



**Addis Ababa University**  
**Graduate School of Journalism and Communication**

**Successes and Challenges of Using Social Media as Source of News: The Case of  
ETV News Channel**

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**Addis Ababa, Ethiopia**

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**Successes and Challenges of Using Social Media as Source of News: The Case of  
ETV News Channel**

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**A Thesis Submitted to the Graduate School of Journalism and Communications Presented In  
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**Graduate School of Journalism and Communication**

This is to certify that this thesis has been prepared by Meskerem Gezahegn, entitled, “**Successes and Challenges of Using Social Media as Source of News: The Case of ETV News Channel**” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communications complies with the regulations of the University and meets the accepted standards with respect to originality and quality. Signed by the Examining Committee:

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## *Abstract*

*The objective of this study was to investigate the major successes and challenges of using social media as sources of News; the case of ETV News channel. The study used descriptive research design to describe the phenomena of successes and challenges of using social media as sources of News. Both primary and secondary sources of data were applied. In order to accomplish the objective of the study both questionnaire and interview were used as data collection methods. Questionnaires were distributed for reporters and editors. Face to face interviews were also conducted with News channel managers and editor. The study found that social media are used as sources of News under ETV. It was also identified that Face book and Twitter are the two major social media platforms that used as sources of News. On ETV, it was found that one of the major challenges of social media is fake News. The study suggested that the level of investigation of verification and truthfulness of social media as sources of News should be based on latest software that minimize the verification duration, by using the best practices of other international media organizations. ETV should implement user generated content as a sources of New.*

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## **Acronyms and Abbreviations**

UGC	User Generated Content
BBC	British Broadcasting Corporation
CNN	Cable News Network
UGT	Uses and gratifications theory
ETV	Ethiopian television
ERTA	Ethiopian Radio and Television Agency
EBC	Ethiopian Broadcasting Corporation

## Declaration

I, hereby, declare that the thesis entitled, “**Successes and Challenges of Using Social Media as Source of News: The Case of ETV News Channel**”, it, is my original work and that all sources of materials that have been used for this research have been duly acknowledged.

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# Chapter One

## Introduction

### 1.1. Background of the study

There are two main changes in the media industry today. According to Kaul(2012) the media landscape is no longer what it was in the past, for better or worse. It is undergoing significant transformation. Huge advancements in the nature of digital technology have occurred during the last fifteen years or more.through which a slew of new media platforms, channels, and distribution mechanisms have sprung up which we have.

The second change is in content creation and delivery. According to Ahmed (2016) the nature and scope of this epochal shift are tremendous. Nowadays, everyone is involved in something.photographers, journalists, writers, and musicians provide creative stuff, as well as Nothing is the same as it was, as people who deal in those products know. They are in favor of thoughts that are transformative.

The innovation and expansion of technology and network advanced and enhanced the use of social media as a source of News.Okyeadie&Nizam (2016)explained that social media are network oriented that give an individuals to share and transmit information for both personal consumption and for the general public as a whole.

Iryna&Tarafdar (2014) discussed and explained that to use technology and internet affect the society to use and consume information on social media. To use social media as a sources of News web based network is mandatory. These enhance the alternatives sources of investigation for the information about a particular phenomenon of investigation.

### **Ethiopian media Background**

The history of Ethiopian media , started the beginning of the 20th century. According to (Dodolla, 2019), some historical evidence suggests in 1900 handwritten sheet produced by Eritrean intellectual BlattaGebre-EgziabherGilaMaryam ,who started circulating his views on national and international issues . Two weeklies, *Aemiro* and *BerhanenaSelam*, began to appear soon after in the post-liberation period, then publication 'industry' witnessed a comparatively significant expansion in terms of the number of periodicals produced and the size of their circulation. Such influential and long-lasting

weekly papers as Addis Zemen and The Ethiopian Herald came onto the scene in 1941 and 1943, respectively. Both became dailies after December 1958. In 1952 Yezareyitu Ethiopia was added to the list of newspapers.

Radio broadcasting in Ethiopia was started in 1933 the coming of fascist Italy and it was handed over to the government after the victory. , Afterwards, there were 4 major radio institutions. The station in Addis Ababa, BsrateGebrel, Asmara and Harari were regulated under Ministry of Information (Dodolla ,2019).

Ethiopian television station (ETV) was established on October 23 in 1957 E.C According to EBC 50th Anniversary magazine 2008 Ethiopian Television has been broadcasting from Addis Ababa and Eritrea since 1976 In addition, Jimma, Bahir Dar, Mekelle, Gondar, Nekemte and Metu distribution stations. It was able to provide services . EBC n 1983 started broadcasting the program by four languages. those are Tigrigna, Oromifa, Amharic and English.

Ethiopian Radio and Television Agency (ERTA) came into by combining radio and television stations as one organization by proclamation number 114/1987 and this decision was implemented in 1990. Then in 1990 the second TV channel ET 2 was opened and it is called "TV Africa" I 1993 TV Africa broadcasting was cut off. since 2002 by ETV2 Addis Ababa Administration Programs started transmitting.

April 2, 1999 the station started the fifth Somali language broadcast. Then , Amhara, Tigray, Oromia, Afar, DireDawa, Harari, Gambella, BenishangulGumuz Regional and city administrations television programs able to distribute. In 2000 Foreign Languages Arabic and French have been added. In 2003 ETV 3 new channel started distribution of programs. In 2015 ERTA changed in to EBC.

In March 2018, EBC was transferred to ETV and made a new transmission of frequency and sister's channel those are ETV news Channel, ETV Entertainment channel and ETV language channel. Previously EBC was transmitted on Arb sat and Nile sat but now from Jan 19, 2021 it is broadcasting on Ethiopia.

EBC is applying the social media platforms as a means of news and program dissemination. EBC has website and other social media pages which are managed by its own department (Demeke,

2011).EBC started using socialmedia by 2009 One of the aims to use social media as reviewing and monitoring trending agendas on Facebook to feed the EBC program, "Media Dassessa" and also for management consumption. "When Facebook becomes more influential on the Ethiopian political landscape, the management begins to give proper attention to it. The main aim was to monitor what is happening and trending on the social media, especially on Facebook. The main duty of the new media department is sharing news and programs to the audience via website, Facebook, twitter, Instagram, telegram and You Tube. EBC has different social media pages, Facebook with more than 2.1 m followers, Twitter with 149.000 followers, You Tube 704k subscribers andInstagram 56,000. followers.

Therefore, this study was focus on successes and challenges of social media as a sources of News in the case of ETV.

## **1.2.Statement of the Problem)**

In the past broadcast and print media have been regarded as dominating news sources, owing to their perceived credibility. With the rise of the Internet surpassing that of television, radio, and newspapers, a new factor enters the picture (Sagan &Leight, 2010). The way people consume news has changed dramatically as a result of this exponential growth.

Anyone may now create anything, post it in any format they want, and let their audiences read, watch, and comment on it without regard to time or space constraints. The media is evolving as a result of these events.as well as the methods by which information is gathered, stored, structured, and disseminated by the government the mass media (Alejandro, 2010). Furthermore, users of social media share the tasks of Journalist.

