watchdog journalism

In order to hold elected officials accountable, watchdog journalism collects and examines data regarding the activities of organizations and individuals in positions of authority. Professionals in the media now view the press's function as a watchdog as essential to the Fourth Estate.

Investigative reporters and those covering public affairs are supposed to act as watchdogs and regularly examine both the public and private sectors. In a democracy, the press's primary function is to inform the people about the government's everyday operations (Dennis & Merrill, 1996).

Around the world, newsrooms in the late 1960s and early 1970s saw a flourishing watchdog journalism movement. The Pentagon Papers and the Watergate Scandals were particularly significant in the United States and were viewed as the outcome of the press's watchdog function. For this reason, a large portion of the press views that time period as something of a golden age of investigative journalism and as a template for the function that the press ought to have in a free society's public discourse (Stapenhurst & Larose, 2006).

This old-aged idea was revived in the 1980s and 1990s, and it was particularly applied to nations in transition that were rising from the remains of authoritarian and socialist administrations. Citizens who had to deal with widespread corruption, rule of law, and administrations that neglected to provide basic services found it emotionally compelling and resonant (Coronel, 2010:111).

The concept of watchdog role is primarily centered on monitoring strong nations, individuals and institutions are not allowed to exceed their bounds. In addition to merely ensuring that the public is informed about how power is managed and applied, it should acknowledge when government and institutions are functioning successfully and efficiently as well as when they are not (Kovach & Rosenstiel, 2001).

It's critical to recognize that the press must distinguish between its watchdog duty and that of the oppositionist press, which fosters partisan ambition. The Fourth state should operate impartially even though the existence of such a press is essential. In such a situation, the press must exercise caution to avoid criticizing government actions, attacking government secrets, and alleging corruption; otherwise, an antagonistic relationship between the government and the press may develop, which could impede the flow of information (Schultz, 1998).

In general, watchdog journalism, as the Fourth Estate, ought to be impartial, unbiased, truthful, accountable, and aligned with the public interest. It ought to be directed by professional conduct

and ethical standards concerning information sources and other techniques of obtaining it. The media industry and its professionals are accountable for keeping the press on the correct path, as the press's survival and role as a watchdog heavily depend on the journalism profession.

According to Borden and Bowers (2009, p. 356), journalists freely choose to abide by codes of ethics in order to gain the trust of their customers and the public. This is similar to what happens with other professionals. According to *ibid*, the principles of truthfulness, independence, and non-maleficence are typically the focus of codes of conduct worldwide. Besley (1998, p. 10) states that "all the virtues associated with ethical journalism accuracy, honesty, truth, objectivity, fairness, balance, respect for the autonomy of ordinary people are part of journalism as located within the democratic process. The journalists' agreement to be bound by the Codes of Conduct is a sign of good faith, goodwill, and an acceptance of the need to teach professionalism in their work.

The literature review reveals that investigative journalism has been crucial in combating societal immoralities, inserts in public office, and violations in most developing nations, including Ethiopia. However, breaking journalistic ethics to uncover such serious social issues has not always been easy for journalists. The theoretical foundation of this study emphasizes how important ethics and independence are to investigative journalism.

2.3.3. Agenda setting theory

It is said that the media sets agendas most effectively. Since the adoption of this theory, how the media affects consumers has been greatly influenced by the agenda-setting hypothesis of mass media. It is believed that the audience would give a topic more weight the more attention it receives in the media (Asogwa, 2012). In the near future, if the media places a great deal of emphasis on and airtime dedicated to a sensitive social topic.

The relationship between media coverage and the issue's significance from the perspective of the general public is the focus of agenda setting. These academics contend that the fundamental premise of agenda setting theory is that the mass media may shift topics from being silent on their news agenda to becoming public policy.

This theory's basic premise is that the media sets the agenda for the general people to follow. We are led to believe by the media that some concerns in our society are more significant than others (Asogwa, 2012).

Because the government itself takes various actions to combat wrongdoing and the media has the ability to inform the public, this notion is important to our study. Investigative journalism is essential to uncovering wrongdoings and safeguarding the public interest, which is something that the media must cover. According to this hypothesis, the media shapes public opinion by favoring certain topics over others, but it never tells people what to think, instead, it tells them what to think about.

According to Hatchen, (1998: 37) a democratic society requires a diversity of views and news sources available marketplaces of ideas from which the public can choose what it wishes to read and believe about public affairs. In other words, how the media sets the agenda, the importance and sensitivity of the topic determines these factors.

2.3.4. Gatekeeping theory

Information that is controlled as it goes through a gate is referred to as gatekeeping theory (Shoemaker and Vos, 2009). Gatekeepers are in charge of policing what information is allowed through and what is kept out of the gate (Lewin, 1947b). It is among the first creative notions to emerge from studies on mass communication has held significance since its introduction after World War II. Although it may not be the most interesting or argumentative theory of mass communication, it has been developed over the past few decades by several academics (Roberts, 2005).

Gatekeepers are decision-makers with the authority to govern the entire system in the media based on evaluation mechanisms such as experience, preference, prejudice, and social impact. Editors are the gatekeepers. Editors are essential. They have the authority to determine what content should and shouldn't be broadcast. Problems are sent to media outlets from all sides. The editorial policies and ethics of the media organizations are their own. And editors choose what gets published or broadcast. Editors will occasionally reject investigative pieces due to organizational policy or problem credibility.

Kurt Lewin (1890–1947) developed the term "gatekeeping." It simply involves utilizing a gate to prevent objects that are undesirable or pointless. The decision-maker in this case is referred to as the "Gatekeeper." It is first extensively utilized in the psychology sector before moving into the communication sector. One of the foundational theories in communication studies today.

The way certain media owners and operators understand and execute these functions, however, dissatisfies the theory. Because of this, the notion is predicated on every journalist having a moral obligation. Journalists are held in high regard by society as well as by their duties (Peterson, 1996). According to this theoretical framework, professional journalists should concentrate especially on subjects that are noteworthy. The study's theory implies that the media ought to choose stories that are essential to society.

2.4. Forms of Investigative Journalism

Kovach and Rosenstiel (2001, pp. 115–118) list the following categories for investigative journalism:

Original investigative reporting: This type of reporting entails reporters reporting on and capturing previously unknown behaviors. It might entail police-like techniques including plainclothes reporting, searching public documents, using informants, and in certain cases, going undercover or acting surreptitiously.

Interpretive investigative reporting: this type of reporting typically utilizes the same enterprise talent as original work, but it elevates the interpretation to a new plane. It emerges as a consequence of rigorous concept analysis and thought, along with tenacious fact-finding to place data in a fresh, comprehensive framework that fosters greater public comprehension. It presents a fresh perspective on the subject and fresh data.

Reporting on investigation: is a relatively new phenomenon that is becoming more widespread. In this instance, information from an official inquiry that is either in progress or was planned by

others typically government agencies was found or leaked, and that information became the basis for the reporting.

2.5. Areas of Investigative Journalism

Investigative journalism has no boundaries and covers a broad spectrum of subjects and problems. Investigative reporters are not prohibited from covering any topics (Gaines, 1994). Kantumoya (2004, p. 7) additionally reinforces the following:

The topics that can be thoroughly investigated are endless. Investigative journalism explores a broad spectrum of subjects and problems, frequently going deep into subjects that are of public concern. Investigative journalists frequently concentrate their attention on the following areas:

Corruption: Looking into instances of corruption in the public sector, private sector, or nonprofit groups. Exposing bribery, embezzlement, or other financial misdeeds may fall under this category. Regarding this, Pippa (2006, p. 6) states the following:

"...the news media is most effective in strengthening the process of democratization, good governance, and human development when it serves as an agenda setter for policy makers (improving government responsiveness to social problems), as a civic forum for political debate (facilitating informed electoral choices), and as a watchdog over the abuse of power (promoting accountability and transparency)."

Environmental Issues: Looking into acts that damage the environment, such as illegal dumping, pollution, and environmental degradation. The effect of industries on regional ecosystems may also fall under this category. Hester and to (1987, p. 95) state that this topic is particularly crucial for developing nations, explaining that "the majority of the projects and issues in developing nations have their basis in their relationship to the scientific and environmental facts." Both the public and decision-makers should be aware of these realities.

Human Rights Abuse: Looking into cases of human rights abuses, such as discrimination, abuses of authority by the government, and violence by the police.

Healthcare: Looking into problems with the medical system, like negligence, fraud, or unethical behavior by pharmaceutical corporations.

Corporate misconduct: is the study of immoral or unlawful business behaviors, such as tax evasion, labor abuses, and fraud.

Criminal Justice System: Looking into problems with the criminal justice system, such as erroneous convictions, misbehavior by police, and problems in the prison system.

Political corruption: looking into wrongdoing and corruption in the political sphere, including as misuse of political authority, influence from lobbyists, and violations of campaign funding laws.

Education: Looking into problems with the system, include cheating scandals, unequal access to high-quality education, and improper use of school funds.

Consumer protection: includes looking into dishonest or dangerous product claims, misleading advertisements, and other actions that put customers at risk. This problem is present in a great number of situations in our nation. Bad ingredients are being mixed into food products by people, endangering human health.

Immigration: Examining matters pertaining to immigration laws, human trafficking, and immigrant welfare. Teenagers today are duped by human traffickers who have intimate ties to powerful political figures and policymakers. As a result, a great number of people were killed, abducted, and hurt during the voyage. Thus, it is the responsibility of investigative journalism to bring those issues to light.

National Security: Looking into things pertaining to the security of the nation, such as intelligence gathering, government monitoring, and possible threats.

Technology and Privacy: Examining how technology affects data breaches, surveillance, and privacy.

Investigative journalism can be used in any field where it is necessary to unearth material that is concealed and goes against the interests of the public. These are but a few examples. In-depth

investigation, in-depth interviews, and a dedication to finding the truth—despite the opposition of influential interests—are frequently necessary.

2.6. Principles of Investigative Journalism

Journalism is a field that is governed by distinct principles, just like other professions. This is one way that journalism differs from other professions. This section addresses some of the defining concepts of journalism. These serve as the foundation for Tom Rosenstein and Bill Kovach's 2001 book *The Elements of Journalism*.

The Ethical Journalism Network lists five fundamentals of ethical journalism.

Truth and Accuracy: While journalists cannot always assure "truth," getting the facts straight is a fundamental tenet of the profession. Accuracy should always be the goal of investigative journalism; all pertinent facts should be provided, and they should be verified. The search for the truth is essential first and foremost.

In order to provide their audience with facts and proof, journalists have to sort through the noise and clutter. Thoroughly examining data, confirming information, and confirming sources are essential components of every investigative reporting assignment.

Independence: Journalists have to be independent voices; they can't operate informally or explicitly on favor of corporate, governmental, or cultural special interests. Any financial relationships, political affiliations, or other personal information that would create a conflict of interest should be disclosed to their editors and the public.

Fairness & Impartiality: There are usually two sides to every story. Although it's not necessary to cover every angle in every article, tales ought to be contextualized and fairly balanced. Even while objectivity isn't always possible or desirable—when cruelty or inhumanity, for instance—unbiased reporting fosters confidence and trust.

