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The Impact of Social Media on Newsmaking Process at Oromia Broadcasting Network: Facebook in Focus

Wagari Kenea Angu

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

Advisor: Abdissa Zerai (PhD)

**Presented in Partial Fulfillment of the Requirements for the Degree of
Master of Arts in Journalism and Communication**

Addis Ababa University

Addis Ababa, Ethiopia

June, 2018

Addis Ababa University

College of Humanities, Language Studies, Journalism and Communication

School of Journalism and Communication

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This is to certify that this thesis is prepared by Wagari Kenea Angu, entitled *The Impact of Social Media on Newsmaking Process at Oromia Broadcasting Network: Facebook in Focus* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Declaration

I, the undersigned, declare that this research paper is my original work and that all sources of the materials in the research paper have been duly acknowledged. The matter expressed in this research paper has not been submitted earlier for award of any master degree, degree or diploma to the best of my knowledge and belief.

Name: _____

Signature: _____

Date: _____

ABSTRACT

The Impact of Social Media on Newsmaking Process at Oromia Broadcasting Network: Facebook in Focus

Wagari Kenea Angu

Addis Ababa University, June 2018

This study was aimed at examining the impact of social media, mainly Facebook on newsmaking process at Oromia Broadcasting Network Television. The relevant theoretical frameworks employed for the topic were information network theory, media convergence theory and technological determinism/McLuhan's media ecology.

Qualitative data gathering techniques of structured interview and overt observation were employed to undertake the study. Using purposive sampling technique, 30 newsroom practitioners were selected for the interview. Structured interview was employed mainly to get reliable data that can enable the researcher to examine whether there are social media impacts on newsmaking process in mainstream media, while observation was used to get preliminary information on newsmaking activities at OBN TV newsroom and for cross-checking interviewees' responses. The data was collected from April to May 2018 and analyzed qualitatively by using discursive strategy informed by the chosen theoretical frameworks.

The study reveals that Facebook exerts influence on TV newsmaking process through either feeding updated information or killing the news story; it especially poses a challenge with regard to determining news angle. Social media, especially Facebook threw out the traditional principles of newsmaking process employed in the mainstream media for providing breaking news.

What is more, Facebook exerts a profound influence on newsgathering and editorial decision making process besides challenging the principle of journalistic verification in order to ascertain the truthfulness of the story. Further, although the organization is multi-channeled, the broadcaster's journalists were busy feeding a single medium; however, social media/Facebook often employs a converged multi-media journalism. Thus, based on the findings, some pertinent recommendations are suggested.

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Acronyms	

List of Acronyms

AM Amplitude Modulation

AP Associated Press

BBC British Broadcasting Company

CGTN China Global Television Network

CNN Cable News Network

EC Ethiopian Calendar

EPORTVO Editorial Policy of Oromia Radio and Television Organization

ENA Ethiopian News Agency

FBC Fana Broadcasting Corporate

FM Frequency Modulation

OBNHRA Oromia Broadcasting Network Human Resource Administration

OBN Oromia Broadcasting Network

OPDO Oromo Peoples Democratic Organization

ORTVO/orto Oromia Radio and Television Organization

PM Post Meridiem

TV Television

UPI United Press International

WIC Walta Information Center

WWW World Wide Web

VOA Voice of America

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

1.1.1. Historical Overview of Oromia Broadcasting Network

Early 20th century was the emergence of Television broadcast, which was many years later seen in Ethiopia in 1964, i.e. is the Ethiopian Television. This was done not only because Ethiopia needed to catch up with the rest of the world in the development of its information services, but also because television was a potent medium of education and an important tool in shaping Haile Silassie's (the emperor's) personality cult (PM C, 2006, p. 11).

During that period, it was only possible to serve a limited number of Addis Ababa residents. Since then, the Ethiopian Television became instrumental in providing information as a mouth-piece of political power holders. In the new dispensation, by striving to advocate the ruling party's political agenda, the broadcaster has gradually practiced to deliver public oriented socio-economic and political news to the people across the nation and at international level. Furthermore, the broadcaster has opened some regional channels broadcasting in their languages, including Afan Oromo. According to ORTVO magazine (April, 2002 E.C, p. 5), from 1994 to 2008, the broadcaster started Afan Oromo transmission progressively increasing its transmission time from 30 minutes, and then 40 minutes to 7 hours per week.

Gradually, above all, regional and national media channels started to mushroom. As a result, Oromia Mass Media Organization was established in July, 2006 by the proclamation number 113/2006. Later, Oromia Radio and Television Organization (now OBN) was named in April, 2011 by the regional proclamation No. 164/2011. Oromia Television, the regional state owned media situated in the Adama city, became the first regional television broadcasting channel that emerged in March, 2009 after a yearlong radio transmission.

According to the Office of Chaffe Oromia's Proclamation NO. 113/2006 (p. 3), in its establishment, the main goal of the media organization has been stated as: Encouraging the people to freely express their opinions based on the constitution of the federal government and

that of the Oromia regional state as well as other laws and policies of the country; create a conducive-condition for the people of Oromia region to get clear, objective, adequate, quality and timely information; work towards the creation of national consensus on major national and regional issues; make endeavor towards developing democratic culture in economic, political and social activities; and finally strive towards the promotion of Oromo culture, history and language.

According to the ORTVO Magazine (2002 E.C, p. 5), Oromia TV (now OBNTV) transmission provided 34 hours per week of programming when it started its transmission in March, 2009 and has increased its transmission time to 76 hours per week after a yearlong. And gradually, the organization has boosted its' free on air transmission per day to 24 hours via satellite starting from September, 2014. The broadcaster disseminates information by three languages such as English, Amharic, and Afan Oromo which is dominating much air time. In general, the main aim of the broadcaster is to inform, to educate and to entertain the public by using modern technologies. Although from the very beginning to currently on airing, the time given to news transmission is limited. OBN Television channel transmission incorporates all programs such as educational, documentaries, drama, sport, arts and music in a decade journey. In addition, the organizations' new media transmission is at its infant age. But much attention on news coverage is the concern of giant media industries across the globe including Aljazeera, BBC, CNN, CGTN and the like.

1.1.2 The Emergence of Social Media: Facebook and News consumption

Today audiences have multiple alternatives to get information in the globalized world through internet connectivity. “The Internet can, in principle, offer many more sources and more diverse news than any given newspaper or television channel, and allows the receiver to select according to personal interests” (McQuail, 2010, p. 419). Thus, with the coming of Internet, alternative social media has been flourishing. Consequently, new media become alternative means of news providers, challenging conventional media. It expanded enormously across the world and Ethiopia is not an exception. According to Drury (2008, p. 274),

Social media describes online resources that people use to share ‘content’: video, photos, images, text, ideas, insight, humour, opinion, gossip, news — the list goes on. These resources include blogs, vlogs, social networks, message boards, podcasts, public

bookmarking and wikis. Popular examples of social media applications include Flickr (online photo sharing); Wikipedia (reference); Bebo, Facebook and MySpace (networking); del.icio.us (bookmarking) and World of Warcraft (online gaming).

Social media networks such as Facebook, Twitter and etc., changes the landscape of grasping outdated information. The spreading of tremendous varieties of social networking sites can be linked to allow cross posting trending information. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person to person communication regardless of high cost. New social media have become increasingly popular components of our everyday lives in today's globalized society. "They provide a context where people across the world can communicate, exchange messages, share knowledge, and interact with each other regardless of the distance that separates them" (Sawyer, 2011, p. 1).

Consequently, Facebook is an example which is launched on 4th February, 2004 by Mark Zuckerberg. Initially open only to Harvard students, then opens to 800 colleges in May 2005. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. It was then opened on September 26, 2006 to everyone of age 13 and older with a valid email address (<http://Facebooks-mark-zuckerberg-success-story.html>). Within a short period Facebook membership hits 350 million. Then climbs to 400 million in February 2010 and half a billion users five months later, after surpassing Google's weekly web traffic in March 2010. In September 2012, Facebook announced over one billion active users across all platforms. Currently, Facebook attracts more than two billion users for the purpose of communication regardless of distance and time. World Facebook users' growth Statistics of June 30, 2017 discloses that about 2 billion people are Facebook clients out of more than 7 and half billion world population. Surprisingly, Facebook also becomes popular in Ethiopia. More than 4.5 million people are Facebook subscribers till June 2017, as internet world stat revealed in January, 2018.

As a result, currently the spreading of new media provides the opportunity to citizens not only become consumers of professional news, rather paves the way to produce news or information by themselves. Therefore, the accessibility of new media platforms attracts users and changes the landscape of news in conventional media industry and results informational society. According to Kovach and Rosenstiel (2001, p. 10), "We need news to live our lives, to protect ourselves,

bond with each other, identify friends and enemies. That is why we care about the character of news and journalism we get: they influence the quality of our lives, our thoughts, and our culture.” Currently, reliable news is very important like basic needs. Also, journalism and media glossary states, “news as: Information which is new, unusual and interesting or significant to the recipient. It is usually about people or related in some way to their lives which is produced in a structured way by *journalists*.” This reveals that audiences are eagerly expecting timely reliable information from the media industry.

Professional journalists provide news by processing through the regulation of the conventional media policies. New world Encyclopedia (2018) asserts that, while under pressure to be first with their stories, news media organizations usually edit and proofread their reports prior to publication, adhering to each organization's standards of accuracy, quality, and style. Also it states that journalism exists in a number of mass media: newspapers, television, radio, magazines and, most recently, the World Wide Web through the Internet. Atton (2002, as pointed out in Craig, 2009, p. 265), “Journalism is produced not by professionals but by those outside mainstream media organizations. Amateur media producers typically have little or no training or professional qualifications as journalists; they write and report from their position as citizens, as members of communities, as activists, as fans.” The emergence of social media brings people together to exchange communication by connecting with their family, friends or with the entire world. So, anyone who is familiar with social media accessibility can make news. According to Poell & van Dijck (2014, p. 182), “Prominent scholars portray social media as key drivers of an emerging news ecosystem, which revolves around public participation and democratic accountability.” Moreover, “Social platforms have been hailed as potential saviors of professional news production, allowing journalists to find new sources, engage directly with “the people formerly known as the audience,” as well as trace their preferences and interests.”

Anyone can make available information and publicize trending events or news as soon as it occurs prior to media professionals. But no matter how the information is either news or gossip; just they throw any information of their interest. So, it results in information overload which is hardly verified. Therefore, challenges of news making in the age of social media revolution mainly Facebook, in Ethiopia, is the main concern of this study. Facebook results access of information source for journalists in one hand and timely overwhelming them to verify on the

other hand. Everyone who uses Facebook can post information regardless of prohibition and results in information society that enjoys from the global sphere brought with the coming of social media. Consequently, conventional media practitioners may face challenges to process or disseminate fresh news like in the social media. Therefore, the researcher was excited to conduct the study focusing on the impact of social media, mainly Facebook on newsmaking process at OBN Television from the perception of professional newsroom practitioners such as journalists, editors and media content manager.

1.2 Statement of the Problem

The advancement of new media technology has opened unprecedented door for citizens to utilize social media networks. The environment of social media ecology has radically changed the way citizens consume information in the world and so does in Ethiopia. Mainstream media organizations began to moderate way of their transmission by linking their websites to reach their audiences through alternative social media outlets; however, they used to link/upload news during live transmission or after broadcasting; whereas, audiences are timely log into social media to consume updated information prior to watching the primetime of conventional TV news. According to McQuail (2010, p.419), “News and political communication generally comprise an area of mass communication where traditional media are most open to competition and challenge from new online media.” What is more, social media networks, especially Facebook allows citizens either to produce or consume fresh news and infer imminent information, rather than depending on mainstream media. According to Silvia (2004, p. 158), “The web offers unique opportunities to create a new form of interactive online communication within the global community.” Above all, the influence of utilizing social media/Facebook sources in newsmaking process at conventional media in general and at OBN station in particular is an important area worthy of investigation.

To the knowledge of the researcher, previous studies on OBN reveals social media usage in the broadcaster was at its infant age; eventhough there was a contradictory view towards the capacity of journalists regarding to new media utilization. As Feyisa (2011, pp. 60-61)) asserted,

Journalists are far behind the information about events that are taking place worldwide as a result of lack of access to the Internet. ...almost all the journalists do not have in-

depth training on how to browse information from the Internet. confirming that the journalists in this study area do not easily access foreign news.