The number of internet users were increase extremely. Even if social media can disseminate the information with there a lot of challenges that may affect its accuracy and acceptability. These challenges enhance its disadvantages of using social media as a sources of news especially by reporters of a particular media channel(Scela, 2015).

Currently the availability and expansions of internet and technology around the world made journalists and media organizations to depend and use social media as source of news as we compared to broadcast and print media. These made it easily access to use it without payment. But

using social media as sources of news has a lot of disadvantages like disseminations of unverified information and fake information.

Demeke(2017)also discussed and highlighted that even though social media has the capacity to disseminates fresh information or breaking news. Unverified information with fake account may be transmitted. Social media may leads and facilitate to post unverified information and stories.

On social media false information can be posted and communicated. This make very difficult to depend on social media to get information genuinely. These reduced the accuracy and validity of information of social media (Leoulseged, 2018).

It was found that there is gap on studies that show social media as a source of news in Ethiopian context especially on successes and opportunities. Thus, this study attempts to explore the successesand challenges of using social media as source of News: the case of ETVNews channel. It also tries to identify successes and major challenges that news organization and journalists using social media as a sources of news.

### **1.3 Objectives of the Study**

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

#### **1.3.1 General Objective**

The main objective of this study was to assess successes and challenges of using social media as a source of News in the case of ETV media organization.

#### **1.3.2 Specific Objective**

The specific objectives of this study are;

- To investigate the practices of social media usage in the ETV news channel as sources of news.
- To identify the major successes factors of using social media usage as a sources of news in the ETV news channel
- To pinpoint the major challenges faced due to using unauthorized, unverified and inaccurate information obtained from social media in the ETV news channel

### **1.4.Research Question**

In order to achieve the objectives of the study the following questions were developed accordingly

- To what were extent social media used as a sources of news in case of ETV news channel?

- What are the major successes factors of using social media as sources of news in case of ETV news channel?
- What are the major challenges of using social media as sources of news in case of ETV news channel?

### **1.5. Significance of the Study**

The study will have the following significance:

- It will help as sources of information for academicians who will conduct their study on similar topic.
- It will also be helpful for the ETV media organization to make decision regarding to issues of implementations of social media as a sources of new.
- It is important for journalists to investigate and verify information from social media and identify fake news.
- It may be used as a starting point for policy makers who are very interested and responsible for safeguarding the general public from fake news disseminated through social media.

### **1.6. Scope of the Study**

The scope of the study was limited to ETV News channel. Because it is obvious that it has a huge number of audiences in Ethiopian. The study was focused on the successes and challenges of using social media as sources of news in the ETV news channel specifically; the research was give information about using of social media and practice. It also identifies how news reporter and editor cross check accurate and truthfulness of the information which is they get from social media before transmission the News. Moreover, it also finds major successes and challenges of social media using as sources of news and suggested recommendations.

### **1.7. Limitations of the Study**

In this studytime was a significant limitation because data collection process and analysis were conducted within a short period of time. Shortage of available reference materials and documents in the library, the shortage of finance to collect data was other limitation of the study. For the mentioned limitations the researcher used the following actions to overcome the limitation of the study. The researcher used its time schedule effectively and used allocated budgets appropriately to solve shortage of budget. For reference materials the study employed recent materials from recent journals and other relevant reference materials.

### **1.8.Organization of the Study**

This study organized under five chapters. The first chapter is the introduction of the study which contains background of the topic, statement of the problem, objective, research questions, scope, and significance of the study. The second contains review of literature. The third chapter covers methodologies of the study. The findings, presentations and discussions of the research presented in chapter four of the study. The final chapter provide conclusions and recommendations of the study are the final part of the research encompassed in chapter five.

## **Chapter Two**

### **Literature Review**

#### **Introduction**

This chapter presents a review of the literature available on key issues of successes and challenges of using social media as sources of news in case of EBC news channel.

This chapter begins with concept of media, types of media, social media in Ethiopia, positive and negative impacts of social media, what is news, news values, and news source. These are followed by a review of theories relevant to this study.

#### **2.1. Social media**

##### **2.1.1. The concepts of social media**

Danson (2016) defined that social media as a tool to exchange and share information globally. It also describes social media as a sources of information in which individuals can produce and share it with friends and relatives who need such information. It can also help to share videos, audios, ideas and images as necessary.

Destin(2016)highlighted that most of the time social media used computer a mediation tools to create the information. It was explained that by social media people can easily exchange information according to their interest.( Kaur, 2017),highlighted that social media allows to create relationship among individuals and groups from distinct backgrounds, resulting in a tenacious social structure.

Jiao (2013)Also discussed that they can easily changes the one-to-many communicating means into the many to-many interacting mode. These results social media has the characteristics of information openness, participation, interaction, sharing and connectedness.

##### **2.1.2. Types of social media**

Social media are the results of enhancement of technology. That means we can used and access them when there is connectivity of internet in a particular areas.

Manning (2014)identified and highlighted that “Face book, twitter, you tube and blogs are the major types of social media with unique characteristics.” The following session identified and discussed each of the social media in detail.

## **Facebook**

This social media was developed and invented by Mark Zuckerberg in September 2005. In this new media type information like, text, audio and video can easily transmitted from sources to audiences who can consumed it personal or groupbased. Melville (2012)explained that on Facebook anyone who are interested to transmit information can used it easily.

## **Twitter**

In 2006 Twitter introduced and used as a sources of news for political social purposes by officials who have twitter accounts. According to Mperloff(2020)highlighted that twitter demonstrate the news in more attractive manner as we compared it with others social media sources. Have many broad social benefits. It changed news gathering system by making it more democratizingfor an instanceLie (2011) also showed that twitter can be easily updated on personal pages.

## **YouTube**

According to Goggin (2012)you tube is the major new social media in which various information were shared and disseminated as a video manner. It permits users to download and share various alternative sources of information as they demand.

## **Blog**

Blogs were used by a collection of individuals who created one particular separate groups to share and communicate their ideas and opinions. Manning (2014)highlighted that in blogs the information can be easily updated if something new were identified as an important. It was also explained that the bogs should be updated on daily bases otherwise it may closed.

### **2.1.3. Characteristics of Social Media**

Kumar (2014)explained that social media are more accessible than mainstreaming media the following session discussed the major characteristics of social media in general.

#### **Free web space: -**

This indicate the accessibility of social media via website for audiences to upload and share their opinion, feelings and gratification.

#### **Unique web address:**

To use social media the user should personal identification account.

### **Virtual connections with friends and relatives**

On social media the user can communicate with others from any distance of the world.

### **Feedback**

On social media the users can easily measure the feelings, attitudes as well as the performance of the information which was shared among the members.

### **Speed:**

New social media can transmit and shares the updated information quickly.

### **Interactivity**

In news social media there two way communication and interaction to create, post and share information from its sources to users of it.

### **Reach**

On social media it is possible to disseminate information for everybody a particular time.

### **2.1.4. The Roles of Social media**

Danson,(2016)highlighted that social media can play a major role on transitions of news from right sources to right users rapidly.According to Suman (2014)the followings are the major roles of social media.

#### **Communicate**

Through social media the entire organization and its stakeholders can easily communicate and share information without any challenges.