It is essential to be fair. It's important to report accurately without discounting the opinions of any parties, especially those who are being scrutinized. By presenting the narrative from a

variety of perspectives and accounting for all points of view, balanced reporting enables audiences to base their decisions on a body of knowledge.

Humanity: Reporters shouldn't cause harm. It is important for journalists to be mindful of the potential harm that their words and images can do to others, even if they are published or aired. Additionally, reporters need to make an effort to keep their prejudices and personal opinions out of their work. It's about providing an objective, impartial, and fact-based report by isolating the facts from the hues of subjective opinions.

Accountability: The capacity to hold oneself accountable is a telltale indicator of professionalism and ethical journalism. When people make mistakes, they have to own up to them and show genuine remorse rather than acting suspiciously. They have to pay attention to what their audience has to say.

2.7. Challenges of Practicing Investigative Journalism

Investigative journalists never stop looking for secret information to share with the public. But there are other obstacles operating behind these watchdogs, ranging from making it difficult for investigative reporting to be comfortable to doubting the safety of the journalists themselves.

Waisbord (2002) asserts that there are both internal and external limitations for investigative journalism. These kinds of limitations have an impact on journalism practice and topics. It is ideal for journalism to look into a range of topics and provide in-depth, factual articles in order to support public discourse, democratic accountability, and the development of informed citizens. An external restriction is a limitation on investigative work that exists outside the media and affects investigative journalism, while an internal constraint is pressure caused by practice within the media organization.

2.7.1. Internal constraints of investigative journalism

One is the news organization's unclear dedication to this form of journalism. The limitations of editorial pressure on journalists and the lack of resources allocated to investigative journalism may be indicators of this (Waisbord, 2002).

Investigative journalists need financial support, sufficient logistics, and training in order to perform high-quality, in-depth research. Investigative journalism would confront numerous difficulties if the media outlet was unable to provide the required backing. The standard of investigative journalism is also influenced by a lack of media autonomy. Fear of editors, board members, media executives, and the greatest unemployment rate among journalists push journalists to practice self-censorship. Self-censorship so turns into a survival tactic to preserve job stability. The following is a summary of investigative journalism's internal limitations.

Brown envelope and courage: the journalist may be the source of the constraint. They could be afraid of the possible consequences, which makes them self-censor to prevent upsetting a figurehead whom they perceive to be problematic. On this subject, Skjerdal (2012) noted that, conversely, journalists may readily engage in brown envelope journalism as a justification for receiving low pay.

Media ownership: If an investigative piece is not required by the owner, private owned media are not motivated to generate it. If the agenda is tied to official interests, the same phenomenon may occur in the government media (Rudin and Ibbotson, 2002).

Legal challenge: Investigative journalism faces a range of legal challenges, from official court manipulation to judicial system slowdown. This suggests that in order to encourage investigative journalism, legal support is essential.

Ethics and training: Investigative journalism requires high ethical standards and careful execution; it can be difficult for journalists to violate these standards. Building investigative journalism's capacity is also essential, unless reporters lack the necessary investigative skills.

Logistics: One of the significant obstacles faced by investigative journalism is the inadequate logistic support provided by media outlets.

Threat: By its very nature, investigative journalism is a challenging profession. Some assignments put journalists' lives at grave peril in which some were hurt, killed, bulldozed, and arrested by the person or organization conducting the investigation. An investigative reporter cited in Forbes (2005, p. 51), stated it' as follows:

‘‘It gets harder when the people you are researching start threatening your family members since the more delicate the narrative, the more hazardous it might get. For instance, as I was working on an article, my girlfriend received a phone call from someone who stated, "We are watching you." We'll murder you if you don't stop telling your guy this story. I decided to publish the article. The girlfriend expressed fear. She skipped an entire week of work. "All right, stay at home," I said. I continued the story with someone watching after her.

Financial limitations: are also evident in media organizations as it is necessary to allocate a sufficient budget for research. When an editor rejects a request or determines that an investigation lacks the necessary time and resources, that editor may establish a limitation (Forbes, 2005).

2.7.2. External constraints

Some of the external restrictions on investigative journalism that Waisbord (2002) adhered to are as follows:

Legal constraints: As democracy has become stronger, legal censorship has been removed. Yet, a number of legal restrictions still make investigative journalism challenging. According to Waisbord (2002), investigative journalism needs certain legal safeguards in order to meet democratic accountability standards. Even with the law in place, the public is not effectively able to access information. Legislation has been passed, but it hasn't significantly altered reporting procedures.

Political constraints: Pressuring media outlets and reporters to expose wrongdoings is a universal practice. Those who have been accused of misconduct usually utilize covert and overt tactics to intimidate reporters, influence publishers and editors, and stifle criticism. It has long been customary to intimidate journalists and penalize unfavorable reporting. Government officials have occasionally been caught interfering with the profession of investigative journalism.

Economic constraints: According to some analysts, investigative journalism can only be carried out by news organizations that are financially independent of governments. Put another way,

close relationships between powerful marketers and public servants frequently lead to financial penalties and intimidation of news groups that investigate misbehavior by the government.

2.8. Sources of Investigative Journalism Stories

Journalists can find a wealth of information about a topic or event from a variety of sources. "At the core of journalism lies the source; becoming a journalist essentially means developing sources," contends Keeble (2001: 41). Even if a problem has been around for a while, fresh facts or a source's opinion will make it newsworthy.

During the event that is being reported, primary sources were produced. These are comparable to interviews, and in this context, observation is useful. Interviews are useful for obtaining rich, detailed information about respondents' true emotions.

When employing sources for tales, they are categorized according to how close they are to the story. Primary and secondary sources are these. When covering stories, reporters consult both primary and secondary sources. An interview with someone who has firsthand knowledge of the event or subject matter, or an original document pertaining to the subject matter, could be considered primary sources. The journalist is regarded as a primary source as they were an eyewitness. A written report that is based on the original document could be considered a secondary source (Potter, 2006).

The writer can collect precise and comprehensive facts with the aid of primary sources, particularly interviews. Even the reporter is able to discern the true emotions of the subject; nevertheless, in investigative reporting, primary sources may not always agree to be interviewed. since they wish to shield themselves from any abuse. Reang and Nariddh (2007) state that when a source is being investigated for corruption or other crime, it might be particularly challenging to get them to speak. Individuals may be afraid to interact with journalists; instead, they would rather send information in this way to help the inquiry by sharing their knowledge.

If the interviewee agrees, it is possible to record the interview in-person. Investigative reporting is a team effort, one reporter should ask questions while the other takes notes. The reporter is able to probe further and watch the interviewee's facial expressions. It is helpful for the reporter

to get in touch with other subjects who may be related to the story, but getting in touch with the relevant party is difficult due to local bureaucracy, particularly for investigative journalists (Gaines, 1994).

However, those who describe events using secondary sources—such as documents—are not directly present at the events they describe. Reang and Nariddh (2007, p. 25) assert that it is important to comprehend documents and ensure that their interpretations appropriately correspond to the narrative under investigation. If not, they might deceive the investigator.

Without a reporter document needs to be correctly understood, it is preferable to realize that records are not the end of the investigation. A document is any written, graphic, electronic, tape-recorded items that contain data. It is employed to retrieve information that the human source does not provide. By their nature, documents are frequently thorough and explicit, logically ordered, and evaluated (Kennedy et al., 1993).

Numerous things can inspire ideas for possible investigative pieces. These consist of hearsay from the general population, journalistic curiosity, trends, shifts, and information from other news outlets (Forbes, 2005).

The advent of new media technology also offers journalists new ways to obtain information, such as insider tips and public gossip. However, before using the information, the reporter must thoroughly examine it. It is important to double-check sources to make sure they provide accurate information. If there is no reliable source, it is the journalist's responsibility to filter out the waste.

CHAPTER THREE: RESEARCH METHODOLOGY

This chapter covers the research design, study population, sample strategies, data collection tools, data analysis procedures and ethical issues.

3.1. Description of the Study Area

Few respondents to the questionnaire-based survey from other regional states of the nation were included in the study, which was carried out in the metropolis of Addis Ababa. With a population of over 6 million, Addis Ababa is Ethiopia's capital and largest metropolis. Even though the investigative journalism-focused ETV show airs nationwide, the researcher carried out the study at the ETV Head Office in Addis Ababa. The study focused on journalists and management staff working at the Addis Ababa office, as the Head Office is in charge of creating and distributing the program. The Africa Union, in addition to other diplomatic and UN offices, are located in Addis Ababa.

3.2. Research Design

Descriptive research approach was taken into consideration to characterize the present practices and difficulties of investigative journalism in Ethiopia within the framework of ETV in order to meet the study's stated objectives. To obtain both qualitative and quantitative data from various sources, the research employed a variety of data collection techniques.

3.3. Sources of Data

Using a structured questionnaire and key informant interviews, the primary data was gathered from investigative journalists, managers, editors, and members of the general public who watched any of ETV's investigative journalism shows. Furthermore, secondary data was gathered, carefully examined, and methodically examined.

3.4. Population of the Study

Key professionals who work on investigative journalism at various levels of responsibility as well as members of the general public who watch or listen to any investigative reporting on ETV shows made up the study's population. Interviews were conducted with management personnel, editors and technical journalists in addition to specific audiences. The study's population was thought to be vast and unidentified. In light of this presumption, suitable sampling strategies were developed and applied to choose study samples from the community.

3.5. Sampling Techniques and Sample Size Determination

The research sample consisted of individuals who are either journalists or members of the public who have heard any of the investigative journalism reports that ETV has broadcast. As a result, it was not possible to randomly select a sample from the general population, and this was not taken into account when designing the study. This means that suitable non-probability sampling procedures were taken into consideration while choosing the respondents for the questionnaire-based survey.

It was really challenging to find a list of persons who had experience with investigative journalism in particular. To address these issues and resource constraints, the researcher combined two non-probability sampling methods: web panel sampling and voluntary sampling.

The researcher identified journalists with investigative journalism experience as well as members of the general public who have viewed any of ETV's investigative journalism shows. The selection process was voluntary and dependent on experience. Furthermore, the investigator disseminated the link to the web-based questionnaire via various channels, such as emails and social media accounts, and published the questionnaire on an online platform. The target audiences for the research those who had watched the ETV investigative journalism report and the goal of the study were made clear. The researcher voluntarily gathered completed questionnaires from the general public.

The researcher knew that the selection of the sample was elective. But the researcher did not choose the samples himself. The general audience who has listened to or watched any

investigative journalism reporting is included in the sample frame, which is defined by the researcher. Because it was challenging to quickly determine the sample frame, the non-probability sampling technique, which was voluntary, and web panel sampling were advised. Nonetheless, the sample strategy listed below was advised, presuming that there is a sizable population that is unknown.

$$s = z^2 * \frac{(p * (1 - p))}{e^2}$$

Where s is the sample size, z is the z score for the specified confidence interval (92% in this case), p is the population proportion which is recommended at 50% which is 0.5) and e is the margin of error which is 10% (0.1) for the purpose of research. The researcher considered complexity of the research, available financial resource and time required to collect data.

$$s = 1.75^2 * \frac{(0.5 * (1 - 0.5))}{0.1^2}$$

$$s = 1.75^2 * \frac{(0.5 * 0.5)}{0.1^2} = 77$$

Therefore, the sample size for the research was 77 people. The researcher added 10% contingency to compensate for potential non respondent and data error in the data cleaning process. Therefore, questionnaire-based data was collected from 85 people though actual analysis was conducted on the basis of data that was collected from the 77 samples.