In contrast, Ameyu (2015, p. 101) argued that,

...with the use of modern technologies, certainly, it is the foremost station in the country. There were moments journalists have been advertising the social media account of the station, especially Facebook; ... it is common to see journalists gazing at their Smartphone or accessing social media on a computer, especially Facebook at each room, however, “despite owning and digitalizing the process of news working”, Oromia Radio and Television Organization’s use of social media is low compared to other media institutions.

The above reaction reveals that lack of internet accessibility and inability of journalists to browse news was identified, while the other researcher argued that, both the station and journalists were active enough to access social media, especially Facebook, but, using social media during the process of news working is low. As a further study conducted by Hallelujah (2012, pp. 68-71) reveals, “More than 80 % of Oromia Radio news was collected by staff reporters”. Oromia Radio mostly relied on its own reporters to produce news, and “government official sources (70.4891 %).” “The highest percentage in the society, typical citizens only received 13.22 %.” ORTVO (now OBN) used to link its news transmission or use same sources for both Radio and TV so far. However, the finding did not mention the contribution of social media sources, which motivated the researcher for further investigation in the age of participatory journalism and converged multi-media environment. Thus, the study aims at examining the impact of social media/Facebook in the newsmaking process in the organization. In other words, the study is an attempt at filling the gap by focusing on the impact of social media on newsmaking process and practice of converged multi-media journalism at OBN.

Furthermore, Facebook is the most growing fraction of social media and many people are active users in Ethiopia. But the way they frame information sets question in the mind of qualified practitioners. According to Kovach and Rosenstiel (2001, p. 9), “When the flow of news is obstructed, “darkness falls,” and anxiety grows. The world, in effect becomes too quit.” Ordinary citizens who use Facebook hardly pay attention to making news due to professional

constraints while delivering news on social media. On the other hand, the profession of journalism is critically in doubt. According to Bennett (2003, cited in Salman, 2011, P. 3),

The long-term picture of new media or mass media information flows is not easy to predict. Mass media news outlets are struggling with changing gate-keeping standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report.

In this way, it provokes the issue of journalism as a professional field of study and leads the question “who is a journalist?” Thus, newsmaking by the conventional media in the age of social media, mainly in the age of Facebook, needs a systematic investigation.

On top of that the emergence of social media era brings communication revolution in everyday news gathering practice of journalism. “Many theorists see the development of social media-driven news practices as part of a larger shift “from a culture shaped by the logics of broadcasting toward one fostering greater grassroots participation”; “ ... this shift is said to take the form of a transition from industrial news production revolving around “gatekeeping” by professional editors to a process of “gatewatching,” based on “open news story development” and the “communal evaluation” of news coverage” (Jenkins et al., 2012, cited in Poell & V. 2014, p.183).

Nowadays, what it has been seeing is the radical change of news production and consumption habit across the society; including breaking news. According to Massey and Levy (1999), immediacy might be the most defining characteristic of online journalism compared to traditional journalism. News content can be streamed on any technological devices; hence the news can now be carried around and checked at anytime and anywhere in the world instantly.

Nevertheless, TV newsmaking process needs chains of teamwork and pass through professional principles until broadcasting. As Chapman and Kinsey (2009, p. 78) argue, “ The newsgathering and output departments are crucially interdependent, and individual journalists, producers and technicians working within each have a shared tradition of knowledge, based upon experience and inherited working routines.”

In addition, material assets like transportation, audio-video camera and editing tools are needed. Organizing these in news production, therefore, take time to be on air in conventional media houses like OBN; they may hardly produce trending news like social media due to following the foot step of professional bureaucracy or keeping their editorial policy. But audiences including journalists themselves may be injected by social media as soon as the news is released and converged into the web through media convergence technique. As Craig (2009, p. 73) argues,

Journalists are bombarded with information from the internet, newspapers, television and radio news, news magazines, and their sources. Their job of selecting and shaping the small amount of information that becomes news would be impossible without gatekeeping. It is the process of selecting, writing, editing, positioning, scheduling, repeating and otherwise massaging information to become news. Also he states, the observation that journalists and media organizations follow identifiable routines in producing the news has had significant impact on news work.

Above all, since news is bombarding both journalists and society following the emergence of the social media, verifying information and determining its newsworthiness has become a serious concern in view of fostering the autonomy of the media industry while making TV news at OBN. This study is, therefore, motivated by the curiosity of looking at what impact the social media/Facebook is having on the newsmaking process at OBN.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study was to examine the influence of social media, particularly Facebook, on news making process at Oromia Broadcasting Network Television newsroom.

1.3.2 Specific objectives

The specific objectives of this study were the following:

- To find out the influence of Facebook on news gathering and editorial decision making at the Oromia Broadcasting Network.
- To examine how social media reshapes the hitherto accepted conventional news values in measuring newsworthiness at the Oromia Broadcasting Network.

- To look at how the social media's imperative for immediacy and the journalistic imperative for the discipline of verification are reconciled at the Oromia Broadcasting Network.
- To find out how prepared the journalists at the Oromia Broadcasting Media Network are in coping with the challenge of working in an environment of media convergence.

1.4 Research Questions

The study aimed at answering the following research questions:

- How does Facebook influence the news gathering and editorial decision making process at the Oromia Broadcasting Network Television?
- How do social media reshape the hitherto accepted conventional news values employed in measuring news worthiness at the Oromia Broadcasting Network?
- To what extent are the social media's imperative for immediacy and the journalistic imperative for the principle of verification reconciled at the Oromia Broadcasting network?
- How prepared are the journalists at the Oromia Broadcasting Network for coping up with the challenge of working in an environment of multi-media convergence?

1.5 Significance of the Study

The social media is making inroads in communication and other sectors. Nowadays, social media is exerting enormous global influence on academy, media and communication, socio-cultural interaction, socio-economy, politics, science, health and other sectors with both positive and negative impacts. Above all sectors, the influence of social media on the discipline of journalism seems to be unprecedented for various reasons. This being the case, however, in the capacity of conventional media practitioners with regards to utilizing social media as an emerging discipline in at its infancy in the Ethiopian context.

Despite the observable advancement of new media technology, studies geared towards comparing social media and conventional media in the environment of newsmaking is very minimal in the context of Ethiopia. Hence, this study is of importance as it can serve as a

springboard for those who might be interested in conducting further study in the area in the future.

Furthermore, the findings of this study will help media institutions in our country in general and OBN in particular in learning valuable lessons that might improve their future performance. What is more, the study could inspire journalists and public relation practitioners to look at communication from a new perspective. The findings of the study can also provide a direction for academia in terms of designing curriculum where due consideration is given to linking new media with mainstream media in course offerings. It will also encourage individuals and companies to boost their utilization of social media in their day to day activities. Lastly, it can serve as an input for policy makers in their endeavors with respect to crafting policy directions in relation to the preferred synergy between social media and conventional media usage that would help a better outcome as users navigate through a densely networked global world.

In short, the study will help individual citizens, researchers, media professionals, academics, different companies, policy makers, media critics and others in terms of how best they can position themselves for taking advantage of today's converged multimedia environment.

1.6 Scope of the Study

The study focused on examining how Facebook influences newsmaking process at Oromia Broadcasting Network Television newsroom. The target groups were OBN Television newsroom and new media journalists, and managing directors who play active role in news gathering and decision making process for the broadcaster.

Eventhough Oromia Broadcasting Network TV presents daily news in its morning, noon, afternoon and evening programs, this study focused on the evening newsmaking process which is transmitted at its primetime, i.e., 7:00 PM, also rerun at 9:00 PM and 10:00 PM; this is because the evening news program is expected to bring forth diversified and fresh news items of the day.

Thus, it is limited to OBN TV newsroom journalists, new media practitioners, and their usage of social media, particularly Facebook in their newsmaking activities.

1.7 Limitations of the Study

One of the limitations of this study is the lack of and accessibility related challenge with respect to Facebook news/social media related literature; however, the student researcher has been able to use some online journals and materials. Another limitation of this study is that its findings could not be generalized to the broadcaster's multi-media channeled outlets, i.e., AM Radio and FM Radio, and TV programs since it was limited on TV news. Also, many would still consider Facebook information mostly as counterfeit that provides its own constraints on data collection besides the turnover of the broadcaster's general managers. Perceptibly, the nature of newsroom bureaucracy which is bound by time and which operates under deadline constraints could constitute as limitations. In addition, Facebook news contents did not analyzed in this study that has been taken as limitation.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

This chapter discusses the relationship between conventional media and social media news. It revolves around opportunities and challenges of news making activity in the age of social media penetration that paves the way to citizen journalism. It also details with news sources, news makers, newsworthiness, immediacy of news and related issues in producing TV and Facebook news.

2.1 News Journalism

Journalism is an industry. Information is one of its raw materials, and it undergoes a number of refining processes before it is manufactured into its final form as a commodity -- the printed or broadcast news item (Ura, 1992, p. 8). Also Ura (1992) pointed out:

Most novice media officers limit their effectiveness by ignoring this manufacturing process. It is possible to influence news coverage by intervening in every stage of information-refining. To do so, one must learn who hammers news into shape at each stage. Think of news production as an assembly line with four separate stages. The first process is source -- whence the information originates. The second is selection -- why and how journalists decide to cover some stories and ignores others. Coverage is the third, and it involves the time journalists actually go out into the field to research the information. The final stage, preparation, deals with the news item from the moment it leaves the journalist's computer to the point at which no further alterations of form or content take place. (p. 8).

News is both a product and a point of view in its nature. As a product, Hough (2004) expressed that news is gathered, processed, packaged, and sold by newspapers, news services, news magazines and other periodicals as well as by radio, television and cable stations and networks. This indicates news is not a finished product by its nature; rather it is compiled, sorted out and arranged prior to publication. Furthermore, news is a point of view. According to him, news is what people need or want to know, whatever interests them, whatever adds to their knowledge and understanding of the world around them. Nowadays, both media practitioners and audiences are struggling for the quality of news in a multimedia setting where printing media, broadcasting media and internet based social media platforms abound.

2.1.1 News with the Conventional Media

Traditional Media include television, radio, newspapers, magazines, newsletters and other print publications. The priority of these media or the internet is reporting about recent happenings, i.e., news. News is the backbone of their content.

Broadcasting was undoubtedly the most important media development of the 20th century. First, radio and, then, television developed into mass media that could command the attention of virtually the entire nation at times. Then internet becomes the contemporary alternative for news feed via web and social media. The standard news reports have to provide answers to six questions that include 5 Ws and an H. The five Ws are: When? Where? What? Why? Who? How?

2.1.1.1 Television News

Television has an audiovisual character that makes it a captivating medium which allows us to watch the world from our drawing rooms. It is a mass medium and transitory in nature. Moreover, it is domestic and live medium that foster information, but expensive comparing with other media. Television is a vital medium for disseminating audio-visual news across the globe. In conventional media, journalists measure newsworthiness based on accepted set of values.. This indicates that journalists are the best judges about what news is and what it is not. As noted above, they take this decision based on certain news values which are the salient points to judge the newsworthiness (Stovall, 2005; Hough, 2004; OSCE, 2013). These include:

- i. **Timeliness:** Focus on timely trending events or fresh issues. Current news has more impact than something that happened yesterday or last week. What is closest to now is generally of the most interest.
- ii. **Prominence:** Concerns famous people or well-known events; stories have a stronger news angle than something that the audience isn't familiar with.
- iii. **Consequence:** Educates and informs; is important to our life-style or ability to cope; has a moral or social importance; is "should know" information.
- iv. **Interest/ Oddity:** Is unusual, entertaining, shocking or bizarre has human interest that arouses emotions or causes people to talk about it. Extraordinary and unexpected events generate public interest. As Boyd (2001) noted:

The most interesting element in news is often people – show business personalities, celebrities, big-name politicians, royalty – elite people, who we know only from a distance and who interest us out of curiosity, envy, admiration, malice or affection; people through whom we live our lives vicariously, or whose actions and decisions influence and shape our existence.(p. 21).

- v. **Proximity:** Pertains to local issues, trends or events in one’s geographical area. What is closest to us is generally of the most interest. If an event is happening nearby, it will impact audiences more than if it were happening somewhere else that doesn't affect them as much in another state or in another country.
- vi. **Conflict:** Audiences are always interested in disagreements, arguments and rivalries. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics or even struggles against nature, animals or outer space. If an event has a conflict attached to it, many people will be interested on that basis alone.
- vii. **Impact/magnitude:** If the consequence of an event may directly affect audiences, they will want to know about it.
- viii. **Achievement:** Victory or great accomplishment is appealing to news consumers. This is especially so if the consumer feels a part of the achievement.
- ix. **Love/pathos:** Tender emotions stirred by children, animals, or an attractive person frequently enhance a story’s value.
- x. **Immediacy:** news is only news while it is new (Boyd, 2001). What happened yesterday is dead and buried. There has to be something new to say, some fresh angle.