#### **Educate**

On today's business environment the society can improve their capacity and develop their knowledge and experiences by using various types of new social media platforms by virtual tutorial classes and other methods of teaching.

#### **Entertain**

New social media become the major alternatives of entertainment as we compare with mainstreaming media. Thorough new social media various types of entertainment such as films and games.

### **2.1.5.Successes of using social media**

Now days there are various factor that enhance the use of social media as a source of news. These may be considered as the prospects that motivate both the organizations and the users to depend to employ social media as a sources of news.

The advancement of information technology is one of the basic factors for thee increment using social media as a sources of news. Here governments invest a lot on internet infrastructure. Hence through social media it is possible to search information about the internal and external environments if internet access is there around the organizations.

Currently the availability and expansions of internet and technology around the world made journalists and media organizations to depend and use social media as source of news as we compared to broadcast and print media. These made it easily access to use it without payment.

It was also discussed and explained that internet-based media, incorporating voluntary contributions by broad networks of self-selected participants that report, share and distribute news (e.g. blogs, political forums, and social networks), have acquired legitimacy. They also identified that co-creating news, consumers curate news for their social networks, selecting and sharing those most worthy of attention, and filtering out irrelevant (or not conforming to their views) stories and items (Pentina&Tarafdar,2014).

### **2.1.6. Challenges of Social Media**

There are a lot of factors which affect and challenges the use of social media. These factors reduced the confidence of using them as a sources of information and decisions. Kuma (2014)identified the following points as the major challenges and threats of using social media.

#### **Privacy**

Users of social media may restrain themselves from using social media to protect and prevent their personal privacy. These restrain them from sharing and participation on social media.

#### **Access for those with disabilities**

The other major threats of social media is that it could not give chance of participation for the disable individuals and users. These make them very difficult to use and share their feelings and opinions.

#### **Security Concerns**

Kumar (2014) explained that social media are the major threats for securing personal information of individual users. These is because it may be easily hacked and disclosed by others.

## **Hacking**

The platforms of social media may be hacked by hackers. These may the personal rights of users and their personal lives. The hackers can consume the information and disclosed it.

## **Addiction**

Another major limitations and disadvantages of social media are its exposition to addition mostly by youngsters. Here new media affect the working habits of the society in general. Users may consume most of their time for unfruitful sharing and agendas.

### **2.1.7. The impact of social media on journalism**

It is obvious that journalists use social media to get information for their preparation and development of news for their audiences. But Danson (2016) highlighted that social media may made the journalist only to depend on it. So, it should verified before using the information from social media.

Gunter (2003) also discussed that journalist can apply social media to accomplish their roles. They may use the online sources of information. They may use it to prepare and develop news for audiences. Bitima(2019)journalist may enhance their skills by using social media to gather and capture news sources about a particular environments under investigations.

## **2.2. Mainstream Media vs. Social Media**

Even though both mainstream and social media transmit and share information for their respective users they transmit it in different manner. The major differences is that mainstream media may not deepened on internet and connection (Wagari, 2018).

According toDestiny(2016)discussed thevariation between social media and traditional on the following section.

### **Expediency**

When we compare mainstream and social media the earlier one is cost. On social media the users can access and use it with minimum cost. To use mainstream as a sources of news it needs great effort and budget.

### **Usability**

To use social media the user could not need special skills or effort. Anyone can easily use and operate it for preparation and development of news production.

### **Feedback**

Social media is the fastest and quickest tools to get and give feedback by audiences. On traditional types of media in order to gain feedback it may take a long time.

## **Interactivity**

On news social media platforms such as Facebook, twitters as well as integral the participants can easily interact and share their opinions about the issues as we compared with mainstream media.

## **2.3. News and its Determinates**

According to Huang(2008) explained that news is the press of gathering and collecting information from various sources and transmitted by journalist to the audience. Mperloff (2020) highlighted that News is connecting different scenarios and events and merging them under the rubric of a coherent frame work. According to Mperloff (2020) the followings are the major determinants of preparation and development of News.

### **Novelty**

In order to develop and prepare a particular news it should be novel for audiences to give attention.

### **Conflict**

The existence of conflict both physical and emotional may be a sources of News. The confrontation and clashes among society or business entities are the sources of preparing one particular News.

### **Audience**

When we develop a particular News it is mandatory to identify and select for whom and who are our target audiences.

### **Deviance**

To come with News for our audiences there should be something unique and deviations from day today routine operations. These may be far from what the average audiences expectation and perception.

### **Social significance**

The social impact and feasibility of news should be considered before disseminate it to users and consumers of a particular news. That means the news should be audited their impact on social, political and cultural environments.

## **2.3.1. Fundamental Qualities of News**

According to Singh (2017) Identify the following are the major quality of News

### **Accurate**

Before transmitting the News it should be verified their accuracy and consistency. If we share and transmit wrong information we may lose our audiences trust and integrity.

## **Balance**

Our News should consider it's the balance among its sources and realities of the is issues under investigation.

## **Objectivity**

The News that were developed and should meet its objective. It should avoid biasness and side.

## **Clarity**

The News should be prepared and transmitted by considering its clarity and coherences. The News should be logical and understand by all audiences.

## **Impact**

The quality of News should also consider what kinds of changes will enhanced on side of audiences. The changes may be behavioral or some changes.

## **2.4. News Source**

Mperloff (2020)explained and discussed that News sources are the major sources of News because it shows what is happening on a particular environments. Hence, reporters and journalist can audit and investigate the major sources of News.Singh (2017)also added that reporters can use various sources of News to come up with reliable and accurate News disseminations.

### **2.4.1. Using social media as News source**

Rony et al., (2018)discussed that the expansion of internet and new technology helps for reporters and journalist to get News easily with little effort.( Newman et al., 2014), also identified there are different social media platforms that help to get News. These include Facebook, twitter and YouTube. According toDennis2016)also identified and discussed the use of News broadcasters to depend and conform to the information needs of the contemporary sources of News.

Mperloff (2020)discussed that social media platforms helps and offerreporters toget much quicker and immediate sources. on social media the person can share and transmit events by social media.

### **2.5.Practice of social media as news source**

Rony,.etal., (2018)highlighted the uses of social media content such as tweets and Facebook in news stories have become a common practice in newsrooms across the world.Thus, journalists can collectinformationandnarrate it accordingly. So, the reporters can get the information from social media with different version and contents with less effort and convenient time and availability. It was also explained that social media offer large pools of sources of information in attractive and easily understandable contents.

Currently even big media organization such as BBC, CNN, The New York Times, The Washington Post used and practicing of using and combining of social media with traditional media types to disseminate and share information to their audience.

## **2.6. Challenge of Using Social Media as a Source of News.**

It is rational that before using social media as a sources of news the responsible bodies should reduce and minimize it threats for societies. Cela (2015)highlightedthat if social media news not controlled, unfiltered , it may affect not only individual psychology but the society as whole may get the spillover effect. These may be the results of posting and sharing wrong and fake information.