3.6. Instruments of Data Collection

3.6.1. Questionnaire-based survey

The 77 participants in the sample population were asked to complete a questionnaire-based survey in order to provide data. The purpose of the questionnaire was to gather appropriate data in order to comprehend the current state of investigative journalism practices with an emphasis on the ETV program, policy framework, audience perception, challenges in policy and practice, and recommendations for areas for improvement in the field of investigative journalism. The questionnaire-based poll was used to gather respondents' opinions on investigative journalism

from information gathered from journalists and audiences, in addition to their expert knowledge and experience.

3.6.2. Key informant interview (KII)

In addition, ten individuals were chosen based on their familiarity with the principles and procedures of investigative journalism for a comprehensive interview in which qualitative data was gathered to support and validate the survey conducted using a questionnaire. Authorities from the government where investigative journalism was done as well as viewers of the investigative journalism shows on ETV were also involved. The researcher performed a face-to-face interview (KII) with the ten individuals that were chosen, allowing the researcher to collect meaningful data throughout the talks.

3.6.3. Review of secondary data

Secondary data from peer-reviewed journals, policy documents, and other published materials pertaining to investigative journalism were gathered and arranged by the researcher. ETV's investigative stories were also examined for substance and methodology. To bolster the quantitative component of the study, these materials were condensed and presented.

3.7. Methods of Data Analysis

Using Microsoft Excel and Statistics and Data (Stata) software, the quantitative data from the web-based surveys (Kobo Toolbox) was methodically categorized, tabulated, and analyzed. Statistical methods such tables, graphs, percentages, and mean values are used to illustrate this data.

The content analysis method was utilized to systematically categorize, conceptualize, and ultimately interpret the qualitative data obtained from secondary data and KII. The interpretation was based on the various themes of investigative journalism, the specific objectives, and the research questions. In order to triangulate the data and provide a thorough assessment of the practices and issues surrounding the research theme, the researcher attempted to integrate the findings of the qualitative analysis with the quantitative data gathered from a questionnaire-based survey.

3.8. Ethical Considerations

All hazards were avoided in order to conduct the study in a fair and just manner. Participants' interest and informed consent were obtained before any data was gathered. The participants in the study were given the assurance by the researcher that the data collected would not be used for any other reason.

In order to maintain participant confidentiality, data was gathered anonymously and without identifying research participants. A detailed statement regarding the goal of the study and how data would be used in the research process was included in both the KII checklist and the questionnaire. Prior to the start of the real data collection, participants were asked to sign a consent letter.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1. Demography of Respondents

Many types of data were gathered by the researcher from a variety of respondents. The bulk of respondents are from Addis Ababa due to the research's focus on investigating reporting techniques in the setting of ETV Aynachin Program. Nonetheless, efforts were also made to incorporate participants from five additional states in the country's region.

4.2. Demography of Respondents

Many types of data were gathered by the researcher from a variety of respondents. The bulk of respondents are from Addis Ababa due to the research's focus on investigating investigative reporting techniques in the setting of ETV. Nonetheless, efforts were also made to incorporate participants from five additional states in the country's region.

Table 1: Number of respondents disaggregated by region of residence

Region	# of respondents
Addis Ababa	66
Oromia	2
Amhara	5
Dire Dawa	1
Harari	1
South-west	2
Total	77

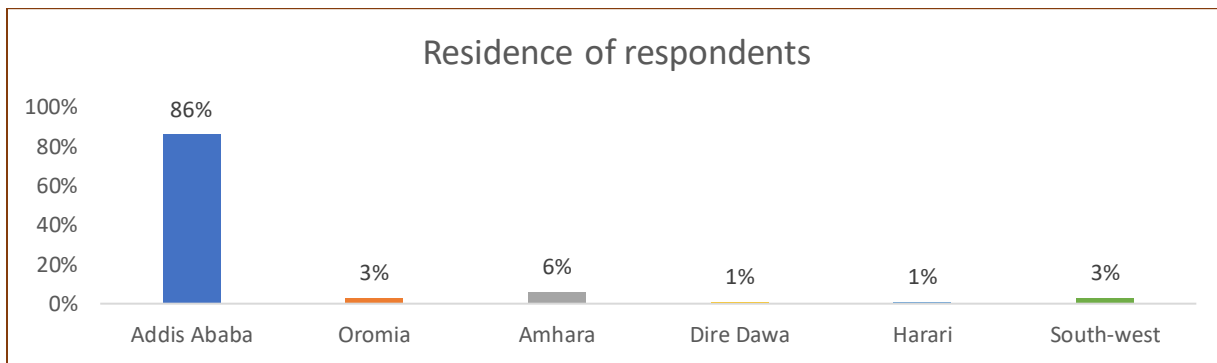


Figure 1: Respondents by region of residence

In terms of the gender composition of the research participants for the questionnaire-based survey, 82% of the total respondents were male while 18% were female. 86% of the respondents were between the age of 21 and 40 years. In terms of education of respondents, more than 88% of respondents have either Bachelors or master's degree in different fields of study.

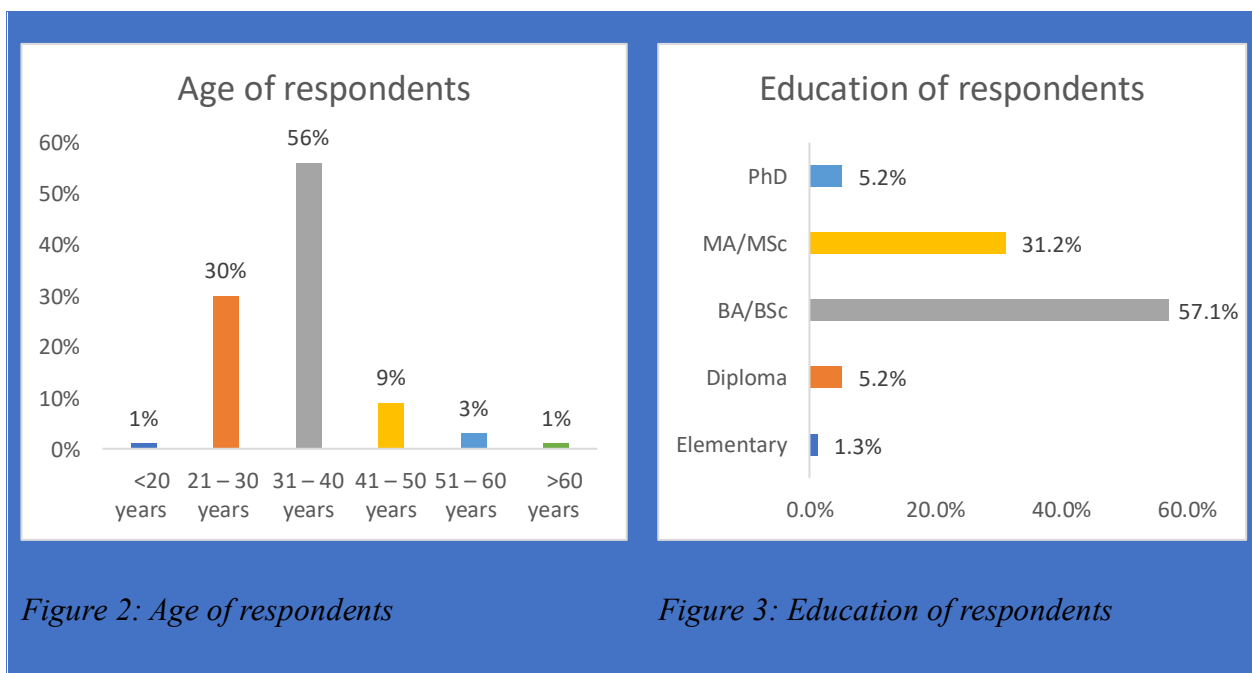


Figure 2: Age of respondents

Figure 3: Education of respondents

<i>Table 2: Age category of respondents</i>		<i>Table 3: Education status of respondents</i>	
Age category	Number of respondents	Education status of respondents	Number of respondents
<20 years	1	Elementary	1
21 - 30 years	23	Diploma	4
31 - 40 years	43	BA/BSc	44
41 - 50 years	7	MA/MSc	24
51 - 60 years	2	PhD	4
>61 years	1		
Total	77	Total	77

Participants in the questionnaire-based poll were primarily divided into two professions: journalists and others. Participants who have seen at least one investigative program from ETV in the past are represented by the term "other." In order to establish some knowledge from the perspective of journalism and viewers, both journalists and audiences were involved in the research.

Table 4: Professional profile of respondents

Professional profile of respondents	Number of respondents
Journalists	39
Audiences	38
Total	77

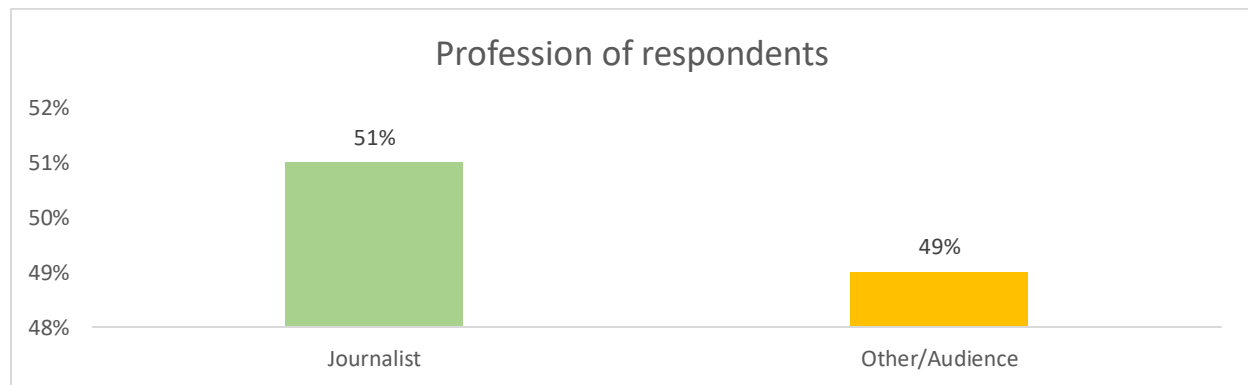


Figure 4: Profession of respondents

Journalists by profession who work in various capacities within the investigation unit answered the poll. Journalists are some of the most seasoned professionals in the field, having worked for many years and possessing an exceptional understanding of Ethiopian journalism, especially with regard to ETV's investigative reporting techniques.

59% of respondents have experience between 4 – 10 years in the field while 23% of respondents have worked in the sector between 11 – 15 years. The research also includes relatively junior (8% who have experience of less than 3 years) and most senior journalists (about 10% who have worked for more than 15 years in the field) have responded to the questionnaire-based survey. The study includes the perspective of junior, middle level and highly experienced journalists who have the experience and exposure in investigative reporting of ETV.