2.1.1.2 Types of News

News can be hard or soft based on its content. From the point of view of Boyd (2001, p. 68),, “hard news is new and important information about events of significance. Soft news and human interest items are stories run for their entertainment value first and their information second.”

- I. **Hard News:** Hard news is factual, often serious and always timely. It breaks the daily routine and it is almost always the top or lead story. Typically, hard news happens by itself, for example, fires, accidents and natural disasters. By its very nature, hard news must be published or aired immediately because it perishes quickly and becomes “old

news,” replaced by other hard news stories. It is news the public needs to know. Generally, hard news tells about current event that affects the audience.

- II. **Soft News/Feature Story:** Feature and human-interest stories are considered soft news. Soft news lacks the immediacy of hard news. Soft news can often be covered in advance and published or broadcast later with less concern for its timeliness. Often this type of news is referred to as “evergreen.” Examples of soft news could include: a feature on a military hospital; a story about how a soldier came to be a competitor at the Olympic Games, etc. Soft news placement requires more effort than what is required for hard news because it involves trying to interest media outlets in timeless material that can inform, educate, or entertain readers or viewers.

Feature stories or soft news appeal to the emotional side and doesn't directly affect the audience. It contains infotainment like human interest stories, lifestyles, entertainment, sports, celebrity, gossip and society pages.

Generally, TV news attract viewers as a witness to important events in real time, a powerful tool for verification, provides personal storytelling, create a strong connection to people in the news, create a shared experience and etc. However, the rise of social media (new media) as a fifth estate (Dutton, 2009), is another challenge to make news for the audience, like previous decades. The spread of social media networks have changed the way we produce and consume news. According to Alejandro (2010, p. 9), “There is a ground shift happening in the media industry, not just in news, because of the widening reach of social media networks. Mass media is passé. Today, it is all about personal media.” The author acknowledges that Television, newspapers and radio are still here but there is a growing competition from interactive online media.

2.2 Conventional Media versus Social Media

Traditional Media includes television, radio, newspapers, magazines, and other print publications. Social media applications include Google Groups, Wikipedia, MySpace, Facebook, Youtube, Second Liie, Flickr and Twitter, among others. These are the new generation of digital, computerized, or networked information and communication technologies that use internet connection.

The role of both conventional media and social media are to deliver information or news. Social media become more widespread through social interaction using Internet and Web based technologies. People share any and all types of personal experiences ranging from life stories to usefulness of a product or service purchased through social media such as Facebook, Friendfeed, MySpace, Twitter, and Youtube (Tiryakioglu and Erzurum, 2011, p. 138). Adding that having a position in the “conventional media” such as radio, television, newspaper, etc., is associated with many challenges, such as high costs and limitations pertaining to access to archived information. On the other hand, ability to be in “social media” mostly requires only Internet access; specialization is not a prerequisite for content generation in social media.

Along a similar line, Craig (2009, p. 59) notes that:

The Internet has changed much about the way news is produced and distributed. Journalists now can do their work on their own and distribute their messages on their own. While, at present, most journalists continue to work for organizations that distribute news—news organizations—it is not clear how long that will continue to be the case.

The advancement of alternative media changes the landscape of media industries. As a result, social media changes the flow of news from the traditional media to digital journalism. “More and more people get news via digital media, they increasingly access news via mobile devices (especially smart phones), and rely on social media and other intermediaries in terms of how they access and find news” (Kleis, Cornia, & Kalogeropoulos, 2016, p. 4).

However, distribution of video through internet is beginning to disrupt television. According to Newman (2016, p. 20), “The amount of broadcast television watched is falling in many countries (down almost 5% in the UK in 2015 according to Ofcom), with news and current affairs programs amongst the worst affected.” This indicates that advancement of social media influences traditional media, particularly Television audiences who consume news and follow trending agendas through social media.

2.3 The Notion of Social Media

Scholars and media oriented organizations are elaborating the notion of social media as their views, regardless of a unique standardized definition due to its fast growing nature and diversity

platforms of delivering information. To begin with OSCE (2013), “Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. It can be defined as a group of Internet-based applications that build on the ideological and technological foundations of the so-called Web 2.0 and that allow the creation and exchange of user-generated content” (p. 25). The foundation of internet based web 2.0 application is nitty-gritty for the notion of social media platforms.

Moreover, Social Media Terms describe, “The new generation of digital, computerized, or networked information and communication technologies. These can take many different forms including internet forums, blogs, wikis, and podcasts, picture, music and video sharing.” Despite the single standard definition, as a glossary of basic social media terms, “Social media is any online tool that allows people to produce, publish, and share content online and relate with one another.” Journalistically, from the above ideas on social media terms, still the engine of social media evolution is the advancement of internet. According to Drury (2008, p. 1),

Social media describes online resources that people use to share ‘content’: video, photos, images, text, ideas, insight, humour, opinion, gossip, news — the list goes on. These resources include blogs, vlogs, social networks, message boards, podcasts, public bookmarking and wikis. Popular examples of social media applications include Flickr (online photo sharing); Wikipedia (reference); Bebo, Facebook and MySpace (networking); del.icio.us (bookmarking) and World of War craft (online gaming).

On top of that as Barry (2010, cited in Gebayohu, 2011, p. 3) points out the concept of the new media can be defined as, “The combination of digital, computerized, networked information and communication that leads to the production of various types of media content. Since the end of the 20th Century, substantial transformation occurred in the communication process due to the rapid innovation and diffusion of the applications of the new media.” Therefore, social media rapidly becomes influential communication medium through internet overriding. Above all, according to Alejandro (2010, p. 10), “What makes social media of particular interest to journalism is how it has become influential as a communication and news-breaking tool.” This indicates that social media customers can disclose their surrounding occurrences as breaking news like professional journalists do. On top of that, Dictionary of Merriam-Webster defines Social Media as follows:

Forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

What is more, Ron Jones (the President of Symetri Internet Marketing) expressed that, social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online. Most social media services encourage discussion, feedback, opinions, voting, comments, and sharing of information from all interested parties.

In general, social media are inter-connected computer tools that allow people to share or exchange information, ideas, images, videos and even more with each other through technological networked devices. Scholarly, social media perceived as a key tool for communication in media and other organizations. As Siddiqui and Singh (2016, p. 1) argue,

Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act.

Thus, if journalists and conventional media organizations couldn't act to embrace social media usage accordingly, citizen journalism will assimilate traditional media.

2.3.1 Types of Social Media

Social media types are clearly undetermined by scholars, even though media stakeholders and scholars revealed their expressions. For instance, Hester Group (2010, as cited in Yamamichi (2011, p. 5), expressed five sub-categories of Social Media:

(1).Social News (Digg, Twitter, Slashdot), (2).Social Networking (Facebook, MySpace, Orkut), (3).Social Sharing (YouTube, Flickr, Tumblr), (4).Social Bookmarking (StumbleUpon, Delicious, Meneame), and (5).Social knowledge (Wikipedia, Yahoo Answers, Squidoo).

On other hand, Cann (2011) explained types of social media terms by dividing in different sub-categories based on three domains, i.e., communication, collaboration and multimedia.

The first communication domain includes: (1). Social networking: Facebook, LinkedIn, MySpace; (2). Blogging: Blogger, LiveJournal, TypePad, WordPress; (3). Micro blogging: Twitter, Yammer, Google Buzz; (4). Aggregators: Google Reader, Netvibes, Pageflakes, iGoogle; and (5). Location: Foursquare, Gowalla, Facebook Places.

The second Collaboration domain includes: (1). Social bookmarking: Delicious, Diigo, BibSonomy; (2). Social news: Digg, Reddit, Newsvine; (3). Wikis: PBworks, Wetpaint, Wikia; (4). Social documents: Google Docs, Dropbox, Zoho; (4). Project management: Bamboo, Basecamp, Huddle; (5). Social bibliography: CiteULike, Mendeley; and (6). Conferencing: Adobe Connect, GoToMeeting, Skype.

The third multimedia domain includes: (1). Live streaming: Justin.tv, Livestream, Ustream; (2). Photographs: Flickr, Picasa, SmugMug; (3). Video: Viddler, Vimeo, YouTube; (4). Presentation sharing: Scribd, SlideShare, Sliderocket; and (5). Virtual worlds: OpenSim, Second Life, World of Warcraft.

As mentioned above, typology of social media are ambiguous, though the roles of all social media are fostering communication for interaction in different ways.

According to Glossary of basic social media terms, social networking website is an online community that brings together people with similar interests. Large sites, which host many communities, offer a place where people connect with one another online and share content. Examples of communities include:

- i. **Facebook:** An online community for people to connect or reconnect with others. It began in February, 2004 by Mark Zuckerberg and opened for public in 2006 though, it provides several services on the same platform, and many are embracing Facebook as their best social media. It enables people to share videos, pictures, and information about themselves.
- ii. **Flickr:** Online site for storing, sharing, and commenting on photos.
- iii. **LinkedIn:** A professional online community used to network with fellow professionals; an online resume-sharing site.
- iv. **MySpace:** A site where people can meet others with similar interests, creating online communities by sharing videos, photos, and personal information.

- v. **YouTube:** An online site for uploading and discussing videos. Videos can also be embedded from YouTube onto other social media sites such as blogs or social networks since came to sphere in 2005, and it is the leading video service on the internet.
On top of that Ameyu (2015, pp. 13-15) added some social networking sites:
- vi. **Twitter:** a free social networking micro blogging service that allows registered members to broadcast short posts called tweets. **Twitter** members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. It created in March 2006, and this micro blogging service let users use 140 characters to send a message.
- vii. **Google+:** Google make its latest effort to join the social networking space after a try with Google Wave, Buzz and Talk.
- viii. **Wikipedia:** an open webpage for all to edit and produce contents online, Wikipedia is embraced by a lot of users for the fact that it provides digested information. It is called the most democratic forum by most for the reason that is free from advertising.

2.3.2 The Characteristics of Social Media

Social media has some distinctiveness from the mainstream media landscapes. Mayfield (2008 cited in Sylvia et.al 2013) identified five specific characteristics that underline the operations of all social media: participation, openness, conversation, community, and connectedness. The explanations are as follows.

Participation: One of the most distinctive characteristics of social media is its participatory nature that allows interested parties an opportunity to engage in an interaction. By encouraging contributions and feedback from everyone who is interested, social media blurs the line between media and audience (Mayfield, 2008).

Conversationality: Compared to traditional media, social media enables two-way conversations rather than one-directional transmissions or distributions of information to an audience (Mayfield, 2008). While traditional channels, such as television, radio, newspaper, and magazine, only deliver a linear communication mechanism, the Internet provides a nonlinear or two-way communication environment (Rowley, 2004).

Connectedness: Even though the physical presence is considered to be ideal in social relations (Stafford, Kline, & Dimmick, 1999), interpersonal ties can be maintained by not only face-to-face communication but also mediated interaction via communication technologies (Stafford et al., 1999; Wellman & Gulia, 2003). By providing Web links to other sites, resources, and people, social media allows media users to move from one point to others in cyberspace, and offers connectedness to its users (Mayfield, 2008).

Community: Social media allows individuals and organizations to identify and communicate with the people whom they want to be associated with. That is, it offers a mechanism for individuals and organizations to form communities quickly and to develop relationships effectively with others who share some commonality with them (Mayfield, 2008).

Openness: The openness characteristic is enhanced by social media's networking philosophy and the availability of easy-to-use mechanisms for creating and sharing contents. The evidence of openness is prevalent as people, especially the younger generation, share their lives online via social media sites like Facebook, Flickr, and Twitter, and organizations use corporate blogs to distribute information and receive feedback.

On the other hand, Taprial and Kanwar (2012 cited in Etana, 2015, pp. 12-13) stated five distinctive characteristics of social media. These are: accessibility, speed, interactivity, longevity and reach.

Accessibility: social media is easily accessible, takes no or low cost to use. It is easy to use and connect with others as well.

Speed: the content once published will be visible to all connected communities. Not only publishing responses are not delay– they are near instantaneous as well.