Feyisa (2011) highlighted that slow internet connection negatively affect the use of social media as a sources of News.Inaddition,Feyisa(2011) the challenges may be the results of from the reporter side. This is because of different skills and competency problem lack of awareness, Interest, technical skill, Internet connection and access, adequate access of computer across their office or newsrooms. He also suggested the following challenges of depending on social media as a sources of news.

### **1. Lack and fluctuation of Internet connection**

The slow internet connection has an adverse effect on using social media as a sources of News. These is because without internet connection it may be too difficult to use social media as a sources of News. Very slow internet speed affect to open and download information to prepare and develop News for audiences,

### **2. Skill problem to use the technology by journalist,**

If the reporters could have competency of how to use the advantages of technologies, it is difficult to get the benefits of using social media as source of news. Hence, the reporters should have interest and awareness to use the new mediaas a sources of News,

### **3. Journalists' language problem in using the computer and Internet**

The difficulties of paraphrasing and understanding what was posted and shared on social media made it is very difficult to gather and investigate the application of social media a a sources of News.

## **2.7. Theoretical Frameworks**

In doing this research paper, the researcher identified theories and discussed them in order to frame the viewpoints raised in this research. It also used to limit the scope of the relevant data by focusing on specific variables and defining the specific viewpoint that the researcher taken in analyzed and

interpreted the data to be gathered. The study also facilitates the understanding of concepts and variables according to given definitions and built new knowledge by validating or challenging theoretical frame work. The researcher identified and employed Technological Determinism Theory.

### **2.7.1. Technological Determinism Theory**

Technological determinism theory emphasized the effect of technology on mass communication information contents. It also argue that mass media cannot work without the applications of technology McLuhan (2010)Thus, the media institutions contents present the topics to the audience in which their message is directed. This theory discussed and highlighted technology affect mass communication and has social impact. .

This study focus on successes and challenges of using social media as source of news: It examine how media organization and journalists use the new technology to get information from social media and what is the major challenges of social media using as a source of news.

Accordingly, in order to achieve the objectives of the study the study developed the following conceptual framework. These was done by investigating the benefits and advantages of the earlier theories and literature reviews on key study areaof the research.

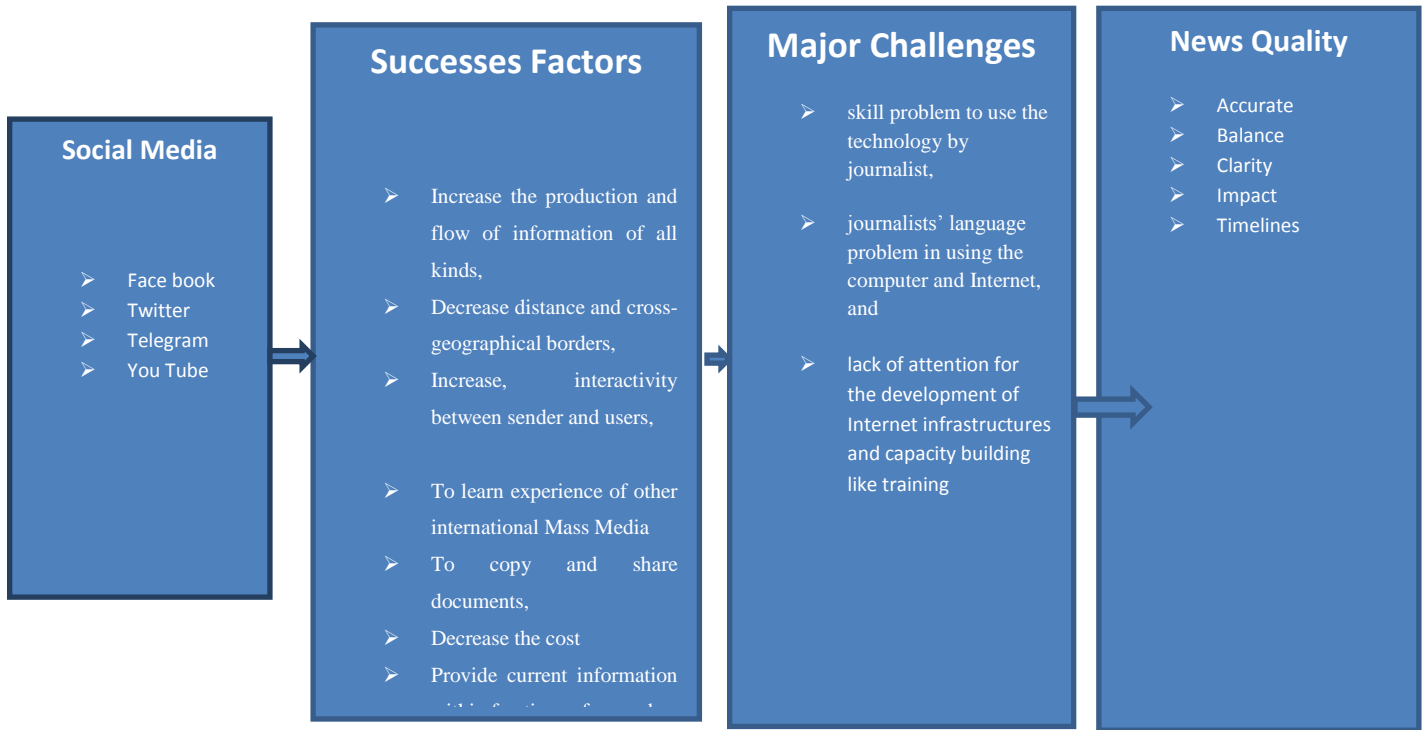


Diagram 2.1. Conceptual framework of the study

Source;Own development (2021)

## **Chapter Three**

### **Research Methodology**

#### **Introduction**

This chapter outlines the research methodologies which were employed in the study. The chapter provides a description of various techniques including research design, research area, target population, data sources, sampling techniques, data collection tools and data analysis method. The study focuses on ETV News channel.

#### **3.1. Research Design**

The major goal of this research was to examine successes and challenges of using social media as sources of news, as well as to identify issues that arise from using inaccurate and unverified information while informing the general public via ETV. To achieve this goal, the researcher employed a mixed research approach, which entails gathering, analyzing, and interpreting data in a single study utilizing both quantitative and qualitative research methods. Because employing a variety of data collection methods improves the reliability of a study, the mixed/triangulation research method, which combines qualitative and quantitative methods, outperforms either qualitative or quantitative research methods (Creswell, 2009). So that the study employed quantitative data that were collected through questionnaire and interviews and news room observations that need detail analysis and explanation.

#### **3.2 Research Area and Scopes**

For this research, one mainstream media station is purposely selected. ETV is the major cause of the study. For data sources, the study gathered information through questionnaire and interview from 30 reporters and editors, interviews were conducted with 1 News channel manager and editor. In addition to this three newsrooms observation were used.

#### **3.3. Target Population**

Target population of the study was ETV News channel Amharic department managers, reporters senior reporters and editors. Only employees who have worked for more than six months in the ETV news channel were included. This is because ETV is the first mainstreaming media in Ethiopia and it

have more experienced when we compare it from other mainstreaming media. So it is better to investigate how it reconcile the use of social media as a source of News.

### **3.4. Data Sources**

The study used both primary and secondary data sources to collect relevant information.