Table 5: Experience of respondents (among Journalists)

Experience of respondents (among Journalists)	Number of respondents
<3 years	3
4 - 10 years	23
11 - 15 years	9
>15 years	4
Total	39

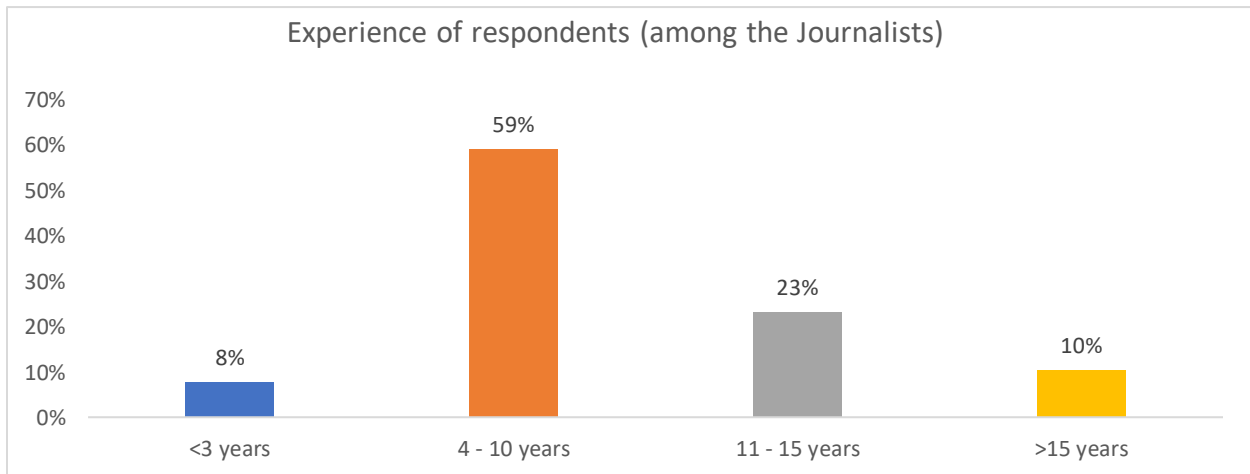


Figure 5: Experience of respondents (among journalists)

4.3. Exploration of the Practices of Investigative Journalism in ETV Aynachin Program

The goal of investigative journalism at ETV, according to a key informant interview, is to uncover issues that harm the public interest, expose wrongdoings to the public and relevant authorities, promote accountability, and identify solutions for misconduct and wrongdoings

across sectors. Through its investigative reporting, ETV has been instrumental in highlighting deficiencies in the public sector that stem from inadequate governance and inept leadership.

With greater skill and caliber, ETV is Ethiopia's top investigative journalism outlet. Because of their organizational background, reporters are able to plan ahead and choose what topics to cover. But there are also clear problems facing the investigative journalism industry, such as inadequate research, stories being canceled for a variety of reasons, and issues pertaining to leadership. There is a serious gap in ETV's accountability to the public because their investigative reporting program does not include follow-up articles on earlier reports, even if reporting an incident once is insufficient.

Prior to assessing their opinions of appropriate investigative journalism procedures, participants were questioned regarding their familiarity with the various forms of investigative journalism. It appears that the great majority of respondents are unaware of the journalistic procedures used by ETV, and a sizable portion of respondents—both journalists and viewers—generally dispute that good investigative journalism is practiced there.

Table 6: Awareness of respondents about the different commitments and practices of investigative journalism of ETV

Level of awareness of respondents about investigative journalism of ETV	Frequency of respondents					
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Do not Know
Investigative journalism has special focus in ETV.	16	33	13	10	1	4
ETV Media managers are interested to practice investigative journalism.	13	25	19	6	1	13
Investigative programs/news from ETV are playing vital role in exposing wrongdoings.	8	33	13	14	5	4

I believe ETV is on the right track in playing media's watchdog role.	26	25	13	6	3	4
ETV is free from government officials' interferences to produce investigative issues	37	23	4	3	4	6
ETV journalists are free to produce any investigative issues.	33	25	6	2	4	7
Investigative programs and news produced by ETV are credible for the audience.	14	17	23	18	1	4
ETV provides sufficient training for investigative journalists to improve their investigation capacity.	11	20	19	4	1	22
I believe I have key skills of investigative journalism to conduct investigation.	8	9	29	14	7	10
I believe audiences are highly interested in investigative programs broadcasted by ETV.	5	16	13	16	22	5

The questionnaire-based study revealed that 83% of participants believed investigative journalism was not being done correctly at ETV. They identified the main barriers causing the low rate of perception as being connected to general political and policy-related issues. Merely 17% of respondents said that ETV effectively engages in investigative journalism, with the organization fulfilling its natural function.

Table 7: Practice of investigative journalism

Practice of investigative journalism	Number of respondents
Yes	13
No	64
Total	77

Among the small proportion of respondents who believed that ETV practices investigative reporting properly, it is only about 8% who reported that the investigative reporting is regular. More than 60% of respondents, as indicated in the below graph, indicated that investigative reporting lack regularity and that it is ad hoc.

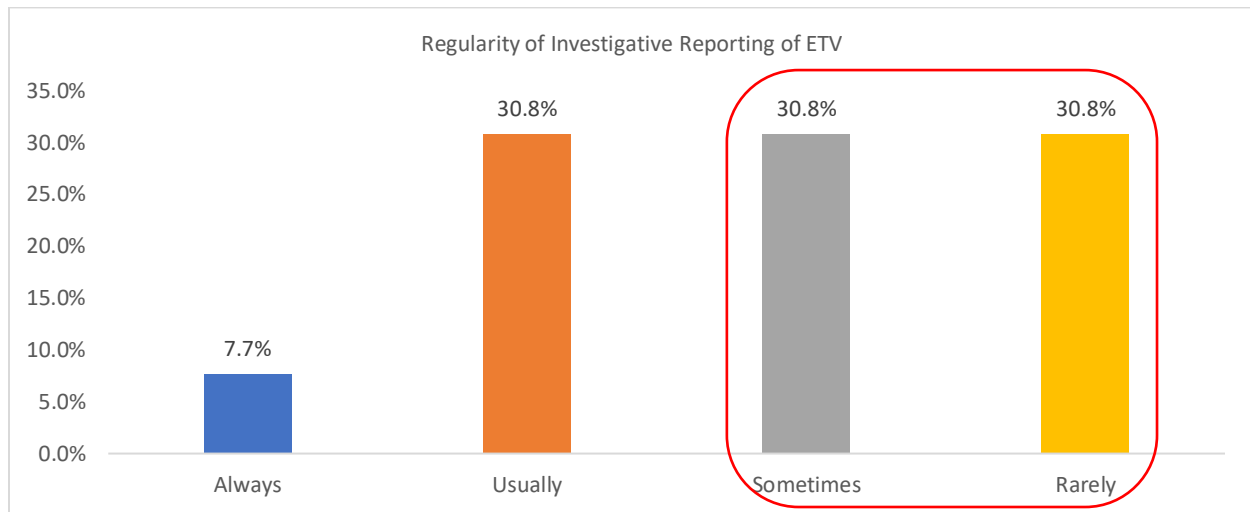


Figure 6: Regularity of Investigative Reporting of ETV

Table 8: Frequency of proper practicing of investigative journalism (among those who believe that ETV practices proper investigative journalism)

Frequency of proper practicing of investigative journalism	Number of respondents
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Always	1
Usually	4
Sometimes	4
Rarely	4
Total	13

In order to determine why the majority of respondents thought investigative reporting was improperly done in ETV, the researcher also conducted an assessment. It was discovered that internal and external influence is one of the main factors limiting investigative reporting, among other problems. More than half of those surveyed said that needless intervention and political influence have a detrimental impact on investigative reporting.

While prominent political figures individually play a crucial role in this regard, the government as a system is primarily responsible for the influence and interference. Additionally, there is indirect influence from the government and well-known figures who control and sway ETV's management to either not air a sensitive report, avoid certain issues entirely, or alter the content of reports to serve the government's interests above all else.

The lack of expertise and commitment to preserve regularity and high standards of investigative reporting in the face of challenges facing the nation's media industry was the second major factor influencing investigative journalism. A significant obstacle to investigative reporting, according to about 30% of respondents, is a lack of willingness and expertise. A total of 6% of participants recognized political instability, a lack of protection for journalists engaged in investigative reporting, and financial and temporal resources as significant problems.

Table 9: Factors affecting regularity of Investigative Reporting (out of 64 respondents who do not believe that investigative reporting is not properly practiced)

Factors affecting regularity of Investigative Reporting	Number of respondents
Influence and Interference	33
Lack of Skill and Willingness	19
Political Instability	1
Resource (time and financial) Constrain	1
Lack of Journalist Protection	1
No Investigative Journalism	1
Do not Know	8
Total	64

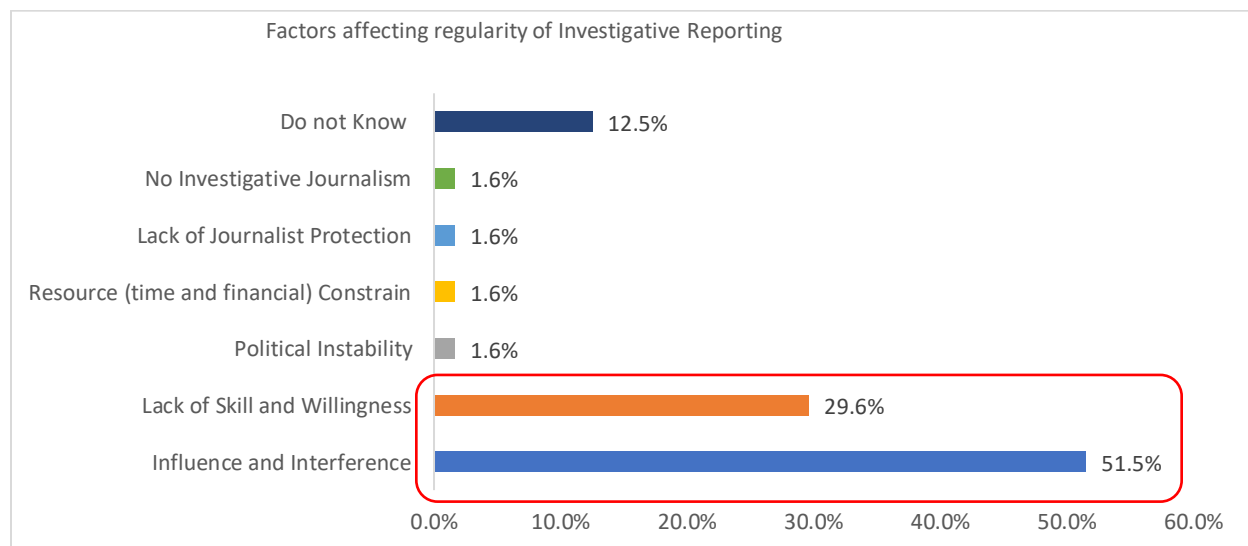


Figure 7: Factors affecting regularity of Investigative Reporting

4.4. Independence in Investigative Journalism Endeavors

The low credibility of ETV's investigative reporting procedures was caused by a number of factors, including a lack of capability and incentives, fear, political meddling, and a poor enabling environment. Because of this, the overwhelming majority felt that ETV's investigative reporting is not sufficiently free from outside and internal pressures and meddling.