Interactivity: social media offers a two-way or more communication. Users interact with each other; ask questions, comments, share, offer the other version of viewpoints and others.

Longevity/Volatility: owing to the nature of the medium, social media content remain accessible for a long time. It can be updated any time as well.

Reach: anything put on social media can reach anyone through internet connection.

Furthermore, Kumar and Vardhan (2014, pp. 5-6) explained some key characteristics of social media as follows:

Free web space: The social media websites provide the users or the so called audience with free web space to upload their personalized content.

Unique web address: The audiences are provided with a personalized unique web address to have a unique identity, which makes them to share their content in real time. It remains intact till the time they maintain their online account.

Possibility of building profiles: the social media enables an individual to have access to the likeminded people to interact with each other. It is also possible to conceal the profile from pirates and making it accessible to only a desired group of people.

Virtual connections with friends and relatives: Social media websites turns to be the platform for virtual meetings. People, who are miles away from each other, can get in touch virtually with each other through such website enabled chat engines. The websites even make it possible to share valuable files, photos and multimedia content with each other.

Real time content upload facility: Through social media, it is possible for the audience to have a chance to upload their personalized content or other files as the services are open round the clock 24x7 for all 365 days in a year.

Feedback: With the online social networks, feedback, the key element in the communication process becomes vital. Feedback is immediate like in face to face communication through new media or social media communication, provided the responder is also online, at the time when the sender initiates the dialogue.

Time stamp: Each and every post in the social media has a time stamp indicating if the post is either fresh or stale. Depending on the freshness of the post, the responder may either choose to respond or not to respond.

2.4 Opportunities and Challenges of Social Media

Social media offers both opportunities and challenges in how people communicate and interact (Dosemagen, Vis, and Wardle, 2016, p. 5) asserted,

Real-time "free" communication, within and across communities, has resulted in seismic shifts. Some of those shifts seem mundane, such as the ability of families and friends to connect over daily activities. Some are more remarkable, as in the use of social media platforms to organize protest movements and, in some cases, revolutions.

2.4.1 Opportunities of social Media

The evolution of internet penetration changes the landscape of communication from the traditional system to moderately networked society. It has created the opportunity for flourishing connected social interaction to override information across the globe. Participating in social media forums, known collectively as "Web 2.0," allows communication and information sharing with large groups of people instantaneously. Bermejo and Chan et.al (2014, p. 108) stated, "Digitization brings new opportunities to journalists in three notable respects: faster news delivery, better access to sources and information, and more interaction with readers/consumers." Further Sawyer (2011, pp. 2-3) stated,

In social media, people have the opportunity to express their opinions to the public and participate in conversations and dialogue through a common virtual medium. Further, in today's society, there is an increasing number of Internet users so new social media has become more popular in daily patterns and routines.

Social media inspired the voice of voiceless society beyond the conventional media. Every citizen who can use social media freely gets the chance to publicize whatever comes to their mind and occurrences around them regardless of prohibition. Zuckerberg, founder and CEO of Facebook January, 2018 report recommend that, "When you give everyone a voice and give people power, the system usually ends up in a really good place. So, what we view our role as, is

giving people that power. By giving people the power to share, we're making the world more transparent.”

Social media provides people to interact about socio-cultural and economies, political rumors and everything, by using new media technology which is in their hand to disclose information through social networks that brings paradigm shift of communication. According to Koul (2013), the Internet, and through it, social media is leading major evolutionary trends both in society and business. Values, culture, norms, and behavior are making paradigm shifts.

Social media is easily being used in different sectors for communication and promotion beyond conventional media. Different sectors alternatively utilize social media for its contemporary, easily networked, low cost and informal accessibility. For instance, in the educational environment, health institutions, agricultural organizations, economic forums, political campaigns, NGO, and others are using social media services to connect with their customers. By integrating with traditional media linking it plays a crucial role for communication.

The accessibility of social media enhances users to enrich and exchange knowledge, disseminate information and connect with global society. Gillmor (2004 cited in Paulussen et al (2007, p. 132) pointed, “Speaks of the “former audience” to stress that the public should no longer be regarded as a passive group of receivers.”

The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity, help to foster information for media organizations and individuals, promote political campaigns, make profit for business enterprises and strong enough for societal interaction. Siddiqui and Singh (2016, p. 73) outlined, “Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.”

What is more, Hermida (2012, cited in Ameyu, 2015, pp. 16-17) identifies the major positive impacts of social media on journalism.

1. **Gathering the news:** journalists have been taking social media presence to find stories, sources, and ideas in such a way to get a different perspective. Turning to audiences has in turn empowered them not just as news sources, but as news sensors as

well. Mainly, social media sites are widely used for breaking news – disaster, terrorist attacks - as journalists cannot be everywhere.

2. **Reporting the news:** social media has enhanced reporting while enabling to report as things unfold with the witness account across boundaries. This includes reporting timely information from the court room within a fraction of seconds which wouldn't be possible otherwise. But this doesn't mean that things merely end once discussed on social media, rather the journalists' new role of curation will continue.

3. **Recommending the news:** social media has pledged news rooms to promote their products. This happens as they recommend the news with a link to the website of the news outlet. Journalists and editors also use it as a promotional tool. This widens their audience reach and helps build their brand. However, this also gives a right to audiences to navigate the news; either to continue with the link and recommend the news to their friends. Thereby, the gate keeping function of the media is challenged. This is due to the fact that, friends on social media take the role of news editor while keep on recommending what is important and interesting to their friends in such a way inviting them to read, watch or listen.

According to Bermejo and Chan et.al (2014, p. 110), perhaps, the biggest role that digitalization plays in journalism lies in news gathering and dissemination rather than in news quality. In France,

The expansion of online news has not substantially enlarged the volume of valuable information, as most content is still based on the same sources as before digitization: press agencies, press conferences, or internal sources of information. It is rather a system of dissemination of the news (the hypermedia system) that has changed, as similar content is now delivered on the main websites, commented on by blogs, and promoted on Twitter and Facebook.

2.4.2 Challenges of Social Media

Despite the fact that social media play the crucial roles in communication, collaboration, entertainment, education, business, politics and etc, also it confronts major challenges.

According to Kumar and Vardhan (2014, p. 7), the following are the most prominent challenges posed by the social media.

Privacy: The primary challenge posed by the social media is the privacy. Many people restrain themselves from taking part in a dialogue with a fear of losing their privacy.

Access for those with disabilities: Section 508 of the Rehabilitation Act of the US provides guidelines for making federal websites accessible to people with disabilities, including the visually and hearing impaired.

Commercial advertising on social media: Advertising on social media should follow the formalities of censor; and porn content in advertisements should be avoided on the websites, intended for the very purpose of social networking. If such restrictions are not imposed, strictly, it may ruin the minds of youth, thereby indirectly increasing the crime rate. This is one of the vital challenges posed by the social media in the contemporary web world.

Terms of agreements: Most of the social media sites allow the audience to create an account, after accepting terms of agreement, which are often vague. The terms of agreement can be interpreted in multiple ways. They pose a threat, indirectly. Most of the social networking websites get an agreement accepted by the users that their information can be used by the owners of the social media. It indirectly causes invasion of privacy. Such a challenge is one of the crucial confront posed by the social media.

Security Concerns: Social media sites pose an equal threat to the security of personal information and other concerned data. Hacking of the websites is the most common feature; with hacking there is an imminent threat to the audience of social media.

Deception: The identity of the individual who joins the social networking sites may either original or fake. The veracity of his/her identity is not known to the fellow user. In the recent past, many cases of deception around the world have been registered. Social media turns to be an easy way of deceiving people using the technology.

Furthermore, improper use of social media may violate laws established to protect customer confidentiality. According to Tiryakioglu and Erzurum (2011, p. 140), “Problems pertaining to confidentiality, misuse of information and social network dependence are undeniable facts”.

Also it may face personal liability or be individually sued for defamation, invasion of privacy, or harassment and others.

2.5 Social Media News

Social media have facilitated citizen journalism in news production, distribution, and consumption (Bermejo and Chan et.al, 2014, p.116). The advancement of social media had broken the formal foot step of professional journalists who were releasing fresh news and reverse the flow of news. According to Witschge and Nygren (2009, p. 37), “New media technologies are said to change news journalism. For better or for worse, they are said to change the nature of news and the way in which it is produced”. News which was previously disseminated from the mouth-piece of media practitioners can now be decentralized and disclosed by the society.

Burzynski (2013, p.2) also stated, “Social networks are rush into the framework of our lives, acting as a platform to share interests, worries and opinions with the world in real-time. What is more, social networks are a rapidly growing source of news. News has become integral to social networks.” Thus, social networks are the backbone of sharing information/news from the source to the destination or from the producer to the consumer regardless of professional actors. Bermejo and Chan et.al (2014, p. 29), “Broadband wireless services (mobile telephony and internet), used daily by practically all citizens, serve social purposes no less than broadcasting does.”

Furthermore, according to Salman and Ibrahim et.al (2011, p.3), “With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters.” The emergence of new media technology empowers citizens to produce and consume news.

What is more, the spread of social media usage changed the newsmaking activity of traditional journalism. According to Stovall (2005, p. 51),

The World Wide Web developed as news medium during the late 1990s and early years of the 21st century. Users recognized the information presentation qualities of the web before many newspaper or television journalists did. The web's unique combination of characteristics -- capacity, flexibility, permanence, immediacy and interactivity -- makes it a powerful medium for the practice of journalism.

Moreover, according to Alejandro (2010, p. 9),

In the old days, a reporter was given a lead or went out to find a story. Today, many stories are received third hand (sometimes even fourth or fifth hand) through Facebook posts or Tweets or Digg so that by the time a story is assigned to the reporter, the story in some form or another is already out there in the social media universe. The reporter now has to take that into consideration and find some angle to the story that is not yet being talked about.

Adding that, as to the notion of scoops and breaking news, a lot of tips or leads these days are from the web or what's "trending" in social networks like Twitter, Facebook or its popularity rating on Digg or based on search volume patterns in search engines like Google or Bing .

Moreover, Digital technology has given journalists new tools and newsroom processes have changed. New forms of outlets—mostly Internet-related— have emerged both within the traditional media companies and in new media companies in competition with traditional media (Witschge and Nygren, 2009, p. 41).

2.5.1 Who is a Journalist in the age of Participatory Journalism?

Social networks changed the way of producing, transferring and consuming news and information across the society through internet navigation. According to OSCE (2013, p. 23),

Social media and social networks change the way news is generated and accessed. They influence media in three dimensions: as a tool for journalists to create content, as a tool to distribute and impart information, and as a tool to seek, receive and access information. The exercise of these fundamental rights by journalists and citizens also relies on unhindered access to the Internet.

The advancement of internet and flourishing of social media tools empowered every citizen to make news regardless of prohibition in one hand; and in doubt journalists in other hand. Stovall (2005, p.51) states,

Anyone can declare himself or herself a journalist -- and in this day of web logs, many people have done so. But getting to be a professional journalist -- a person who is paid to do journalistic work -- is no easy task. A journalist should have certain personal

characteristics -- curiosity, persistence and the willingness to work hard. He or she should have a wide ranging knowledge of history and politics because journalists deal with so many different topics of public importance.

Furthermore, the improvement of communication technology changes the area of traditional journalism. “The idea behind citizen journalism is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others” (OSCE, 2013, p. 28).

The argument suggests that journalism in the age of social media penetration is a controversial arena of professionalism. The reason is, thanks to technology, anyone who is familiar with internet can fabricate the art of journalism beside practitioners. Social activists and citizens can take part in journalism. Witschge and Nygren (2009, p.39) argued, “Journalism cannot be fully regarded as a profession; it would be against the freedom of expression to demand some kind of legitimization from those expressing themselves in media. Media scholars have thus considered journalism as a semi-profession, mostly because of this reason of not being able to exclude non-professionals from the field of journalism.” As a result of new technology, contributions of non professional actors are undeniable in the field of journalism to make news regardless of journalistic training.

Moreover, Paulussen et al. (2007, p.137) stressed, “in citizen journalism the news making process is completely pulled out of the hands of journalists and left over to the people, who have become both producers and users of the news.” This indicates citizens have the power to produce and consume news despite professional journalists.

However, the profession of journalism is beyond the routine activity of social actors, participatory citizens or citizen journalists, and etc. According to Volek (2007, p.360),

A journalist’s professional model consists of its “technical” dimension based on systematic knowledge acquired through long-term preparation, whereas it is also derived from the extent to which professionals adapt to the set of norms and rules of the given profession.