#### **3.4.1 Primary Data Sources**

The primary data sources of data collection employed for this research used questionnaires, in-depth interview, supported with personal observation of ETV Newsroom. The interview schemes have used an in-depth interview, open-ended interview and key informant interview and focused Amharic News department managers interview. The study collect 30 questionnaires from reporters, senior reporters and editors. For interview questions News manager and News editor were participated.

Observation is a method of data collection in which the researcher takes part in everyday activities. During News room observation it was noticed that to verify sources of news from social media take long time. The reporters and editors evaluate the daily qualities of their News report.

#### **3.4.2. Secondary Data Sources**

The researcher reviews secondary materials relating to the most relevant books from different resource centers, journals, and bulletins to meet the specific objective and assessed the Successes and challenge of using social media as source of News. In addition, electronic material sources especially with regard to social media and different written document of the organization was review.

### **3.5. Sampling Techniques**

According to Ethiopia Media Authority, there are seven public and thirteen private-owned network televisions. And fourteen regional and community radio stations, there is seven private radio stations have licensed by the authority.

Among these, the researcher purposely selected one public media which is ETV. The reason for the selection of such media It is the first mainstreaming media in Ethiopia and It has long experiences mainstreaming media. Thus, the study used purposive sampling techniques, because the researcher disseminate the questioner to journalist that get during data collection times.

### **3.6 Data Collection Tools**

As data collection tools, the researcher applied questionnaires, in-depth interview and newsroom observation. In addition to this, different documents, policy, literatures were reviewed.

#### **3.6.1 Questionnaire**

The questionnaire used by the researcher to collect data for the study. The questionnaire had both open-ended and close-ended types. Open-ended questions are those that do not have pre-coded options. A Likert-scaled questionnaire was also used by the researcher. It attempts to evaluate respondents' agreement or disagreement level.

#### **3.6.2 In-depth interviews**

In-depth interview is a valuable tool for gathering detailed background information on the interviewees' opinions. The researcher used in-depth interviews to dig about the respondents' opinions.

#### **3.6.3 Observation**

Observations refer to the method of collecting research data that entails the researcher spending significant time in the News room observation and talking to journalists about their daily tasks, and documenting their professional practices and newsroom culture.

### **3.7. Procedures of Data Collection**

By procedure, researcher mean the processes from the inception to the end of data collection. The questionnaires were written in English, and it was simultaneously distributed to all respondents. The interview was conducted with Amharic News department manager and New Media deputy chief editor, and Newsroom observation was observed on journalists at work.

### **3.8 Variables and categories**

#### **3.8.1. Dependent variable**

“The dependent variable is the factor which changes as a result of changes to the independent variable. It literally ‘depends’ on the independent variable. A change in the dependent variable does not affect the independent variable”(Denscombe,2003,p.65). Dependent variables of this study were Successes and challenges of using social media as a source of news.

#### **3.8.2. Independent variable**

“The independent variable is the one that has the effect on the dependent variable. Its size, number, structure, volume or whatever exists autonomously, owing nothing to the other variable. A change in the independent variable affects the dependent variable”(Denscombe,2003,p.64). The independent variables of this study were Social media platform those are Face book ,Twitter, YouTube and Instagram.

### **3.9. Data Analysis Method.**

The data collected from the respondents was analyzed, processed and interpreted according to the nature of data. As a quantitative method, questionnaires were developed. In-depth interviews and newsroom observation were used as a qualitative method. The data gathered through in-depth interviews that were made with editors and media managers were transcribed and quoted with great care. Thus, the analysis and presentation were both in a form of numerical and interpretation. The data that was collected through a questionnaire were analyzed by using descriptive statistics which allowed the researcher to use Likert’s Scale. As a result percentages, and frequency distributions were applied and used.

### **3.10. Ethical Considerations**

The study considered ethical issues. When collecting data from respondents, researcher first asked permission to fill the questionnaires and also permission is asked from ETV for conducting the research. Name of the respondents doesn’t require because when they are filling the questionnaire to get their real answer without any fear and it was helped to increased confidence of the respondents. And also the questionnaires was described that the purpose of research is for academic purpose and finally the respondents was included based on their willingness.

## Chapter Four

### Data Presentation, Analysis and Discussions

#### 4.1. Introduction

In this section of the study the collected data were analyzed and presented by using various descriptive statistics such as percentage and frequency tables. The study also tried to investigate the justifications of the findings and compare them with previous works of the same issues

It was clearly showed on the methodology part that the researcher collected 30 questionnaires from reporters, senior reporters and editors. The study also conducted the semi structured interview with editors and managers about the successes and challenges of using social media as sources of News of ETV.

For analysis and discussion purposes the study was classified with three sections. The first part discussed about respondents demographic profile, the second section emphasized on respondents exposure of using social media as a sources of News. The third and fourth section of the study were successes factors for using social media as a sources of News under ETV and the challenges of social media as a sources of News respectively.

#### 4.2. Demographic Profiles of Respondents

Table 4.1 to table 4.3. Displayed the demographic profiles of the key respondents of the study

Table 4.1. Gender and Marital Status of respondents

No	Demographic Variable	Alternatives	Frequency	Percentage (%)
1	Sex	Male	20	67
		Female	10	33
2	Marital status	Married	9	30
		Single	20	67
		Divorced	1	3
<b>Total</b>			<b>30</b>	<b>100</b>

Sources;- own survey 2013

It was found that majority of the respondents were male (67%) . The remaining (33%) of the respondents were female. Regarding to marital status, 67% of the respondents were single and 30% of them were respond that they were married and 3%of respondent were divorced.

**Table 4.2. Level of education and area of specialization of respondents**

No	Demographic Variable	Alternatives	Frequency	Percentage (%)
1	Level of education	BA degree holder	26	87
		MA degree holder	4	13
		PhD holder		
2	Area of specialization	Journalism and Communications	10	34
		Language and Literature	12	40
		Social Sciences	6	20
		Natural Sciences	2	6
		Other		
<b>Total</b>			<b>30</b>	<b>100</b>

Sources;- own survey 2013

The survey showed that 87% of the respondents were BA degree holders and only 13% of them have MA degree in various filed of specializations. On other side 40 % of the reporters and senior reporters specialized on the field of Language and Literature. Similarly 33% of the respondents had reporters who were specialized on journalism and communications. In addition only 20% of the respondents were specialized with Social Sciences.

**Table 4.3. Current Position and Work experiences**

No	Demographic Variable	Alternatives	Frequency	Percentage (%)
1	Current position	Reporter	18	60
		Senior reporter	8	27
		Editors	4	13
2	Work experiences	6 months to 2 years	5	17
		2 years to 4 years	12	40
		4 years to 6 years	7	23
		6 years to 8 years	6	20
<b>Total</b>			<b>30</b>	<b>100</b>

Sources;- Own survey 2013

Table 4.3 indicate that 18 (60%) of the respondents were reporters, 8 (27%) of the respondents were senior reporters and 4(13%) were News editors. These indicate that the study has got crucial

information of the studied variables. Regarding to work experiences 12(40%) of the respondents have work experiences which is found between 2 years to 4 years. It was also founded that 7(23%) of the respondents have work experiences of 4 years to 6 years ,6(20%) of the respondents have 6 years to 8 years work experiences and 5(17%) of respondents were have 6 months to 2 years work experiences in ETV. These findings showed that most of respondents has more experienced journalists.