A key informant interview highlighted a different dimension to the cause of interference from higher officials. The interference of higher Government officials was due to the partnership of their bureau to ETV where officials want to influence media leaders so that wrongdoing is covered and they run away from public accountability.

4.5. Audience Perception about Practices of Investigative reporting of ETV

The general opinion of the viewers toward ETV's investigative shows was evaluated. An attempt was made to comprehend how the audience felt about the relevancy of the content, the regularity or consistency, the degree of outside interference, the audience's interest in watching or listening, and the audience's general pleasure with ETV's investigative reporting.

The investigation produced some pretty intriguing results, which are shown in the graph below. Data is gathered by asking respondents—both journalists and audiences—how they understand the above-described parameters.

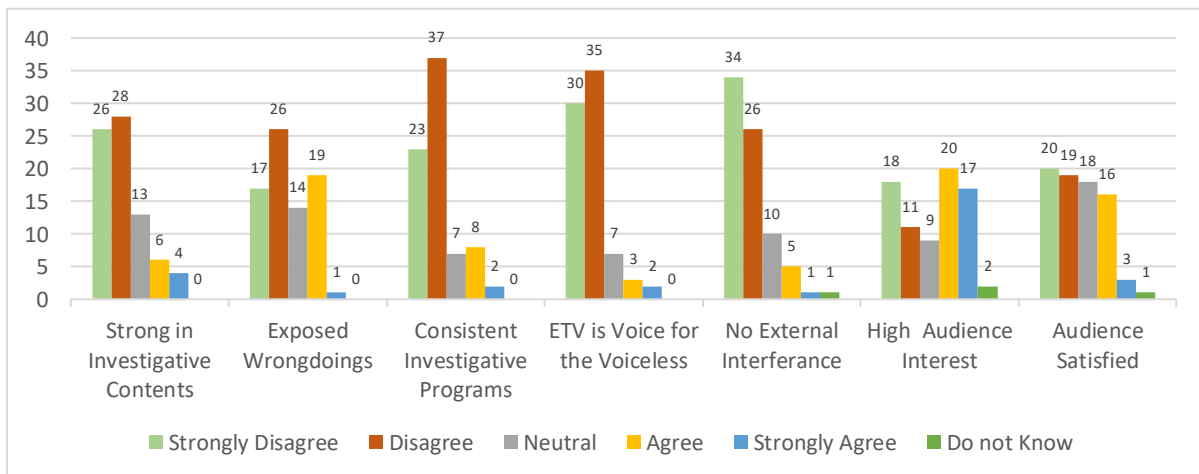


Figure 8: Audience Perception of ETV's investigative reporting

According to the majority of respondents, ETV's investigative reporting lacked compelling content. The vast majority of respondents also said that ETV's investigative reporting lacked regularity and consistency and was restricted by outside forces. Many felt that ETV was not fulfilling its obligation as a major media organization to provide a "voice for the voiceless" as a result. But a sizable portion of respondents also expressed gratitude for the scant investigative investigations that ETV had previously shown.

They held the opinion that when ETV produced investigative reporting free from the influence of outside parties, mostly government and prominent officials, the stories were able to reveal wrongdoings that harmed the public interest, and viewers expressed satisfaction in this report.

Most respondents expressed a strong correlation between irregularities in reports and outside influences that cause the institution to focus on less publicly relevant topics, therefore detracting from their overall level of satisfaction. But when ETV produces investigative reports with a higher level of quality, the broadcasts grabbed viewers' attention and helped them feel satisfied.

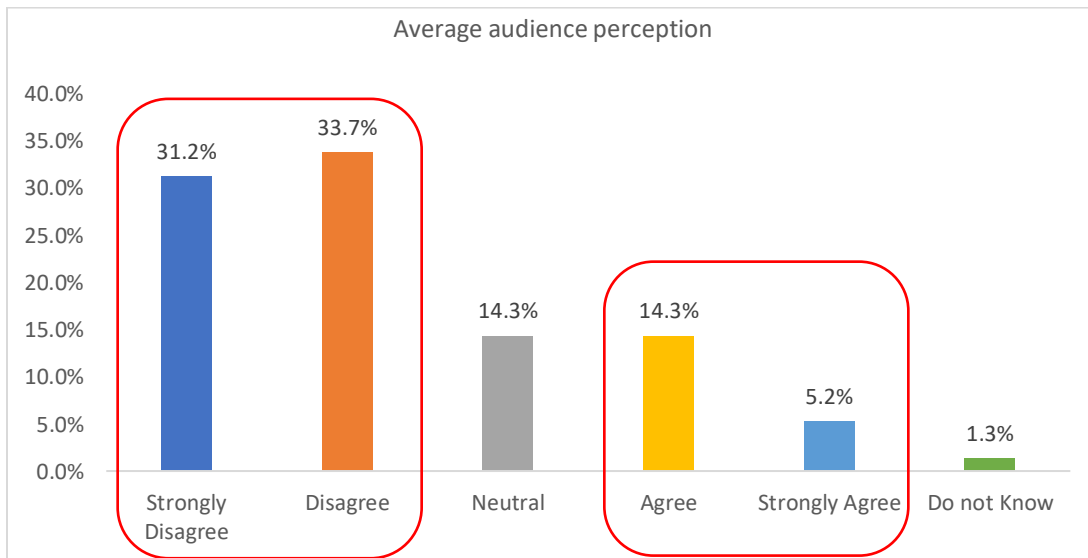


Figure 9: Average audience perception

However, the average audience perception and satisfaction with ETV's investigative programs takes into account the relevance of the content to the public, the frequency of the shows, and the presence of outside interference. More specifically, approximately 65% of respondents disagree,

indicating a very low level of satisfaction overall, with only 19% indicating that they are satisfied with the investigative programs on ETV.

Even the 19% of respondents who expressed greater satisfaction said that their assessment was solely based on a small number of investigative reports that were broadcast in the public interest without any intervention from the government or other influential parties.

Moreover, 60% of respondents think that fear and perceived government meddling are the main causes of the obstructions to the transmission of important investigative programs, which are caused by both external and internal sources. If there is a blockage of critical investigative reporting, as reported by 59% of respondents, it is primarily due to political influence and fear; 41% of respondents do not know why, despite their conviction that such reports are not being aired.

4.6. Practices of Reporting Critical Issues affecting the Public Interest

According to the data gathered from respondents, journalists and audiences have a bad impression that ETV is not revealing important topics that are in the public interest. The majority of respondents (49.3%) disagree or strongly disagree that ETV is not committed to exposing wrongdoings of public concern, as seen in the figure below. Furthermore, according to 67.5% of respondents, ETV does not represent the voiceless. Because of this, the vast majority of respondents (84.4%) think that ETV's investigative reporting is not going in the correct direction.

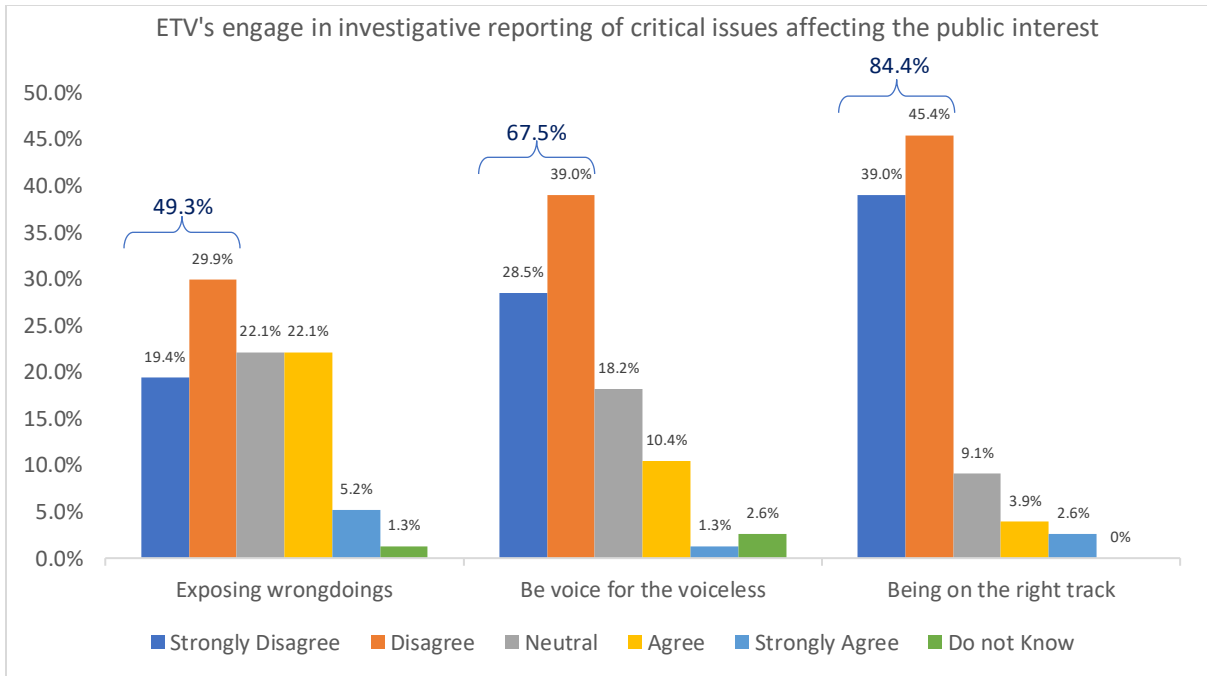


Figure 10: ETV's engage in investigative reporting of critical issues affecting the public interest

4.7. External Influence and Credibility of ETV's Investigative Journalism

External influence particularly from the Government system and high-profile authorities is believed to have string influence on the activities of ETV. A general proportion of 69% of respondents agreed that external influence affected credibility of investigative reports of ETV. Most of the investigative reports of ETV are linked to Government initiatives according to majority of the respondents.

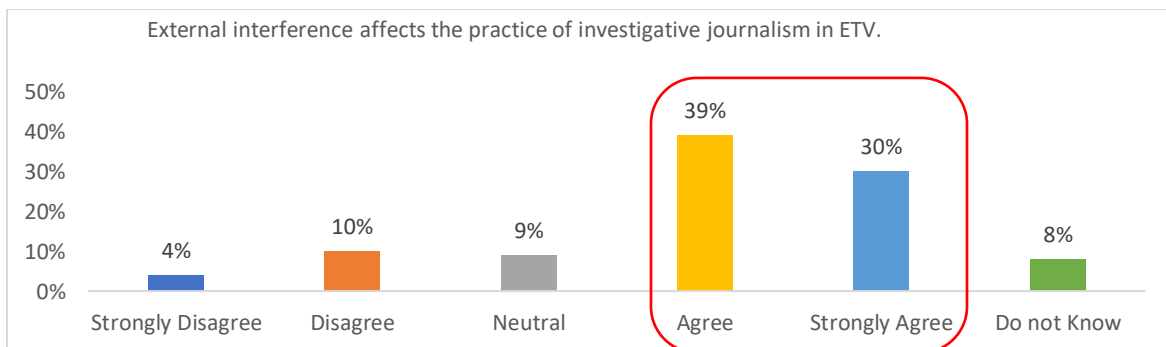


Figure 11: External influence and credibility of ETV investigative reporting

On the other hand, only 24% of respondents have the confidence on the quality and credibility of investigative reports of ETV while 40% do not believe in the quality and credibility of the reports and about 30% and 5% were neutral and do not know about it respectively.