Further, Bermejo and Chan et.al (2014, p.130) pointed, “The audience generally still relies on trusted channels, mostly public media, when it comes to news”. Journalism profession needs qualified experts who perform in a systematic and technical way of practicing journalistic knowledge. What is more Bofo (1988, p.61) pointed, “Journalism profession comprises press designers, proof-readers, reporters, editors, production personnel in radio and television as well as freelance journalists. Also classified as, journalists are journalism educators who have had at least two unbroken years of full-time practice in any news medium.” From the above scholars’ view, technical dimensions, rules and norms, systematic knowledge, training and teamwork are vital in journalism profession.

Above all, nowadays, journalism is triggering in a multi-dimensional way. Online technology converge traditional and new media as well as increasing the cooperation of practitioners and audiences in providing news. Etana (2015, p. 19) pointed, “The journalist in this age of social media shall have the perseverance and ability to work with audiences in the making of news” . This shows the spread of social media networks pave way for journalists to cooperate with their audiences in news making. The reason is that, “news consumption via social networks is rising daily” Bermejo & Chan et.al (2014, p.26).

2.6 Dark side of Social Media News

Unable to deny its bright feature, although, the dark side of social media should have to take into consideration. According to Duivesteyn & Bloem (2013, p. 12) the following expressions reflect the dark side of social media.

The addiction to social media on mobile devices, and all the hypes, hopes, hints, hazards, etc. that we share daily, seem to have become so excessive that there is mention of irresponsible time-consumption, to say the least. The following ten jet-black consequences of social media are looming up everywhere. We are becoming stupid, anti-social, we are egocentric and are stumbling around with blinkers on; we are even becoming physically and psychologically ill. Our memories are degenerating and we are prey to manipulation, monitoring, terror, and urge for sensation. Privacy no longer exists. Every one of these developments is a restriction and a deviation: ranging from tunnel vision and lack of individuality to illness and psychotic exaltation.

Excessive usage of social media brings information overload that damage our memories beyond addiction and economic-time consumption. Mental creativity to generate idea and psychological wellbeing may affected by fabricated social media information as mentioned above.

Moreover social media, particularly Facebook invite crimes of socio-economic destruction and political unrest according to researchers. As Duivestain & Bloem (2013, p.2), "According to recent statistics, a Facebook crime is being committed in the UK every 40 minutes. Social media are so easy to use, so fast, so accessible and so widespread, that this should not cause anyone any surprise." Furthermore, Neelamalar & Chitra (2009, p.126) reflected, "...it has its negative effects too such as cyber crimes which have become a privacy threat to the people worldwide." Therefore, social media has negative impact on individuals, socio-political activities and economic crisis if it handled unwisely.

2.6.1 Negative Impact of social media on Mainstream TV News

The spread of social media platforms come up with changes and challenges in production and consumption of conventional television news. As Nicolas Kristof in a *New York Times* column recognized in Burzynski (2013, p.3), "The public is increasingly seeking its news not from mainstream television networks or ink-on-dead trees but from grazing online. When we go online, each of us is our own editor, our own gatekeeper. We select the kind of news and opinions that we care the most about." This shows that audiences are prioritizing to consume the online social media news and select the most interesting news sites to them rather than spending their time by gazing TV.

New media advancement provide citizens to involve in news making and news feeding, rather than passive receivers like traditional mass media that dominated mass audiences until recently. Salman and Ibrahim et.al (2011, p. 3) revealed, "With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters". Therefore, social media revolution changes one way communication style of conventional media. Also, it paves way for delivering immediate information and free communication. According to Kayode (2014, p. 105), "New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate."

However, Hermida (2012 as cited in Ameyu, 2015, pp. 16-17) stated the rise of social media has a consequence on the editorial and ethical standards of traditional journalism; mainly, expressed three challenges:

Firstly, the process of Verification: the use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism's principles. And this has the power to cost the big asset of media organization- credibility.

Secondly, the interpretation of objectivity: objectivity in journalism gets challenge with the use of social media. Thus, media organizations are drafting social media guidelines to fight partiality that has come with the use of opinions by journalists on social media networks. Thus, journalists are getting hardened on the very social nature of social media.

Thirdly, professional/personal balance: either to use social media for personal or professional purpose is igniting a debate among scholars. News organizations and journalists are developing frameworks to negotiate the hazy line between the personal and professional use of social media. However, news organizations have varied viewpoints towards this.

2.6.2 Social Media and Fake News

Nowadays, social media are tools of producing, disseminating, and grasping information across the globe and become trustworthy. According to Marken (2007, p. 10),

Social media news from sources is tremendously influential and even perceived as more trustworthy than mainstream media in some instances. Technology allows private individuals to become sources of information online "sharing opinions, insights, experiences and perspectives with others.

Furthermore, social media utilization has been increasing social interaction beyond one's boundary and enriches users in generating information. Tiryakioglu and Erzurum (2011, p. 140) pointed,

Social network sites offer several possibilities such as socialization of individuals, ability to communicate with people living worldwide, ability to be a member of group which cannot be possible in real life due to geographical and physical constraints, self-expression and ability to receive information and share it.

Thanks to new technology, freely anyone can provide any information, although, journalism is an advocacy of truthfulness. According to Stovall (2005), the culture of journalism is the concepts of honesty, objectivity, persistence and competition. Journalists must approach their jobs with an honest frame of mind, seeing what they do as a public service rather than as a way of making money.

Despite that there is bias in news to reflect personal feelings regardless of accuracy in the news media by professionals. Stovall (2005) stated that beliefs, attitudes and points of view that prevent journalists from evaluating and presenting information in a fair and accurate manner expected by the audience. The spread of social media provide the chance to think of news making culture by audiences, i.e., social media brings paradigm shift of news making and consuming. Thus, it provides the way journalists and audiences evaluate news structure become diversified.

According to Allcott and Gentzkow (2016, p. 211), “Social media platforms such as Facebook have a dramatically different structure rather than previous media technologies. Content can be relayed among users with no significant third party filtering, fact-checking, or editorial judgment.” Therefore, social media contents are determined only by practitioners rather than gatekeepers, like conventional media. The reason is that, social media information has no regulation; consequently, users can provide whatever come to their mind either right or wrong. Therefore, the free flow of social media news in an open door for everyone can result in the spread of fake news. Shu & Sliva et.al (2017, p. 1) pointed,

Social media for news consumption is a double-edged sword. On the one hand, its low cost, easy access, and rapid dissemination of information lead people to seek out and consume news from social media. On the other hand, it enables the wide spread of “fake news”, i.e., low quality news with intentionally false information.

Either in conventional or social media, intentionally, fake news fabricators are eager to catch the attention of followers and misinform them; but it is not fall under news (Shu & Sliva et.al, 2017; Rawcliffe, 2017). Further, “What we are now calling fake news – misinformation that people fall for, is nothing new” Rawcliffe (2017:3), “... news articles that are intentionally and verifiably

false, and could mislead readers” (P, 4). Moreover, Weedon, Nuland and Stamos (2017, p. 4) pointed,

The term “fake news” has emerged as a catch-all phrase to refer to everything from news articles that are factually incorrect to opinion pieces, parodies and sarcasm, hoaxes, rumors, memes, online abuse, and factual misstatements by public figures that are reported in otherwise accurate news pieces. The overuse and misuse of the term “fake news” can be problematic because, without common definitions, we cannot understand or fully address these issues.

In America, Allcott and Gentzkow (2016, p. 212) stated, “Following the 2016 election, a specific concern has been the effect of false stories—“fake news,” as it has been dubbed—circulated on social media.” Adding that, by citing Silverman (2016, p. 212), “The most popular fake news stories were more widely shared on Facebook than the most popular mainstream news stories.” . Since most fake news contributors are intentionally eager to motivate audiences, they get many followers; but conventional media do not encourage it without verification. Social media utilizers want to gain information cheaply and easily rather than measuring its accuracy. Allcott and Gentzkow (2016, p. 212) stated,

Fake news arises in equilibrium because it is cheaper to provide than precise signals, because consumers cannot costlessly infer accuracy, and because consumers may enjoy partisan news. Fake news may generate utility for some consumers, but it also imposes private and social costs by making it more difficult for consumers to infer the true state of the world.

Previously, the rumor of fake news in traditional media is, now, a media agenda that comes with wide spread of social media networks. Shu & Sliva et.al (2017, pp. 3) stated, “Fake news has existed for a very long time, nearly the same amount of time as news began to circulate widely after the printing press was invented in 1439.” Adding that, “the media ecology of fake news has been changing over time from newsprint to radio/television and, recently, online news and social media.”

The flexible form of producing and disseminating fake news through different media platforms are affecting news consumers, and devalue journalism arena. According to Shu & Sliva et.al

(2017, p. 1), “The extensive spread of fake news has the potential for extremely negative impacts on individuals and society.” These shows that widespread of fake news are negatively affecting consumers. Therefore, news making in mainstream media organizations and through online social media production, particularly Facebook, needs concentration.

2.7 Facebook News

News on Facebook is just something that happens (Mitchell, 2013, p.5). That is due to internet penetration. “Internet users contribute to the creation of news, comment about it or disseminate news via social media sites like Facebook and Twitter” (OSCE, 2013, p.28). On top of that, Facebook is online social network software which enables users connect to each other via private or public correspondences based on different authorization levels in networks and join other groups and share contents with other users (Tiryakioglu and Erzurum, 2011, p.141). Moreover, Storck (2011, p. 11) mentioned,

Facebook users interact with other users or “Facebook friends by updating their “status”, writing on other members “walls” or sending direct personal messages. Users are able to “create and join interest groups, ‘like’ pages, import and search for contacts, and upload photos and videos.

Further, access to initial information is now feasible for most citizens, who have become not only recipients but also providers of information. At the same time, new news sources have emerged, which have come to compete with dominant media (Wiley & Sons, 2012, p. 289). Thus, according to FACEP (2011, p. 5),

Facebook, Inc. is a privately held social networking site built to make it easy for people to share information with their friends in a trusted environment. By presenting people with information that is relevant to their lives, Facebook has become a part of many people’s daily routine. Facebook membership was originally limited to Harvard students and then to college students in general, but has since spread worldwide. Founded in 2004 by a group of Harvard students led by Mark Zuckerberg, Facebook is headquartered in Palo Alto, California. In January 2011, Facebook raised \$1.5 billion, one of the largest amounts of venture capital ever raised by a private company.

Above all, 2017 was a strong year for Facebook in many ways as Zuckerberg's quarterly results and community update on 30th, January 2018. He stated, "Our community continues to grow with more than 2.1 billion people now using Facebook every month and 1.4 billion people using it daily. Our business grew 47% year-over-year to \$40 billion."

The report indicates that Facebook customers are growing from time to time in order to strengthen the bond of their social networks. This trend easily increases news production and consumption of all customers and promoting social media networks. According to OSCE (2013, p. 25) "Facebook, Twitter & Co. makes it easier than ever before to share information, impart and receive news or comment on and discuss ideas and developments. Bloggers widened the scope of classical journalism and added the new form of "blogging" or "citizen journalism" to the media landscape."

Social media networks, like Facebook, make communication easy to interact and react. Facebook customers can produce and consume news regardless of their socio-economic background and political views. What is more, political news is tremendously navigating through social media, including Facebook. There is a debatable proverb that coins, "politics is a dirty game." However, global media including conventional and social media headlines are busy in politics. Stovall (2005) strengthened this idea by suggesting, "Much of journalism is about civic life -- in other words, politics." In addition, Vitak & Zube et.al (2009, p.5) revealed, "Sites such as Facebook and MySpace offer a venue for young people to express themselves politically, locate political information, and interact with their peers about politics."

Nowadays, politics is the burning issue of both developing and developed nations across the world through Facebook and other social media networks. Everyone can disseminate political news. According to Salman and Ibrahim et.al (2011, p.3), "Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values"

Weedon, Nuland and Stamos (2017, p. 3) pointed out,

Civic engagement today takes place in a rapidly evolving information ecosystem. More and more, traditional forums for discussion, the exchange of ideas, and debate are mirrored online on platforms like Facebook – leading to an increase in individual access

and agency in political dialogue, the scale and speed of information consumption, as well as the diversity of influences on any given conversation.