### 4.3. Respondent’s response for exposure to social Media

**Table 4.4. Respondent’s response for exposure to social Media**

No	Items	Alternatives	Frequency	Percentage (%)
1	Do you use social media?	Yes	30	100
		No	0	0
2	If you answered yes to question No. 1 then how often do you visit social media?	Daily	20	66
		Once a week	3	10
		Twice a week	2	7
		Three times a week	5	17
<b>Total</b>			<b>30</b>	<b>100</b>

Sources;- own survey 2013

Table 4.4.Indicated that (100%) respondents respond that they used social media for different purposes. These may include for getting quick information, for educational purpose, to chat with their families and friend as well as to entertainment. The respondents were also asked that “how often do you visit social media”? They replied that they used social media daily in their life. This was supported by 20 (66%) of respondents indicated they used social media.

### 4.4. Respondent’s response for social Media platforms and sources of News

Social media is an important aspect of any 21st-century media outlet's production. Social media networks include Face book, Twitter, Instagram, and WhatsApp. In different country , different social media platforms are used. While Face book is the most popular social media service on the world, it is particularly prominent in Indonesia, where the majority of social media users utilize the Face bookapplication(Ackland, 2016). In addition to this Half of Internet users in Spain say they acquire their news from Facebook on a regular basis.

Journalists can collect information and narrate it accordingly. So, the reporters can get the information from social media with different version and contents with less effort and convenient time and availability. It was also explained that social media offer large pools of sources of information in attractive and easily understandable contents.

**Table 4.5. Respondent’s response for social Media platforms and Sources of News**

No	Items	Alternatives	Frequency	Percentage (%)
1	Do you use social media for source of News?	Yes	30	100
		No	0	0
	Total		30	100
2	Which social media platform do you prefer more access news?	Face book	11	36
		Telegram	3	10
		Twitter	8	27
		YouTube	2	7
		Google	4	13
		Instagram	2	7
<b>Total</b>			<b>30</b>	<b>100</b>

Sources;- Own survey 2013

Now day’s reporters around the world depend on various forms of social media plat forms to get information and various evidences to enhance the accuracy of sources of News from social media. Similarly this study asked for reporters of ETV about which social media platform do you prefer to access news.

Accordingly it was found that both Face book and Twitter have got the largest magnitude of social media platform as responded by reporters, Senior reporter as well as News editors. Each has 11(36%) and 8 (27%) respectively. The study also asked for respondents that “Do you use social media for source of News?” As shown on table 4.5 above, almost all reporters, senior reporters and editors respond that they used social media as sources of News for their respective media organization.

#### 4.5. Respondent's response for the Reasons for Social Media and Usefulness.

Journalists are currently using social media as a source of information. Danson (2016) discussed that The usage of social media in television news broadcasts has enhanced democratic audience involvement and conversation, as well as given people a voice in government and social debates.

**Table 4.6. Respondent's response for the reasons for Social Media and Usefulness**

No	Items	Alternatives	Frequency	Percentage (%)
1	Why do you use social media as sources of news?	The information obtained from social media is fresh and fast	21	70
		The information obtained is true, accurate and verified	0	0
		It is easy and free to get information	9	30
2	How do you evaluate its usefulness	Extremely useful	6	20
		Useful	24	80
		Uncertain	0	0
		Useless	0	0
		Extremely Useless		
<b>Total</b>			<b>30</b>	<b>100</b>

Sources: Own survey 2013

As indicated on table 4.6 above, the study asked for respondents about the reasons of using social media as sources of News. Then it was found that majority of the respondents 21(70%) replied that "the information obtained from social media is fresh and fast". It was also founded that, 9(30%) of the respondents said that "It is easy and free to get information". In addition, the respondents were asked about the usefulness of social media as sources of news. 24(80%) of the respondents respond that it is useful. and 6(.20%)of respondents said it is Extremely useful.

#### 4.6. Respondent's response about Trust of using Social Media

**Table 4.7. Respondent's response about Trust of using Social Media**

No	Items	Alternatives	Frequency	Percentage (%)
1	Do you trust to use the information you obtain from social media as a source of News?	I trust	17	57
		I do not trust	8	26
		it depends	5	17
2	Which account of social media platform you trust more to use as a source of news?	Government organizations' account	23	77
		Media organizations' account	7	23
		Journalists' personal account	0	0
		Ordinary individuals account	0	0
		Activists' account	0	0
<b>Total</b>			<b>30</b>	<b>100</b>

Sources: Own survey 2013

Table 4.7 shows that majority of the reporters ,senior reporters and editors 17 (57%) respond that they trust the information they got from social media. On the other hand 8(26%) of the respondents replied that they could not trust the information of social media to develop News for their respective audiences. While 5 (17%) of the reporters and senior reporters consider that in order to employ social media as sources of information based on the situations and the environments. That is why they respond “it depends” for the questions “Do you trust to use the information you get from social media as a source of News?” The above table (table 4.7) also shows that majority of the reporters 23 (77%) trust government organizations' account for preparation and developments of News. In addition it found that 7(23%), of the respondents used media organizations' account.

#### 4.7. Respondent's response about Accuracy and Verification of using Social Media

Accuracy: While journalists cannot always guarantee "truth," being accurate and getting the truth is core journalistic principle(Posett et al.,2018).

EBC news room style book Emphasis Information for news and programming is gathered and developed through observations, research, interviews, and web search. Media professionals, especially television broadcasters and New media journalists are must be skilled at collecting accurate information.

**Table 4.8. Respondent's response about Accuracy and verification of using Social Media**

No	Items	Agreement level				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Social media are mostly used to disseminate false information	6(20%)	2 (7%)	0	18(60%)	4(13%)
2	I am very skeptical about the news I obtain from social media.	13(43%)	17(57%)	0	0	0
3	All the information obtained from social media has to be verified and Checked for its accuracy.	23 (77%)	7(23%)	0	0	0
4	It is very difficult to verified information on social media	24(80%)	6(20%)	0	0	0

Sources: Own survey 2013

As shown on the above table which indicate the results of respondent's response about accuracy and verification of using social media, majority of the reporters 18(60%) said that they were disagree about the items of "Social media are mostly used to disseminate false information" . 4(13%) of the reporters also respond that they strongly disagree on the same item. 6(20%) of the respondent's respond agree Social media are mostly used to disseminate false information" and 2(7%) of the reporters strongly agreed about "Social media are mostly used to disseminate false information".

The same table also shows that 17(57%) of the respondents implies that they were agreed about “I am skeptical about the news I obtain from social media”. In addition 13(43%) of the respondents (reporters) respond that they were strongly agree on “I am very skeptical about the news I obtain from social media”

Regarding to the verification of social media, almost all reporters 23(77%) strongly agreed that “All the information obtained from social media has to be verified and checked for its accuracy”. And 7(23%) of respondent’s agree on “All the information obtained from social media has to be verified and checked for its accuracy”.