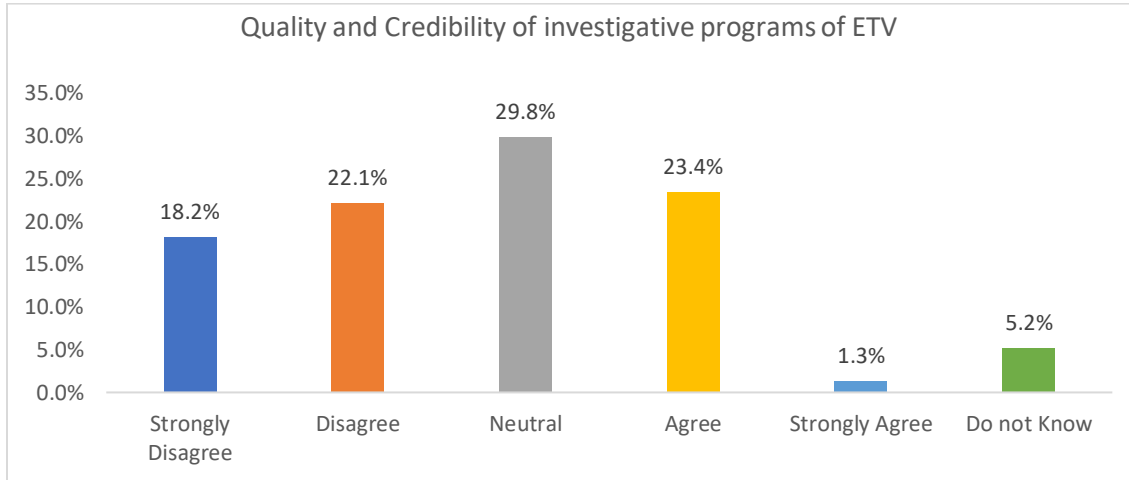


Figure 12: Quality and Credibility of investigative programs of ETV

4.8. Self-censorship, Interference and Autonomy of Investigative Reporting

In addition to the connection between outside influence and ETV's investigative reporting, a greater percentage of respondents believe that this kind of meddling jeopardizes the institution's autonomy as well as the credibility of the reports. The majority of the investigation reports showed evidence of self-censorship as a result of outside pressure; over 60% of respondents attested to this fact, and 43% associated self-censorship with intimidation and fear from both outside pressure and internal bureaucracy. Thus, institutional autonomy is badly impacted and compromised by both self-censorship and outside coercion.

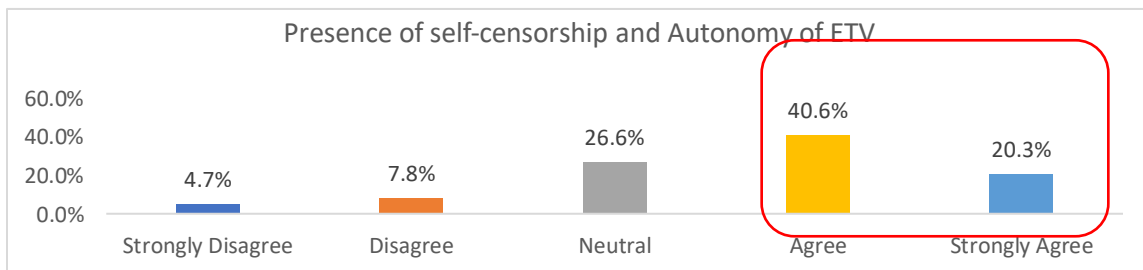


Figure 13: Presence of self-censorship and Autonomy of ETV

4.9. Contributions of Investigative Journalism to Public Awareness

Through revealing hidden realities, exposing corruption, and holding those in positions of power responsible, investigative journalism has been shown to play a critical role in increasing public knowledge, according to key informant interviews with a variety of journalists and audiences with expertise in the field. Investigative journalism has made significant contributions to raising public awareness in a number of areas, including exposing corruption, educating the public, promoting change, defending democracy, and serving as a voice for the voiceless.

Exposing Corruption: Investigative journalism often delves deep into issues that are hidden from the public eye, such as political corruption, corporate wrongdoings, or institutional abuses. By shining a light on these issues, investigative journalists help expose wrongdoing and hold the culprits accountable.

Informing the Public: By offering in-depth background and analysis of difficult problems, investigative reporting aids in the public's understanding of the importance and ramifications of particular events or policies. Investigative reports of this kind assist citizens in making defensible decisions and taking action on public interest issues.

Driving Change: By drawing attention to problems that require reform or action, investigative journalism has the ability to influence social and political change. Investigative journalists have the power to affect public opinion, legislation, or policies by exposing the core causes of the issues they cover.

Preserving Democracy: By making powerful organizations, businesses, and governments answerable for their deeds, investigative journalism acts as a watchdog for democracy. Investigative journalists contribute to the transparency and integrity of public institutions by bringing to light power abuses, conflicts of interest, and legal infractions.

Giving a Voice to the Voiceless: Investigative journalism frequently provides underrepresented groups or individuals a platform to be heard, so amplifying their voices. Investigative journalists have the ability to draw attention to social justice and equity issues by illuminating their experiences and hardships.

In general, investigative journalism is essential for expanding public awareness, encouraging openness, and giving people the confidence to take part in important issues that impact their communities and daily lives. Although key informants strongly believe and perceive investigative journalism as playing a crucial role in raising public awareness, the results of the questionnaire-based poll do not clearly demonstrate this contribution. One possible explanation for this could be the inconsistent nature and inadequate coverage of investigative reporting in the nation's media sector, especially on ETV.

4.10. Major Challenges of Investigative Journalism in ETV

Journalists with varying roles inside the company and other journalists acquainted with ETV's investigative reporting identified a dearth of supportive environments (43%) as the primary obstacle they encounter as journalists, with 8% of respondents citing fear as a contributing factor. These difficulties are essential to preserving the freedom of journalism and allowing the organization to fulfill its fundamental duty of disseminating reliable information and covering wrongdoings that have an impact on the public interest. Only 3% of respondents named inexperience as a major obstacle, and a sizable portion (46%) are unsure of the specific difficulties.

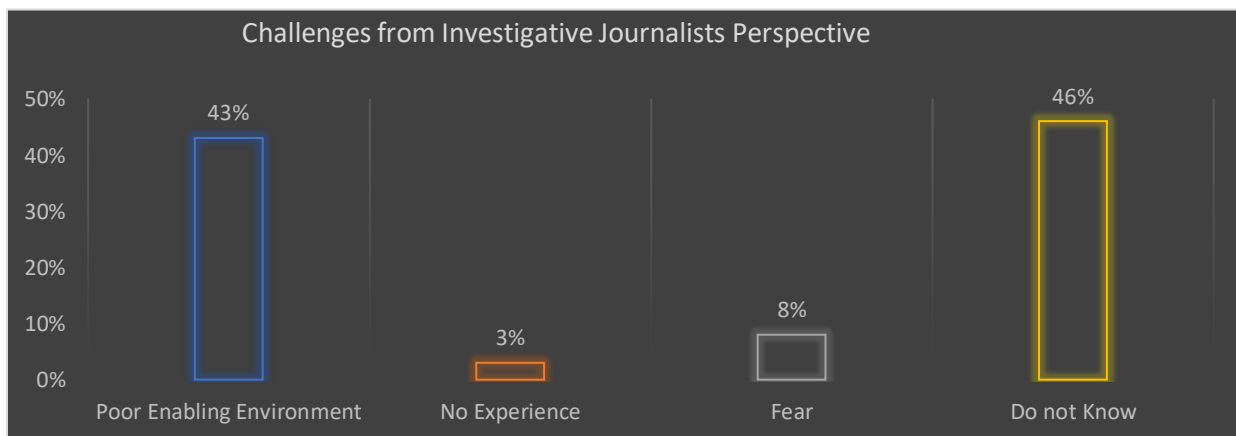


Figure 14: Challenges from Investigative Journalists Perspective

In addition, viewers were asked to list the main causes or difficulties that have an impact on investigative journalism in Ethiopia, specifically with regard to ETV.

According to the combined responses from journalists and viewers, the nation's political climate and a lack of media freedom (58.4%) are the key elements determining the caliber, consistency, and legitimacy of investigative reporting, all of which have an impact on the motivation of investigative journalists as well as the satisfaction of their audiences. A lack of willingness and expertise was mentioned by 9% of respondents, while 32.5% of respondents—mostly audiences—did not know what influences investigative reporting procedures.

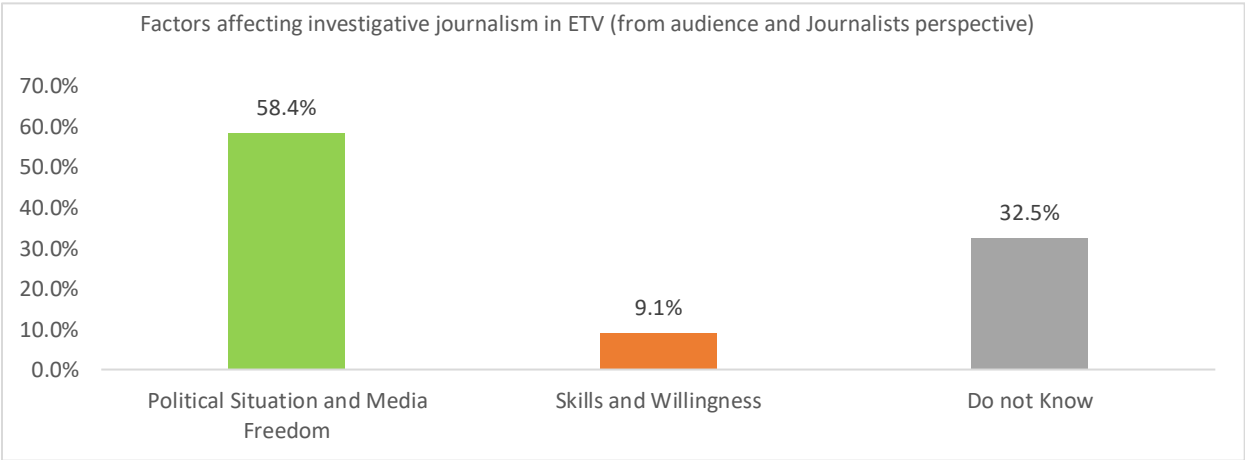


Figure 15: Factors affecting investigative journalism in ETV (from audience and Journalists perspective)

The political climate is important because it shapes the media landscape and shares the industry's playing field. Since the government controls the majority of ETV, it controls the nature of the investigations, their frequency, and other aspects in order to preserve government interest. This demonstrated how political context affects media freedom, journalist motivation, and the legitimacy of the organization's entire investigative reporting program.