In addition to reveal political expressions through Facebook, also, it is vital for online social interaction. “With the popularity of social networks such as Facebook, we have greatly extended our social interactions from the physical into the digital” (Okamoto and Buza, 2008, p.232). Furthermore, social media plays a great role for fostering and promoting business and entertaining news. Social network news production and consumption is progressing. According to Bermejo & Chan et.al (2014, p.133),

The number of countries that have experienced growth in news consumption via social networks is rising daily. It especially applies to the younger generation who simply click to links that either media post on social networks (with Facebook and Twitter as the most popular) or follow the news recommended by their friends on these networks.

2.8 Future News

News journalism is indispensable to inform, educate and entertain audiences. Conventionally, as Sabigan (2007, p.7), “Mass media are the primary provider of information that reaches wide audiences.”

However modern society in today’s globalized world are both providers and consumers of news, through flourishing social media which we use today. Thus, media organizations have to infer the future of information dissemination for the survival of oneself, either as conventional media practitioners or social media providers, or both. The reason is, since technology and events in the world are changing timely, planning and adjusting media channels/tools are crucial. According to Rudin and Ibbotson (2002, p. 11),

Around the turn of the twenty-first century there was much excited talk about information technology, especially the Internet, leading journalism – and the media generally – into a brave new world in which the customer, citizen or consumer would be king: access to news and current affairs of all kinds would be available to all, anytime, anywhere. Media companies large and small invested massively in the technology, many fearful that if they didn’t they would be left behind.

The interest of people to access of information is increasing. According to Aguolu cited in Bruder and Diels (2007, p.2) stated, “ people need access to information about new developments and techniques in medicine, agriculture, science and technology, social life and culture, so existing practices can be improved on.”

Since news is about something happening, one would have to reshape oneself in a flexible way of gathering and disseminating it, unless we are going to be off the audience. According to Craig (2009, p.12), “...highlighting the fact that we currently live in an era where both journalism and society are undergoing profound transformations. Under such circumstances we believe that one of the greatest current challenges of journalism studies is to be reflexive about the globalized power relations that shape its interests.” Moreover Craig (2009, p. 13) focused on journalism study and media convergence as follows:

As highlighted by the increasing significance of convergence, journalism studies also ought to explore the boundaries of journalism by examining talk shows, free sheets, advertorials, “citizen journalism”/user-generated content, blogs, podcasting, and online news aggregators—and the impact of these developments on our understanding of journalism.

Nowadays, audiences are rich enough to evaluate media performances by comparing with the existing reality; by scanning social media news and analyzing their interests. Thus, attentively, knowing to produce and use multi-formats and styles of news journalism are vital for transforming meaningful information that fosters the media’s future. According to Haak et.al (2012, p. 2926),

Journalism is not just presenting the news (of the day or the week, of a city or even a country), but telling meaningful stories about what is new or is happening in the world, understanding it in context, explaining it to others, and making it available so others can use it (keep it, share it, remix it, and so forth) for their needs.

Delivering meaningful information is the best way to hold audiences and compete with the existing conventional media organizations and social media penetrations. Social media are tremendously vibrating mainstream journalism by providing the chance to make and take news. Haak et.al (2012, p. 2923) revealed that,

In the digital environment in which journalists now work, new facts are being unearthed daily; more audience feedback is being integrated; more voices are being heard; more diverse perspectives on the same news stories are being presented; more stories are available, archived and searchable for longer periods of time; more men and women of power are being watched more closely; and more people are engaged more actively with the changes in the world—by taking photos or making videos of key moments, by commenting on blogs, or by sharing the stories that matter to them.

Above all, journalists are the most changing agents of the future media landscape; particularly strive for generating social media news. According to Alejandro (2010, p.38), “If journalists are being required to change for a new and more social media landscape, newsrooms too will have to change accordingly”. Moreover Alejandro (2010, p.36) stressed, “Like it or not, the journalist of the future has to be more technology-savvy as news organizations become more digital-centric.” Therefore, the widespread of social media would have been enforcing journalists to be more equipped in media technology and professional skills.

2.9 Theoretical Frameworks

The study employed three theories that support the research work and explain the problem under study. These theories are: Information network theory, media convergence theory, and technological determinism theory.

2.9.1 Information Network Theory

Nowadays, network information and communication technologies are widely spreading across the globe. According to Castells (2004, p. 11),

Informationalism is a technological paradigm based on the augmentation of the human capacity of information processing and communication made possible by the revolutions in microelectronics, software, and genetic engineering. Computers and digital communications are the most direct expressions of this revolution. Indeed, microelectronics, software, computation, telecommunications, and digital communications at large, are all components of one same and integrated system.

Information network theory shape the flow of information communication based on technological utterances of human capacity and processing information needs, in deeds. Thus,

mushroom of information network is vital to portray information that sets in human mind and providing the process to be networked that results information society. Here, technology is a tube to disclose knowledge and information in the human mind through a networked way. Kiado and Mandatum (2008, p.33) pointed out on the connection of information, technology and knowledge as follows.

The processes of information production take place in the minds of individuals, not in natural or artificially maintained “exterior” locations (this immediately places the investigation of the flow of information into a “human” and “social” frame, while technology becomes a secondary consideration).

The systems of information technology operate with information converted into symbols, computers and machines process symbols, minds and intellects process information. Knowledge can be defined as further transformed or contextualized information.

What is more, as Castells (2004, p. 6) argues,

Networks became the most efficient organizational forms as a result of three major features of networks that benefitted from the new technological environment: flexibility, scalability, and survivability. Flexibility: they can reconfigure according to changing environments, keeping their goals while changing their components. They go around blocking points of communication channels to find new connections. Scalability: they can expand or shrink in size with little disruption. Survivability: because they have no center, and can operate in a wide range of configurations, they can resist attacks to their nodes and codes, because the codes of the network are contained in multiple nodes that can reproduce the instructions and find new ways to perform.

From the above expression, the advancement of new technological environment is the base of information processing networks. It results, handing out flexible communication channels, determining the variation of information dissemination and disclosing available information by means of alternative networked technology.

Social media and information networks are new media phenomenon, which recently become popular and motivate media practitioners. Zeitel-Bank (2014, p.1184) pointed, “Within a few

years social media has become an integral part of the world. Especially young people cannot think of communication without thinking of online-networks like Facebook, Google+, and Twitter.” This indicates that the primary favorite communication tools for literate youngsters are online information networks that navigated through internet.

Furthermore, information and communication networks are spreading across the society as an alternative means of portraying news. Information network tools provide news from the producers to consumers and give immediate feedback to the networked society. Consequently, cooperation of communication formation is increasing in networked journalism. As Jarvis (2006) cited in Paulussen et al. (2007, p. 146),

Networked journalism’ takes into account the collaborative nature of journalism now: professionals and amateurs working together to get the real story, linking to each other across brands and old boundaries to share facts, questions, answers, ideas, perspectives. It recognizes the complex relationships that will make news. And it focuses on the process more than the product.

This reveals that journalism is the job of cooperation by networking with both professionals and nonprofessional actors. More concentration is given on the process of acquiring and disclosing information through preferable networks.

Thomas and Cover (1991, p. 374) assert about network information theory in the process of sending and receiving information through computer networks;

A system with many senders and receivers contains many new elements in the communication problem: interference, cooperation and feedback. Given many senders and receivers and a channel transition matrix which describes the effects of the interference and the noise in the network, decide whether or not the sources can be transmitted over the channel. Examples of large communication networks include computer networks, satellite networks and the phone system. A complete theory of network information would have wide implications for the design of communication and computer networks.

Thus, information network is navigating through networked computers, satellites, telephone and others means of communication to impart information to its destination.

2.9.2 Media Convergence Theory

Unlike the traditional media channels, online media penetration emerged with combination of multi-media outlets. According to Littlejohn and Foss (2009, p. 188),

The convergence theory of communication was developed in 1979 by D. Lawrence Kincaid to provide a general model of communication that would overcome the criticisms and shortcomings of prevailing models, especially information transmission models such as the one used in Shannon and Weaver's mathematical theory of communication. The model represented communication as (a) a process rather than a single action; (b) sharing or exchange of information rather than one-way transmission; (c) two or more participants in dialogue; (d) a means to clarify the confusion between information, knowledge, messages, symbols, and meaning; and (e) a self-correcting feedback process, defined dynamically as a diminishing series of corrections that enable communicators to converge on a goal.

Nowadays, media convergence is flourishing with the advancement of new information and communication technology that allows merging multi-media platforms. According to Melinda (2011, p. 48), "The interlocking of computers, information technology, telecommunication networks and the media content generated by newspapers, radio and television gave birth to a phenomenon called media convergence." New communication technology allows converging different media platforms such as printing press, broadcasting, online or social media under the same umbrella to publicize.

According to Jenkins (2006, p. 2) media convergence is, "The flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want." This shows that media convergence provide distribution of content (information) in a multimedia industry and create opportunity for the flexibility of media audiences to feed news which satisfy them. Therefore, to satisfy their customers, "Broadcasting now involves media that previously were used for non-broadcast purposes – different

communications media are merging their functions. The computer is at the heart of this revolution: it too has become a medium for broadcasting. The digital revolution and convergence have meant that TV and radio can be received using a variety of platforms” (Chapman and Kinsey, 2009, p. 8).

Further, Pavlik (1996 cited in Wiley & Sons 2012, p.25) defined convergence as the “coming together of all forms of mediated communications in an electronic, digital form, driven by computers.” This reveals that technology allows joining all forms of media to impart information in a combined way.

Moreover, Meikle and Young (2011, as cited in ALRC, 2012, p. 64) observed that convergence can be understood in four dimensions:

1. technological—the combination of computing, communications and content around networked digital media platforms;
2. industrial—the engagement of established media institutions in the digital media space, and the rise of digitally-based companies such as Google, Apple, Microsoft and others as significant media content providers;
3. social—the rise of social network media such as Facebook, Twitter and YouTube, and the growth of user-created content; and
4. textual—the re-use and remixing of media into what has been termed a ‘transmedia’ model, where stories and media content (for example, sounds, images, written text) are dispersed across multiple media platforms

From the above points of view, media convergence theory shapes the way media formats are striving to meet their goal of compatibility beyond their sustainability. Also, it motivates media practitioners to produce news/information in a flexible way to feed multi-media audiences.

According to Jenkins (2006, p. 3), “In the world of media convergence, every important story gets told, every brand gets sold, and every consumer gets courted across multiple media platforms.”Therefore, convergence requires media companies to rethink old assumptions about what it means to consume media, assumptions that shape both programming and marketing decisions (Jenkins, 2006, p.18).

2.9.2.1 Characteristics of Media Convergence Theory

Technological convergence, media convergence and organizational convergence have changed the way in which news is made (John, 2007, p.51). Moreover, a significant feature of the convergence of conventional media and new technology is multiplatform distribution. Multiplatform means distribute media content to multiple media outlets (Zhang, 2012, p.5). Convergence theory brought the distributing of media contents through multi-media outlets by using media technologies which was hardly used before internet penetration. According to Undurraga (2007, p. 77) stressed, “Media convergence and growing financial pressure on the journalistic field have triggered significant changes in newsmaking cultures across the world.” Media convergence changed the limited activity of journalists on the same media outlet.

According to Paulussen et al. (2007, p. 131), “In contrast to traditional media, blogs and other community-driven media are characterized by a fundamental convergence of the roles of content producers and consumers, as every user has the opportunity to both consume and create content.” New media technology allows using multi-media platforms either to produce or consume news content in a converged way. In addition, according to OSCE (2013, p. 25),

Social media and social networks form ever newer ways to communicate, many of which we could not have imagined just a few years ago, and many to come that we cannot envision today. They make use of innovative technologies and combine them with already existing features to form Internet services which can be used by journalists and citizens alike.

The advancement of media technology allows both citizens and media practitioners to be the stakeholders of news production or consumption, and results the amalgamation of contents of both conventional media and social media outlets. Briggs (2007, p. 5) pointed,

As technology and media economics push us toward platform convergence, a new model emerges: The journalist who is a jack of all trades and master of none, a person who can write, shoot, edit, talk, and look good on camera with a competence that might not be great but is good enough. A good reporter would be redefined as one who is good enough in any medium.

It indicates that speculation of media convergence widens the framework of journalists to produce for all media outlets accordingly. Melinda (2011, p.52) pointed, “From the journalist’s point of view, convergence offers the chance to do better journalism by giving reporters the tool to tell stories in the most appropriate medium. Technology frees them from the limits of individual media.” Media information technology allowed journalists to be all rounded of multi-media practitioners including web, social media, print, radio and TV.