Furthermore, reporters were asked the difficulties of verifying information on social media as shown on the table 4.8. The results shows that 24(80%) and 6(20%) of the respondents respond that they strongly agree and agree respectively on the items of “It is very difficult to verified information on social media”

#### 4.8. Respondent’s response about Content Confirmation

According to Danson (2016) All the information gathered from social media must to be verified by physical field or telephonic before transmitted.

**Table 4.9. Respondent’s response about Content Confirmation**

No	Items	Alternatives	Frequency	Percentage (%)
1	How do you confirm the content you obtain from social media?	Contacting official sources	22	73
		Contacting the social media source	8	27
		Asking other journalists	0	0
		I don’t use the content I get from social Media	0	0
<b>Total</b>			<b>30</b>	<b>100</b>

Sources: Own survey 2013

Table 4.9 indicate that majority of the respondents 22(73%) replied that they confirm the contents of the social media by contacting official sources. 8(27%) of the reporters said that they confirm the contents of social media by contacting the social media sources.

#### **4.9. Respondent's Response about the Successes Factors of Using Social Media as Sources of News**

In this section the response of respondents (reporters, senior reporters and editors) about the major successes factors and challenges of using social media as sources of News in ETV were asked. Majority of the respondents listed and confirmed the following points as successes factors of using social media as sources of news in ETV. It was found that the following are major successes factors of using social media as sources of news in ETV.

**Connectivity:** - here the respondents agreed that they can get sources of information by applying of social media from any part of world media organizations. These encourage having alternative sources of information and evidenced for preparation and development of News for audiences. These also increase the production and flow of information of all kinds.

**Easy for getting information:** - respondents (reporters, senior reporters and editors ) perceived that social media can be used as sources of News without a big difficulty. Here the reporters can prepare their News with low effort and low cost.

**Fast information:-** the respondents respond that one of the major successes factors for using social media as a sources of News is to prepare and develop breaking News. Respondent's respond that social media provide current information within fractions of seconds.

Based on the social media News source journalists may done news by themselves and social media used as information source but It done after conformation from how concerned that issues. It has important role to get knowledge from many dimensions. For example journalist used Google search to get more information about their news and they developed the content by using social media.

#### **4.10. Respondent's Response about the Challenges of Using Social Media as Sources of News**

This section discussed the response of respondents about the major challenges of using social media as sources of News in ETV were asked. Accordingly the following points are the challenges of using social media as a sources of News that were listed by the reporters and senior reporters

**Fake News;** it was found that fake News of social media are the major challenges of reporters to prepare and develop News for ETV. This is because some social media post fake News. These may create inaccurate and unverified News.

According to Mperloff (2020) Fake news is described as misleading information that is purposefully pushed into the media ecosystem, sometimes dressed up with the accessories of mainstream reporting, with the intent of deceiving news consumers.

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

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

**Lack and fluctuations of internet connection;** respondents respond that “it was too difficult to prepare and develop the right information at the right time when there is lack and fluctuation of internet from its sources“. These may be the results of lack of attention for the development of internet infrastructures.

Often Social media posts are uncontrolled, unfiltered and information this may have negative effects

#### **4.11. Interview Questions Analysis**

In this section the study analyzed the interview questions that were asked for managers and News editors who are responsible for News channels. Hence, face to face interview was conducted and presented on the following part as topics.

##### **4.11.1. The Use of Social Media as Sources of News**

The researcher asked the manager of News do you use social media sources of News? Accordingly, ETV News media manager said and confirms that “ETV uses Social Media as sources of News”. He also added that “the News from social media will be used by investigating its verifications and accuracy”. The verification will be conducted by New Media monitoring department. He further informed that there is a manual about News production guideline.

He was also confirmed that they use accredited sources of social media as sources of News, for example Prime Minister, Deputy Prime Minister and foreign affairs offices. ETV use the information from such offices without confirmation. The level of investigation of its verification and truthfulness will be based on the magnitude of the News on its dangers to the society or not. ETV will call and contact responsible bodies to know the News risks.

#### **4.11.2. Who will evaluate and Verified the Contents of Social Media as Sources of News?**

For this question ETV News channel manager confirmed that “there is department team who are responsible to verify the contents of social media as a sources News”. This team will conform the News by following the guideline of the News and its journalist ethics. The team also considers the feasibility and practicability of the News and its sources. Finally, the team will communicate with responsible bodies about particular sources of News.

#### **4.11.3. Using of User Generate Contents**

The study tried to investigate and asked about the use of users generate contents for News preparation. Hence, Deputy Chief Editor who is assigned as New Media Deputy Chief Editor confirmed that ETV did not use user generate contents. This is because of fake News and to minimize political complains. He explained that if we use information from one region it may initiate complains from other part of the society.

#### **4.11.4. Verification of Fake News**

It was known that the major task of media organization is to reduce the dissemination of fake News to the audiences. On other hand fake News are the major challenges of media organizations. Regarding to the verification of fake News under ETV, Deputy Chief Editorrespond that the individuals who disseminate fake News to audience by using social media create their accounts for short time and often closed it soon as they disseminate the information. He added that in order to solve the problems of disseminating wrong information, ETV tried to take the information from officials and accredited media organizations.

#### **4.11.5. Successes of Social Media as Sources of News**

The researcher asked about the successes of social media as sources of News for News channel manager. The first and the major importance of using social media as sources of News are to get the fastest News from the international affairs with low coast.

He also described that social media are additional sources of News preparation and development. Social media are also used as a News Tips. The manager further explained that social media are used to scan the environment and to investigate the attitudes of audience in general.

#### **4.11.6. Challenges of Social Media as Sources of News**

It was found from the manager of News channel of ETV that one of the challenges of social media is Fake News. He reported that “On social media unverified and false information is posted”. This may lack accuracy and truthfulness. So, the media organization has to have deep investigation to know its trust. It may take long time to confirm the viability of the News.

According to The manager another challenges of using social media as a source of News is to prepare and develop breaking News. He replied that ETV could not prepare quick breaking News from getting sources of information from social media contents because it take long time to check and verified the information. These made late to disseminate the information. As a result, ETV could not be chosen and selected by audiences.

#### **4.11.7. How Can Overcome the Challenges of Social Media as Sources of News?**

In order to overcome the challenges of social media a sources of News The managers suggest that ‘it is better to educate the owners of social media, individuals and the society in general about the use of social media’. He also explained that it should be identified what should be disseminated or not. He further suggested that there should be responsible bodies who will evaluate and the accountability and transparency of using social media.

#### **4.12. Analysis of News Room Observations**

During visiting and scrutiny, it was recognized that the reporters take daily mission and investigate the quality of the News. In New media the department tried to verify the accuracy of the News that were collected from social media. But it was noticed that it take long time to verify the accuracy of the News. These may affect to be proactive of the first disseminators of News for the audiences.

## Chapter Five

### Conclusions and Recommendations

#### 5.1. Major Findings Conclusions

The objective of this study was to investigate the successes and challenges of using social media as sources of News; the case of ETV. Both primary and secondary sources of data were applied. In order to accomplish such objective both questionnaire and interview were used as data collection methods. The study found the following major findings and conclusions.