Furthermore, crucial informant interviews highlighted the previously noted difficulties, confirming the numerous issues that plague investigative journalism. The main challenges mentioned during key informant interviews were the absence of responsible authorities and experts in the public sector, the unwillingness to provide information when it is available, information blocking, direct and indirect attacks on investigative journalists, intimidation, psychological influence through the use of power, threats of arrest and death, profiling of

investigative journalism due to political, religious, or ethnic affiliation, and needless intervention by higher authorities to halt the reporting. These difficulties correspond with those that were found in the questionnaire-based survey.

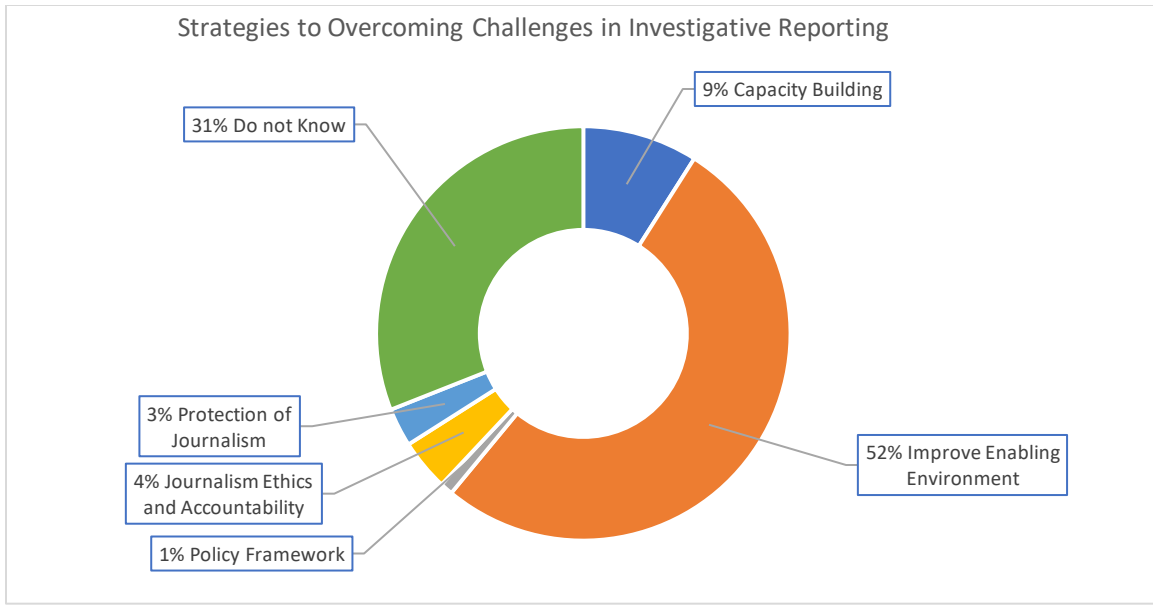
4.11. Strategies to Overcoming Challenges in Investigative Reporting

Several tactics were found in the study based on people's responses to a questionnaire in order to address the difficulties ETV is having with investigative journalism. The most crucial topic to consider is improving the enabling environment, out of all the solutions to address the numerous interconnected challenges.

According to 52% of respondents, the institution's autonomy must be preserved, and the supportive atmosphere associated with good conditions for media freedom and avoiding self-censorship, including needless government involvement, should be discontinued. All of these elements help to create a more favorable climate that can inspire and reward journalists for producing excellent, reliable news on topics of public concern.

In addition, it's important to solve investigative journalism's capacity shortage in order to guarantee that the caliber of its reporting has improved. Training and cross-learning visits with other media agencies are part of the capacity building process. Additionally, one percent of respondents made it clear that robust policy frameworks are important to control free media by preventing needless intervention. The policy aspect was also covered in the enabling environment, notwithstanding the limited percentage of speakers that addressed the policy framework.

While 3% of respondents emphasized the need to ensure the safety of courageous investigative journalists, 4% of respondents said that journalists should fulfill their roles with the highest standards of accountability and ethics. This relates to reporting on issues impartially and with supporting data.



4.12. Critical Review of Sample Investigative Report: Expert Opinion

4.12.1. Overview of the selected investigative report

"Land Invasion- (የሞሬት ቅርጫ)" was the well-known "Aynachin" program that contained the investigative program that was chosen for critical assessment. The show ran for 42 minutes and was broadcast on March 10, 2021. The program's primary goal was to draw attention to the unlawful land invasion that has taken place in Ethiopia's Bole and Lafto subcities under the control of the Addis Ababa municipal authority.

4.12.2. Content evaluation

The content of the program was reviewed using relevance, timeliness, specificity and impact criteria.

Relevance: In Addis Ababa and throughout Ethiopia, land invasion is a major issue. By compromising the interests of the public and the individual, the business sector, government representatives, technological specialists, and other stakeholders are all participating in the chain for the private profit. The issue of land invasion has been the subject of several grievances and protests, which highlights how vital the subject is. As a result, the study attests to the report's relevance to the general public's interest.

Timeliness: This investigative show was aired shortly after the nation's administration changed. In and around Addis Ababa, there were numerous land grabs happening at the time. And the program can be the cause of the lack of further distribution. During the reporting era, it was a very delicate and contentious matter, and the timing of the reporting may have helped to curb the city's continued land grab development.

Specific: This research program is restricted to particular topics and issues. The problem is specifically on territory that farmers have occupied, and two subcities—Bole and Lafto—are the chosen places. The audience didn't find the program dull because of its detail. The issue was briefly shown by the reporter.

Impact: Investigative journalism pieces primarily possess the ability to influence society, institutions, and governmental bodies. This program has also had a good effect on public knowledge and accountability by holding people accountable. Additionally, it provided protection to defenseless people who were being harmed by land invasion operations. Additionally, it supplied proof that is useful for the legal process for officials who lack knowledge of the matter, particularly those who are new to the administrative field. The initiative helped to advance accountability.

4.12.3. Report quality

An investigative journalist never forgets that any program needs to be factual, straightforward, and basic. This investigative program's focus on particular titles and places makes the job easy to understand for the public. Nonetheless, a few declarations, land management guidelines, and ambiguity around the roles of officials contribute to the program's complexity. The program's difficulty was increased by the intricacy of certain legal jargon and the lack of clarity surrounding it.

4.12.4. Ethics of journalism

The investigator believes that the program of investigation was carried out with a very high standard of professional ethics. The reporter had gathered every piece of documentary and

human proof demonstrating that the issue had indeed occurred. He also proven to the accuracy of the data gathered from different sources. The journalist attempted to apply the investigative journalism principles during the interview and conducted himself with respect for the interviewee subjects.

The owners who asserted possession of the land and those who are thought to be unlawfully taking public property were not included in the report, despite the fact that the program contained complaints about the illegal invasion of land.

4.12.5. Reporting limitations

Despite the difficulties that come with doing investigative reporting, there were no significant restrictions on this program. It was extremely well-organized, displayed a high standard of ethical journalism, contained professional views, and fiercely criticized government officials who failed to carry out their duties. The researcher discovered that ETV had not released a follow-up report on the same topic to determine whether the errors in this report had been fixed and how this program affected the handling of similar wrongdoings.

4.12.6. Analysis of public interest and public opinion

The investigation had shown the wrongdoing of certain individuals and poor management that had squandered public and government funds. Whether intentionally or inadvertently, people neglected their responsibilities, which led to grave issues with good governance. Additionally, the land invasion severely hampered interpersonal relationships and restricted public highways. The topic choice for the presentation was quite pertinent, and there was a lot of public interest in it.

Before three years, the program was uploaded to EBC's official YouTube channel. More than 1.4 million people have subscribed to the page. There is very little public opinion on the platform, especially in light of the issue's sensitivity, the number of followers, and the passing of time. As of April 13, 2024, out of 5429 viewers throughout the previous three years, 58 said they enjoyed the show, while just 16 left written comments or expressed their opinions. The majority of the responses said that the show did a sufficient job of exposing the issue that was causing harm to

people and requested that the investigating agency look into similar problems in the surrounding areas. Additionally, they said they are prepared to provide information to reveal wrongdoings.

Nevertheless, the researcher thought that thousands of people saw the program on ETV, regardless of the quantity of views, likes, and comments on You Tube. Additionally, these kinds of initiatives have a great deal of potential to influence the public and remind officials to carry out their duties and responsibilities within the bounds of their authority and with accountability in mind. confident that they are prepared to provide information exposing wrongdoings.

4.12.7. Expert Suggestion

The initiative may cover more ground than it does by being restricted on two sub cities. These issues are detrimental to the public interest and have a greater regional influence. In order to cover a larger geographic area, including areas outside of the capital, Addis Ababa, ETV might have conducted and expanded the aynachin program. To further increase impact and accountability, higher ranking government officials ought to have been interviewed as well.

Ministerial-level authorities ought to get involved in these matters in order to ensure that they receive the proper attention. A follow-up program to assess change should also be part of these initiatives. In order to guarantee that a follow-up program is carried out to compare changes, ETV ought to have allocated enough time and resources. This would have demonstrated to the public ETV's seriousness about such concerns and helped the channel fulfill its vital role as a media pioneer in the field of investigative journalism.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The study examined contemporary investigative journalism techniques within the framework of ETV. Relevant information has been retrieved from a closer examination of the policy framework, present practices, roles of ETV, challenges, and mitigation methods to address challenges through questionnaire-based surveys, KII, and secondary data reviews.

The study's foundation was the professional expertise and experience of journalists, who also examined audience perception and pertinent journalist data. In general, respondents believe that ETV is not doing investigative journalism in a proper manner. The political climate and various obstacles facing the nation are factors that influence the belief that investigative journalism is not being done adequately.

Respondents question the quality of ETV's ad hoc, irregular investigative reporting because of its irregularity. There is very little general satisfaction with the regularity, quality, and criticality of the issues. Nonetheless, some news managed to grab the interest of viewers and satisfy the general audience.

The primary causes of the poor satisfaction rating include the absence of a framework for policy that supports journalistic independence, outside intervention by the government and prominent figures, and a lack of accountability. Furthermore, inadequate investigative reporting was influenced by internal limitations as well. These include insufficient ability, scarce resources, a lack of dedication, and an unfavorable work climate in the media organization. Investigative journalism's regularity, quality, and substance are all limited by these interplaying internal and external limitations. It is extremely difficult for ETV and its investigative journalists to release thorough investigative findings since these difficulties typically arise at the same time.

The political climate is important because it shapes the media landscape and shares the industry's playing field. Since the government controls the majority of ETV, it controls the nature of the investigations, their frequency, and other aspects in order to preserve government interest. This demonstrated how political context affects media freedom, journalist motivation, and the legitimacy of the organization's entire investigative reporting program. In many cases, investigative reporting is not impartial.