The essential fact about media convergence is that it helps to spread news and entertainment content (Bermejo and Chan et.al, 2014, p. 145). Also, convergence in terms of ownership is complemented by technological convergence, meaning the dissemination of news on similar, or partly similar, platforms.

Therefore, media convergence theory is characterized by converging content/news in a multi-platform linking information in a jointly channels. It allows both journalists and citizens to participate in journalism career regardless of any limitation, if they are familiar with media technologies.

2.9.2.2 Models of Convergence

Gordon (2003) as cited in Mishra (2016, p.103) outlines five different aspects of convergence including ownership convergence, tactical convergence, structural convergence, information gathering convergence, and presentation convergence. Furthermore, Melinda (2011; Quinn and Filak, 2005, pp. 50-51) reviewed Gordon’s models of convergence according to the media technologies or media businesses.

1. Ownership convergence: relates to arrangements within one large media company that encourages cross-promotion and content sharing among print, online and television platforms owned by the same company. It refers to the ownership of multiple content and distribution channels by media conglomerates.
2. Tactical convergence: describes the content sharing arrangements and partnership that have arisen among media companies with separate ownership. It involves cooperation and collaboration in areas such as content, marketing, and revenue enhancement.
3. Structural convergence: is associated with changes in newsgathering and distribution, but is also a management process in the sense of introducing changes in work practice.

4. Presentation convergence is a new way of storytelling emerging from the combination of computers and portable newsgathering devices. This type of convergence takes advantage of the interactive potential of radio, television and the web, as journalists learn to appreciate each medium's unique strengths enabled by multimedia tools.
5. Information-gathering convergence takes place at the reporting level, and media companies have increasingly required reporters to have multiple skills.

2.9.2.3 Critiques of Media Convergence

Critics of convergence have often argued that, “jack of all trades, master of none” approach would make for worse journalism (Quinn & Filak, 2005, p. 27). This indicates that convergence paves way to reporters to cover a story for different medium like TV, Radio, newspaper and internet. Consequently, “... reporters who are forced to churn out stories for each medium will repeat themselves across the media platforms”. Therefore, the more work reporters have to do, the more likely they will be to miss deadline. Media convergence allows journalists and citizens to participate in multi-media career regardless of any limitation that affect journalism.

Furthermore, the migratory of audiences from one media outlet to the other is fearful. According to Jenkins (2006, p. 19), convergence represents a risk since most of these media fear a fragmentation or erosion of their markets. Each time they move a viewer from television to the Internet, say, there is a risk that the consumer may not return.

2.9.3 Technological Determinism/Media Ecology of Marshal McLuhan Theory

Media ecology is the study of different personal and social environments created by the use of different communication technologies (Griffin, 2012, p.322). This demonstrates that various communication technologies determine the study of personal and social arenas to impart message.

According to Zhang (2012, p.1), “The popularity and advancement in technology including cable television, portable electronic devices, and the Internet has had enormous impacts on the means of transmitting and receiving information in many perspectives.” This indicates, making or taking information depends on the nature of information communication technology.

Likely, as tools such as the knife or the axe were extensions of our body and limbs, media technologies were extensions of our senses and central nervous system (Medosch, 2005,

p.14). This idea reveals that as metal products can affect our body, likewise, media technologies can navigate information of our senses. Therefore, according to McLuhan's *Understanding Media* was a surprise hit that generated both admiration and dissension. "His theory suggests that media should be understood ecologically. Changes in technology alter the symbolic environment—the socially constructed, sensory world of meanings that in turn shapes our perceptions, experiences, attitudes, and behavior"(Griffin, 2012, p. 321). Furthermore, Littlejohn and Foss (2009, p. 645) stated,

Media technology, according to McLuhan, extends the self into interaction with the medium. Hence, television allows us to see beyond the limits of biology. The telephone does the same for hearing. Computers and electronic media allow information to be stored (electronic data bases), manipulated (word processing), and transmitted (e-mail) far beyond the meager capabilities of human nature.

Moreover, Griffin (2012, p. 323),

We need to focus on our everyday experience of technology. A medium shapes us because we partake of it over and over until it becomes an extension of ourselves. Because every medium emphasizes different senses and encourages different habits, engaging a medium day after day conditions the senses to take in some stimuli and not register others. A medium that emphasizes the ear over the eye alters the ratios of sense perception.

According to Griffin (2012, p.321), McLuhan's theory of media ecology is best captured in his famous aphorism: "The medium is the message." According to McLuhan (1964, p.5),

In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message. This is merely to say that the personal and social consequences of any medium-- that is, of any extension of ourselves -- result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology. Many people would be disposed to say that it was not the machine, but what one did with the machine, that was its meaning or message.

The medium is the message indicates us that remarking modification in our societal or cultural environment indicates the presence of a new message, that is, the effects of a new medium.

Technology or machine navigates meaning or message that is mediated by our senses and in turn shapes ourselves. Therefore, if we concentrate on analyzing or resisting the content of media messages, we miss the fact that the medium itself is the message. Unless, according to McLuhan, “we have become tools of our tools” i.e. “we shape our tools and they in turn shape us” (Griffin, 2012, p. 319)

CHAPTER THREE: RESEARCH METHODOLOGY

The aim of this study was to scrutinize the influence of social media, particularly Facebook, on news making process at the OBN Television newsroom. To achieve this, the following methodological approach was employed.

3.1 Qualitative Research Design

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2004, p.31). Thus, the research design of this study employed qualitative method to answer the basic research questions. The qualitative research is an approach for exploring and understanding the meaning individuals or groups assign to a social or human problem.

Qualitative research is a form of inquiry in which researchers make an interpretation of what they see, hear, and understand (Creswell, 2007, p. 39). It is a perspective of constructivist, naturalistic, interpretive, post-positivist and postmodernist design. Further, qualitative research designs are particularly valuable in identifying and assessing issues not easily measurable, such as participation, empowerment, or accountability (Mefalopulos, 2008, p. 140). In addition, qualitative research is especially effective in obtaining culturally specific information about values, opinions, behaviors, and social contexts of particular populations (Mack et.al, 2005, p. 1). Moreover, “in qualitative research we are trying to discover or understand human attributes, attitudes or behavior in a more exploratory or interpretative way” (Mytton, 1999, p.125).

Methodologically, “a qualitative methodology is a composite of philosophy, concepts, data-gathering procedures, and statistical methods that provides perhaps the most thoroughly elaborated basis for the systematic examination of human subjectivity” (Given, 2008, p. 699). In addition, Abdissa (2010) asserts, “Methodology is not just about a method or methods; it is also about a worldview, or a basic set of beliefs or assumptions that guide an inquiry” (p. 120). Generally, Daymon and Holloway (2002) pointed some characteristics of interpretive world view of qualitative researches by:

Words, researcher involvement, participant viewpoints, small-scale studies, holistic focus, flexible, processual, natural settings, and inductive then deductive (pp. 5-6).

Qualitative research method comprises observation, interviews, focus groups discussion, case study, discourse analysis, ethnographic study and others. According to Dawson (2007, pp. 15-16), “Qualitative research explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants.”

Consequently, this study employed qualitative tools such as interview and observation for data collection. This is intended to obtain primary data sources that would solidify the reliability of the study.

Observing newsroom activities and conducting the structured interview with journalists, editors, directors, and deputy head and content manager with the respect to what they thought about the impact of social media (Facebook) on making TV news at OBN was the primary data sources. Therefore, these techniques enabled the researcher to find out the influence of social media on newsmaking activity in the mainstream media newsroom environment; and compiled the attitude of practitioners towards using Facebook as news sources.

3.2 Sampling Techniques

One goal of scientific research is to describe the nature of a population—a group or class of subjects, variables, concepts, or phenomena. A sample is a subset of the population that is representative of the entire population (Wimmer and Dominick, 2011). Thus, the entire population of OBN TV newsroom and current affairs journalists are 78 (OBNHRA, 2018). Among these journalists, the researcher purposely intended to interview 30 practitioners; based on their experience (2 years & above), participation, seniority, and positions in news production and decision making. Further, to answer the research questions, this study employed non probability sampling. Given (2008, p. 797) states, “Qualitative research emphasizes inductive theory building, subjective understanding, and detailed, holistic data, and these goals are often best met through intense investigations of small, systematically selected samples.”

3.2.1 Nonprobability Sampling

Nonprobability sampling provides an appropriate means by which qualitative researchers can study specific groups, recruit elusive populations, and conduct exploratory research (Given, 2008). Hence, this study used purposive sampling to compile information from the concerned practitioners and newsroom journalists.

3.2.1.1 Purposive sampling

Purposive sampling refers to a process where participants are selected because they meet criteria that have been predetermined by the researcher as relevant to addressing the research question (Given, 2008, p. 562). Moreover, purposive sample includes respondents, subjects, or elements selected for specific characteristics or qualities and eliminates those who fail to meet these criteria (Wimmer and Dominick, 2011, p. 94). Also, “Purposive samples are used frequently in mass media studies when researchers select respondents who use a specific medium and are asked specific questions about that medium” (Wimmer and Dominick, 2011, p. 94). Therefore, this study would incline on purposive sampling by selecting journalists with varying years of experience i.e. starting from two years and above who were operating on television and online social media. Moreover, both OBN TV news and the institution’s social media/Facebook news page were demonstrated.

3.3 Data Gathering Tools

Participant observation and structured interview were employed as the data gathering techniques.

3.3.1 Participant Observation

Participant observation is a method of data collection in which the researcher takes part in everyday activities related to an area of social life in order to study an aspect of that life through the observation of events in their natural contexts. The purpose of participant observation is to gain a deep understanding of a particular topic or situation through the meanings ascribed to it by the individuals who live and experience it (Given, 2008, p. 598).

Further, observation entails the systematic noting and recording of events, artifacts and behaviors of informants as they occur in specific situations rather than as they are later remembered, recounted and generalized by participants themselves (Daymon and Holloway, 2002, p. 203).

Adding that, observers in qualitative research, therefore, endeavor to participate actively in the settings they study (p. 205).

Observation technique is important to demonstrate the existing reality of the research area by all senses of the researcher/s. Erlandson et.al, (1993, as cited in Kawulich,2005, p. 2), “Observations enable the researcher to describe existing situations using the five senses, providing a "written photograph" of the situation under study.” In addition, observation is a complex research method because it often requires the researcher to play a number of roles and to use a number of techniques; including her/his five senses, to collect data (Baker, 2006, p. 172).

Participant observation is characterized by emergent design involving a variety of methods including direct observation of human behavior and the physical features of settings, informal interviewing, and document analysis (Given, 2008, p. 598). Therefore, the researcher would overtly intend to use, unstructured observation at OBN TV newsroom. According to Given (2008, p. 908), the importance of unstructured observation is explained as follows:

Unstructured observation allows investigation of context and process in an ongoing rather than episodic manner. It is effective for looking at interaction among individuals and between groups. It is more holistic than other forms of observation, capturing more information about the setting of interest. Unstructured observation is a flexible method that allows for the collection of comprehensive and rich data.

The researcher actively participated to demonstrate the newsmaking process of OBN TV newsroom from 2nd April up to 15th May, 2018 during the political transition in the country.

Therefore, the researcher would have utilized overtly unstructured observation that earned rich data on news gathering, selecting, producing and decision/newsmaking process. Further the researcher is a member of OBN; however he has been working on FM and AM Radio programs.

3.3.2 Interview Method

Interviews are qualitative tools to acquire knowledge or to probe specific issues (Mefalopulos, 2008, p.105). On top, interviewing is a conversational practice where knowledge is produced through the interaction between an interviewer and an interviewee or a group of interviewees. Unlike everyday conversations, the research interview is most often carried out to serve the

researcher's ends (Given, 2008). Interview is the primary tool of data collection method; and the researcher prefers to talk with practitioners in a formal way. Dawson (2007, p. 28) stated three types of interview; "In social research there are many types of interview. The most common of these are unstructured, semi-structured and structured interviews." Among these, the researcher has used structured interview.

Structured interview is a type of interview which is popular when there is more than one of the same position available within the organization. According to Wimmer & Dominick (2011, p. 446), "Structured interview is an interview in which standardized questions are asked in a predetermined order." Furthermore, structured interviews involve administering relatively standardized interview questions to all participants in a research study. This structure ensures that all persons are given equal opportunities to provide data across the same research constructs (Given, 2008, p. 837).