Majority of the respondents were specialized in the field of Language and Literature and journalism and communications. Respondents respond that they used social media for different purposes. These may include for getting quick information, for educational purpose, to chat with their families and friend as well as to entertainment. The study found that both Facebook and Twitter have got the largest magnitude of social media platform as responded by reporters and News editors.

Fresh, fast as well as easy ways of gaining information are the major reasons of using social media as sources of News. It was found that the information obtaining from social media are useful. Depending on its degree of investigation of its contents the respondents may trust or not trust the information that obtained from social media.

It was found that sometimes social media may disseminate false information. This need a detail verification to enhance its accuracy. Even if it is very difficult to verify information from social media the information obtained from social media has to be verified and checked for its accuracy.

In order to confirm the contents of social media official sources such as Prime Minister, deputy prime minister and foreign affair offices used as an accreditation purpose for social media as sources of News.

The study also found that there is department team who are responsible to verify the contents of social media as a sources News. This team will conform the News by following the guideline of the News and its journalist ethics. The team also considers the feasibility and practicability of the News and its sources. The team will communicate with responsible bodies about particular sources of News.

ETV did not use user generate contents. This is because of fake News and to minimize political complains. It was explained that if the media organization use information from one region it may initiate complains from other part of the society.

The major challenges of using social media as source of news is fake News. On social media unverified and false information is posted. This may lack accuracy and truthfulness. So, the media organization has to have deep investigation to know its trust. It may take long time to confirm the viability of the News. Another challenges of using social media as a source of News is to prepare and develop breaking News. It was replied that ETV could not prepare quick breaking News from getting sources of information from social media contents because it take long time to check and verified the information.

## **5.2. Recommendations**

In order to attain and used the major benefits of social media as a sources of News, the following recommendation were forwarded

- The reporters and editors of ETV should consider the advantages of available platforms of social media rather than depending only on Facebook and Twitter. These may enhance the alternatives of getting new ideas and capacitate their awareness about the issues of investigation.
- All the information obtained from social media as sources of News has to be verified and checked for its accuracy.
- The level of investigation of verification and truthfulness of social media as sources of News should be based on latest software that minimize the verification duration.
- By using the best practices of other international media organizations ETV should implement user generated content as a sources of News. This may be by hiring its own News editor for user generated content.
- ETV media organization have ETV News room style book. These may enhance the skills of reporters to verify News before dissemination.

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**Appendices**  
**Addis Ababa University**  
**School of Journalism and Communication**  
**Research Questionnaire**

**Dear Respondents,**

Dear Respondent: I am a Master's student at Addis Ababa University School of Journalism and Communications. I am doing my thesis on "The Successes and Challenges of using Social Media as a source: news, the case of Ethiopian Broadcasting Corporation.

The data will be used only for research purposes and will be kept confidential. Therefore, please, be truthful when filling the questionnaire.

Thank you in advance.

**General Directions**

1. You do not need to write your name on the questionnaire.
- Use only a tick mark in the box to respond the questions.(√).
- For open-ended questions, write your responses on the blank spaces

**Part One: Background Information about the Respondents**

1.1 Gender:        A. Male B. Female

1.2 . Marital status: a) Married b) Single c) Divorced

1.3. Level of education

A. Degree   B. MA C. PhD

1.4. Area of specialization   A. Journalism and Communications. Language and Literature

C. Social Sciences   D. Natural Sciences   E. Other (Specify) \_\_\_\_\_

1.5. Your Current position

a) Reporter

c) Editor

b) Senior Reporter

d) Deputy Editor

e) Chief Editor

f) Other, please specify

1.6 Work Experiences

A. 1-2years

C. 6-9 years

B. 3-6 years

D. Above 10 year

**Part Two: Respondent's response for exposure to social Media, please circle your answers on the choices.**

2.1 Do you use social media?

A. Yes B. No

2.2 If you answered yes to question No. 2.1., then how often do you visit social media?

A. daily

D. Three times a week

B. Once a week

E. Four times a week

C. Twice a week

2.3 Do you use Social media for source of

News A. yes B. no

2.4 To what extent do you use social media for source of news purpose?

A. Always

D. Rarely

B. Usually

E. Never

C. Sometimes

2.5 Do you agree that social media are useful sources of news.

A. Yes

B. No

2.6. If your answer is yes for question no 2.6 How do you get Its usefulness?

A. Extremely useful

C. Uncertain

B. Useful

D. Useless

E. Extremely Useless

2.7 How often do you use social media as sources of news?

- A. Always
- B. Usually
- C. Sometimes
- D. Rarely
- E. Never

2.8 Why do you use social media as sources of news? ( You have the option of selecting more than one.)

- A. The information obtained from social media is fresh and fast.
- C. The information obtained is true, accurate and verified.
- D. It is easy and free to get information
- E. Any other reasons \_\_\_\_\_.

2.9 Which social media platform do you prefer to access news?

- A. Facebook
- B. Telegram
- C. Twitter
- D. YouTube
- E. Instagram
- F. Blog
- G. Google. Any other \_\_\_\_\_

2.10 . Which account of social media platform you trust more to use as a source of news?

- A. Media organizations' account
- B. Activists' account
- C. Journalists' personal account
- D. Government organizations' account
- E. Ordinary individuals account
- F. others If your answer is others, please specify it-----

2.11 . Do you believe using social media as a source of news has challenge practice?

- A. Yes
- B. No
- C. Don't know

If yes please reason out \_\_\_\_\_

2.12 Do you trust to use the information you obtain from social media as a source of News?

- A. I do trust
- B. I don't Trust
- C. It depend

2.13. How do you confirm the content you obtain t from social media?

A. Contacting official sources

B. Contacting the social media source

C. Asking other journalists

D. I don't use the content I obtain  
from social media

**Part Three:-respondents response about accuracy of social media as sources of News**

**Put this mark (√) in the box that contains your responses Strongly Agree=5 Agree =4 Neutral=3 Disagree =2 strongly Disagree=1 No Statements 5 4 3 2 1**

No	Items	Agreement level				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Social media are mostly used to distribute false information					
2	I am very doubting about the Information I obtain from social media.					
3	All the information obtained from social media has to be verified and Checked for its accuracy.					
4	It is very challenging to verified information on social media					

**Part Four: open ended questions about the successes and challenges of using social media as a sources News. Please write your responses on the blank spaces given next to the Questions**

4.1 What are the major successes of using social media as sources of news?

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4.2 What are the major challenges of using social media as sources of news?

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.Thank you very much once again.

## **Interview Questions for Editors**

1. Does your media organization use social media as sources of news?
2. Which social media sites do you use for News source purpose?
3. Dose your media organization used user generate content? How ?and for what purpose?
4. Do you verify social media news before consumption? How?

**Thank you in advance**

## **Interview questions for media managers**

1. Does your organization use social media as sources of News?
2. Who makes the final decisions in selecting news and news sources? How?
3. How your media Organization verify information that get from social
4. What are the opportunities of using social media as sources of News?
5. What are the major challenges encountered by journalists in using social media as source news?
6. What do you suggest to solve challenges of using social media as a source of News?

**Thank you in advance**