Given how little ETV discusses significant public interest problems, it is unlikely that the network is living up to its motto of being a voice for the voiceless. These difficulties all played a part in the low level of audience satisfaction and the compromised credibility of ETV's investigative reports. Many people also doubt ETV's independence in its reporting.

However, by delivering string media material, exhibiting independence, and playing an ethical role in journalism to serve the general public, there is potential to improve the quality of reporting and bring about audience satisfaction. It's critical to recognize and solve the obstacles and limitations listed above in order to do this.

Capacity building, experience sharing with peer media institutions, improving the organizational environment and challenging external interference, promoting the protection of investigative journalists, ensuring accountability for ethical reporting, and facilitating policy dialogue to ensure that a strong media framework is available within government systems and the media institution are some of the strategies that could lessen the current difficulties that ETV is facing in its investigative reporting.

5.2. Recommendations

In order to improve investigative reporting, the following recommendations are identified. This recommendation can be implemented with the aim of improving internal systems within ETV while advocating and lobbying to mitigate and address the external challenges.

Building capacity: It's critical that journalists employed in the investigative reporting section receive specialized training. Maintaining current and updated information and skills is crucial as it plays a major role in producing high-quality investigative content that alters the audience's

perception from a satisfaction standpoint. Equipping the investigative unit with the necessary technology and training the staff in technology-based reporting and analysis should also be part of the capacity building.

Experience sharing and cross-learning efforts: are vital to take into consideration in addition to capacity building. Investigative reporting workers will have the chance to gain experience from various media outlets as a result of this.

Encourage policy framework discussion: ETV, a significant national media organization that receives government financing, must encourage policy framework discussion that governs media operations and advocate for media freedom and an unrestricted role for investigative reporting.

Public opinion and awareness-raising: To spark interest in investigative reporting and to increase awareness, ETV should set up forums for conversations with the general public and governmental representatives.

The purpose of these awareness workshops could be to pinpoint common misconceptions, obstacles, and mitigating factors related to investigative reporting in Ethiopia. A system for anonymously reporting important topics to the organization for additional research should be established, and ETV should regularly solicit public feedback on its investigative reporting methods.

Encourage media freedom: It is advised that ETV and other interested parties encourage media freedom. By overcoming obstacles both internal and external, and by leading the way in investigative reporting, ETV should lead by example. Promoting ethical reporting within the industry and safeguarding journalists who conduct investigative reporting are two important aspects of advancing media independence.

Establish an environment that supports investigative reporting: an environment supporting reporting should be established. The enabling environment encompasses various aspects such as refraining from self-censorship, eliminating fear-inducing barriers inside the organization, and allocating adequate resources and time to ensure that staff members are inspired to create high-quality material.

Information supply legal framework: Organizations, public sector offices, and ministries need to be subject to a legal framework that holds them accountable in the event that they neglect to give investigative journalists with the necessary information. Even if the government is heavily involved, ETV might also push for public service institutions and bureaus to be open to collaborating on investigative journalism. To encourage the importance of investigative reporting on important issues impacting the public interest, there needs to be a shift in the legal requirement or mechanism for questioning individuals who conceal information, even when government officials are required to supply it.

Make sure there are multiple levels of accountability for ethical reporting. This is crucial. The public should be the primary source of accountability for ETV as an institution. Therefore, the institution should fulfill its responsibility as a media watchdog by disclosing items of public interest and wrongdoings committed by officials and organizations. Promoting ethical reporting is important, and journalists who conduct in-depth investigations without reliable sources of information or who withhold the truth from the public should be held responsible for their activities.

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7. APPENDIX

7.1. Survey Questionnaire

Instruction: Answer the following questions by putting a tick mark () in the boxes given below.

Part I: General questions

1. Age: 20-30 31-40 41-50 above 51
2. Gender: Male Female
3. Position: Reporter senior reporter Editor Assistant editor
 Editor in chief Director Manager other
4. Please; indicate your highest obtained qualification
 Diploma BA/BSC MA/MSc PhD other, specify-----
5. Years of work experience: less than 3 years 4-10 11-15 above 15
6. Your department: News and current affairs TV educational program Radio program
 Media technology department Administration and finance Director General's office

Part II: level of agreement

Instruction: Please, read each statement carefully and show the level of your agreement on statements by putting a tick mark () in the boxes against each rating scale of choice. The rating represents your level of agreement as: **5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree**

	Items	Scale of agreement				
		5	4	3	2	1
I	Questions related to ETV journalists awareness of investigative journalism.					
1.	Investigative journalism has special focus in ETV.					
2.	ETV Media managers are interested to practice investigative journalism.					
3.	Investigative programs/news from ETV are playing vital role in exposing wrongdoings.					
4.	I believe ETV is on the right track in playing media's watchdog role.					
5.	ETV is free from government officials' interferences to produce investigative issues					
6.	ETV journalists are free to produce any investigative issues.					

7.	Investigative programs and news produced by ETV are credible for the audience.					
8.	ETV provides sufficient training for investigative journalists to improve their investigation capacity.					
9.	I believe I have key skills of investigative journalism to conduct investigation.					
10.	I believe audiences are highly interested in investigative programs broadcasted by ETV.					
II	Questions related to the practice of investigative journalism in ETV					
1.	There are conducive environments in ETV to practice investigative journalism.					
2.	Editors have ultimate power to decide on investigative issues done in ETV.					
3.	In ETV, investigative programs are serving as media's watchdog role.					
4.	ETV media managers pay great emphasis to investigative journalism.					
5.	Journalists are free to conduct any investigative issues ethically.					
6.	In ETV investigative issues are well researched.					
7.	ETV's Investigative Programs have been playing vital role in exposing wrong doings that hurt public interest.					
8.	In ETV investigative programs are produced based on the interests of top government officials					

9	ETV investigative team is well equipped to conduct investigation.					
10	ETV is practicing investigative journalism to be voice for the voiceless as per its motto which is 'voice of the people'.					
III Questions related to challenges of practicing investigative journalism in ETV						
1.	In ETV, investigative programs rundown is usually replaced by other programs due to inadequate attention given to them.					
2.	In ETV, investigative issues are done without internal interferences.					
3.	External interference affects the practice of investigative journalism in ETV.					
4.	ETV's investigative journalists are forced to self-censorship due to fear of pressure from media managers.					
5.	ETV gatekeepers are effectively supporting investigative journalists on the course of planning, researching and producing investigative issues.					
6.	As investigative reporter, I am forced to stop investigation due to fear of government image building.					
7.	ETV Media managers influence the production of investigative program to fulfill the interest of government officials.					
8.	In ETV, Government officials influence the investigative issues through providing direction.					
9.	In ETV, investigative journalists are given adequate training that improves their investigation capacity.					

10.	Government officials usually provide information investigative journalists want to investigate.					
IV	Questions related to audiences satisfaction					
1.	ETV is working hardly on investigative contents.					
2.	Investigative news and programs from ETV are capable of exposing wrongdoings.					
3.	ETV is broadcasted investigative programs consistently.					
4.	I believe ETV is on the right track in playing the media role to be voice of the voiceless.					
5.	I believe ETV is free from government officials' interferences to produce investigative issues.					
6.	I believe audiences are highly interested in investigative programs broadcasted by ETV.					
7.	Audiences are satisfied on investigative programs/news.					

Part III: Detail information

Instruction: Answer the following questions by putting a tick mark (☐) in the boxes given below and/or by writing short answer on the space provided.

1. Do you think investigative journalism is properly practiced in Ethiopian Television?

- A. ☐ Yes B. ☐ No

2. If your response to question number 1 is 'yes', how often is that happening?

- A. ☐ always B. ☐ usually C. ☐ sometimes D. ☐ rarely

3. If your answer for question number 1 is "No" please state the reason?

4. How do you evaluate the effectiveness of investigative programs so far practiced in ETV in exposing wrong doings? Please justify with practical evidence.

5. Are there conditions under which certain investigative news/program stories are blocked from getting broadcasted?

- A. Yes B. No

6. If your answer for question number 4 is yes, please state with practical example?

7. In practicing investigative journalism what problem have you faced while working as editor, investigative reporter or media manager?

8. In your opinion, what are the main factors that affect the practice of investigative journalism in ETV?

9. What measure/s should be taken to improve practice of investigative journalism in ETV?

7.2. Key Informant Interview (KII) Checklist

Guiding questions for editors

I am Hussien Gizaw I am conducting research on the topic: A CRITICAL ASSESSMENT OF INVESTIGATIVE JOURNALISM IN PUBLIC MEDIA: THE CASE OF ETV. The study focuses on your media organization. Thus, your genuine responses and considerate contributions become unquestionably essential for the research. Thank you very much for your time, and consideration.

Background information

1. Your department _____
2. Your position _____
3. Year of experience _____
4. Education level _____

Guiding questions for editors

1. What is your view on the importance of investigative journalism?
2. How do you evaluate the practice of investigative journalism in ETV?
3. Regarding to investigation, what challenges have you faced internally and externally?
4. What role did the media manager play in solving challenges that investigative journalist faced in practicing investigative journalism in your organization?
5. Do ETV provide adequate training for investigative journalists to build their Capacity?
6. What do you suggest for a better investigative journalism practice in ETV in particular?

Guiding Questions for investigative journalists (in-depth interview)

I am Hussien Gizaw I am conducting MA research in titled with: A critical assessment of investigative journalism in public media: the case of ETV. The study focuses on your media organization. Thus, your genuine responses and considerate contributions become unquestionably essential for the research. Thank you very much for your time, and consideration.

Background information

1. Your department _____

2. Your position _____
3. Year of experience _____
4. Education level _____

Guiding questions for investigative journalists

1. What is your view on the relevance of investigative journalism?
2. How do you evaluate the practice of investigative journalism in ETV?
3. Regarding to investigation, what challenges have you faced internally and externally?
4. What role did the media manager play in solving challenges that investigative journalist faced in practicing investigative journalism in your organization?
5. Do ETV provide adequate training for investigative journalists to build their Capacity?
6. What do you suggest for a better/strong future investigative journalism practice in ETV in particular?

Interview questions for the Media leaders

I am Hussien Gizaw I am conducting research on the topic: **The Practice and challenges of investigative journalism**. The study focuses on your media organization. Thus, your genuine responses and considerate contributions become unquestionably essential for the research. Thank you very much for your time, and consideration.

Background information

1. Your position the organization _____
2. Year of experience _____
3. Education level _____

Guiding questions for media leaders

1. What is the aim of investigative news and programs in ETV?
2. What challenge did your media face in covering investigative issues?
3. What measures have been taken to overcome these challenges?

4. To what extent your organization provide training and support to investigative journalists in order to make them professional and qualified investigators?

5. To strengthen the practice of investigative journalism what do you suggest as a solution?

Guiding questions for investigative audiences

1. How do you evaluate the practice of investigative journalism in ETV?
2. Do you believe that ETV Investigative news and programs working on wrongdoings?
3. Is ETV investigative programs are produced based on the interests of the people?
4. Are ETV investigative journalists working ethical while gathering information?
5. Do ETV consistent on working investigative issues?
6. Are they broadcasted all investigative issues collected from the public?
7. How much you believe on the investigative issues worked by ETV?