In a structured interview, the interviewer generally works from a questionnaire or interview schedule in which questions are asked in a predetermined order and most questions supply respondents with a range of possible answers (Gunter, 2000, p. 26). Therefore, this study utilized structured interview to compile data from the interviewees.

3.4 Subjects of the Study

The subjects of the study were Oromia Broadcasting Network (OBN) newsroom/social media journalists. The Broadcasting network is the state owned media that disseminate news to serve both government and public audiences. Thus, the researcher purposely selected subjects of the study and the institution to investigate the necessary data. Journalists in the institution were ones who produce news and utilize social media, particularly Facebook page, for consuming and producing news by using new media technologies. Thus, journalists in the newsroom constituted the subject of the study.

3.5 Methods of Data Presentation and Analysis

Data presentation and analysis followed a qualitative approach. The researcher organized the data based on the research questions together with insights gained from the observation, and then the interview and observation data were discursively analyzed in light of the theoretical frameworks and literature synthesized in this thesis. The interviews, the researcher employed with TV news practitioners were quoted carefully and interpreted accordingly.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATIONS

4.1 Introduction

Based on the objective of the study and research questions, data were gathered through qualitative techniques by employing overt observation and structured interview. To this end, interview was conducted by using audio recording machine besides taking short notes. The recorded audio of the interviews were converted into adobe audition (1.5) software which is vital for listening interviewees' response clearly and interpret it accordingly. Moreover, the researcher's observation complemented the interviewees' responses. Then the data was discussed discursively against the background of the synthesized literatures and the chosen theoretical frameworks.

Thus, this chapter deals with the presentation, analysis and interpretation of the findings in comprehensible way. The foundation/purpose of the study as stated in the first chapter was to examine the impact of social media on newsmaking process at Oromia Broadcasting Network (OBN) with particular reference to Facebook. How Facebook affects the news gathering and editorial decision making process at OBN Television was one of the identified research questions. Moreover, how the social media reshapes the hitherto accepted conventional news values employed in measuring news worthiness at OBN was another question for which an answer was sought. The next question the study set out to address is related to the extent to which the social media's imperative for immediacy and the journalistic imperative for the principle of verification is reconciled at OBN. The preparedness of the journalists at OBN for coping with the challenges of working in an environment of multi-media convergence was the last question which the study pursued.

The data was collected from 30 newsroom journalists such as (reporters, senior reporters, producers, senior producers, editors, senior editors, editors in chief/coordinators, directors, and deputy head & content manager) selected purposively (Refer Appendix IV). What is more, the researcher's observation data was utilized together with the interview data. The results of the analyses of both the observation and interview data are presented below.

4.1.1 Activities of participants in newsmaking and selection techniques used at OBN Television

Observation is one way of investigating the primary data and allows researcher to be an eye witness in data gathering. Therefore, the researcher observed the process of newsmaking process at OBN TV newsroom and ways of their social media utilization in newsmaking process and broadcasting. OBN TV newsroom organizes news and current affairs to inform audiences by setting project news, following events across Oromia regional state and in country, and produce international news.

The researcher observed that OBN TV newsroom has news selection and production teams in its daily newsmaking activity. There were two separate teams performing their activities alternating every two days. Each news production team is comprised of seven to ten practitioners who collaborate with reporters, editors, newsroom coordinator and newsroom director. These teams meet twice a day in order to determine the broadcaster's daily news for noon, for evening (prime time), and for the next morning. Continuously, the researcher has been demonstrated both teams to evaluate their newsmaking activities. The following photo shows the news production and selection team of the day which was taken on *30th April, 2018*. The researcher has got the consent of journalists to publish in this work.



OBN newsroom practitioners while selecting and deciding on the news of the day

4.2 Data Presentation and Analysis

4.2.1 Determining Newsworthiness at Oromia Broadcasting Network Television

Determining newsworthiness in media organization is the backbone of the profession of journalism. Hence, the researcher examined OBN newsroom by observing the journalists' daily activities in their newsmaking and selection process and complement this with practitioners' interview.

OBN newsroom journalists entertained some elements of newsworthiness in newsmaking process at the organization. The expression of most interviewees revealed that the perceived "impact of the news" is the main element of news value considered in the organization. Consequently, all interviewees stressed that the impact of news should be taken into consideration to produce report on political, economic, social, cultural and other issues. This is because the impact of content has a bearing on the lives of their audiences, the stability of the regional state, and of the nation in general. As Kovach and Rosenstiel (2001, p.10) noted, "we need news to live our lives, to protect ourselves, bond with each other, identify friends and enemies. That is why we care about the character of news and journalism we get: they influence the quality of our lives, our thoughts, and our culture." Therefore, their news contents often revolved around political, economic, social, cultural and other events, which is in line with the constitution of the country.

Furthermore, the analysis demonstrates that the broadcaster's news reports focused on public complaints concerning fragile infrastructures, maladministration, and illegal utilization of natural resources power holders and the-so-called investors. Above all, the regional and national governments' poor performances constituted the main contents of the broadcaster's news (May, 2018).

Moreover, most of the interviewees did not hide elements of newsworthiness such as, "timeliness of the issue to report current information, proximity of the content to their audiences and delivering public agenda" which is useful. Above all, most interviewees reminded that "prominence" was the other main element to determine the broadcaster's newsworthy, especially ruling party's politicians and government cabinets' speech at the office and on the stage. Because, the broadcaster belongs to the government and the officials see it an important vehicle

for communicating their message to the public. In addition, the broadcaster occasionally features religious leaders, Abba Gadas, experts, musicians/artists, athletes, and opposition leaders. According to the interviewees, such a practice is in line with the station's prioritization of "public interest" since these personalities are considered to play an important major role in entertaining the public, contributing to peace and development of the country. Along this line, for instance, a newsroom director noted the following:

The impact of the news content on people, government and the country in general determines our news decision. The interest of the public and government beyond the news is examined. Also, the importance of news to the public or complaints of the people, which motivate society for development and that mitigate maladministration and create awareness on current situation, should be taken into consideration in the process of making news decision" (Interviewee 24, May 11, 2018).

What is more, a senior editor commented that,

The broadcaster is using some established news values for determining newsworthiness in our newsmaking process. These include impact, prominence, truthfulness and sometimes human interest; however, the commitment of the broadcaster to report conflict, which is an important element in determining newsworthiness, is not yet there, especially the current ethnic conflict between the Ethiopian-Somali and Oromo ethnic groups; Instead, it is the social media/Facebook users who brought it to the attention of the wider public. After the information revealed by social media user, the broadcaster has focused on producing news reports that emphasize the victims' gradual rehabilitation (Interviewee 18, May 10, 2018).

As scholars (Stovall, 2005; Hough, 2004; OSCE, 2013) argue, journalists are the best judges about what news is and what is not. They take this decision based on certain news values which are the salient points to judge the newsworthiness", these are: impact, consequence, timeliness, proximity, prominence, conflict, human interest, immediacy, achievement and love. The above arguments reveal that the broadcaster was mostly focused on success stories as criteria of news selection and in doing so, disregarded other news values, such as conflict, in its determination of

newsworthiness. However, it was social media/Facebook users who would report on the existing realities whether these were success or conflict stories.

4.2.2 Determining news decision at OBN Television

Newsmaking decision in the organization is dynamic. The researcher's observation and some of the interviewees' response indicated that the very responsible practitioners on routine activities are reporters and producers themselves; they brought the issue and discussed with their workmate editors. Next, mostly the news decision was given to the daily news production and selection teams of the broadcaster. The team incorporates reporters, producers, editors, newsroom coordinator and newsroom director/editor in chief.

The news production team has the daily discussion on the round-table in order to select news of the day. The team come together daily from 8:45 am to 9:15 am to select news of the noon, and from 2:00 pm to 2:30 pm in order to determine the evening news or to compromise news of the day, which is broadcasted at the prime time of the broadcaster, i.e., 7:00 pm. Since this study is focused on the prime time news of the broadcaster, as a result, the researcher observed some selected news of the noon reserved for the evening or decided to rerun by discussing the importance of the news to the public in one hand and sometimes due to lack of sufficient news. During the observation i.e. from April to May, 2018; sometimes the researcher joined the news production team twice a day to observe their news selection and decision making techniques for cross-checking the response of interviewees. The team decides on project and event news stories that have produced by correspondents, reporters or recorded by communication officers. Consequently, some of the interviewees agreed that usually the newsmaking decision was determined by the news selection and production team either on sourcing or contents of news. As a result,

Based on our schedule we meet each other twice a day and select/follow news either it is project/event which was prepared by our correspondents, reporters or assign reporters for trending events. Then we evaluate based on its newsworthiness, especially impact/consequence of the news to the public and incorporated in newsmaking process (Interviewee 08, May 4, 2018).

However, “The hierarchy of position plays a great role on determining news decision” as the response of most interviewees’ “based on the impact and sensitiveness of the issue, i.e. politics.” Based on the issue, OBN TV newsmaking decision follows the collaboration of hierarchy of positions, starting from newsroom coordinators to general manager; i.e. newsroom coordinators, editor in chief/newsroom director, deputy manager and content head, and finally general manager of the organization. In addition, “often times the news decision is determined by the deputy manager or general manager” (Interviewee 16, May 09, 2018). Further,

Sometimes, special order is determining our news making process and decision. Since the broadcaster belongs to the regional government, the direction of Oromia Communication Affairs Bureau and the ruling party’s central office (OPDO) guided the broadcaster’s news making process; i.e. they give direction to serve their interest (Interviewee 28, May 13, 2018).

Moreover, another interviewee expressed that,

Occasionally, there is an indirect intervention from the government and it results in inability to make decision on news by the broadcaster’s manager or deputy manager since they were politically assigned by the regional government. Therefore, frequently, they fear and drop the news/ killing the story. Although, thanks to new media technology, Facebook users navigate the news story across social media networks and criticizes our station (Interviewee 18, May 10, 2018).

The above expressions suggested that news decision making at OBN television follows the regular responsibility of practitioners, and determined by the hierarchy of position depending on the sensitiveness of the issues/contents. In contrast, the broadcaster’s newsmaking direction and decision making process is determined beyond the practitioners of the organization, i.e. intervention of external body or frequently direct or indirect intervention kills the news story. Alemayehu (2013, p. 48) stated, “...the media practices in Ethiopia have historically been subjected to direct political intervention ...” However, as argued above, social media/Facebook becomes alternative means of communication to deliver buried news stories and oppositely criticize the broadcaster. “More and more people get news via digital media, they increasingly

access news via mobile devices (especially smart phones), and rely on social media and other intermediaries in terms of how they access and find news” (Nielsen et.al, 2016, p. 4).

4.2.3 News Sourcing at OBN Television

The broadcaster has been making and publicizing daily news by attributing different sources since its establishment. Therefore, the researcher observed sources of news and interviewed practitioners on the attribution of news reporting. For instance, one of the interviewees asserted that there are five categories of their news sourcing.

In general, we are using five categories of news sources at this station: 1.Event sources (staged events or invitation of governmental and other bodies); 2. Project news by our journalists; 3.Public opinions/complaints like audience feedback; 4.News agencies or recognized broadcasters; and 5.Social Medias like Facebook, twitter and YouTube (Interviewee 24, May 11, 2018).

As the researcher’s demonstration event news stories has dominated the news of the broadcaster, because many events has been taking place across the country and the broadcaster use it to save resources and the preparedness of the organization for doing project news was incompatible.

Also, some practitioners use social media sources and tips. For example, “Occasionally, I use Facebook news sources, and sometimes I utilize Facebook contents” (Interviewee 04, May 2, 2018). In addition few interviewees stated that, “Infrequently the broadcaster is attributing different documents” (Interviewee 15, May 3, 2018); “We use books in rare cases” (Interviewee 18, May 10, 2018, and Interviewee 27, May 13, 2018).

Generally, most of the interviewees claimed that they attributed various sources like the broadcaster’s journalists, public opinions, governmental and nongovernmental organizations, press release, religious leaders and civil society organizations, government communication affairs office, officials, local media such as (ENA, FBC, ETV, WIC); further, from regionally and internationally recognized media companies/news agencies such as (Allafrican.com, BBC, Reuters, CNN, CGTN, Aljazeera, VOA, Anadolu, France 24, AP, UPI and etc. through internet). But few of interviewees expressed that the organization attributes some documents in rare cases but hardly observed by the researcher.

Editorial policy of the broadcaster suggested that, “News sources of the broadcaster can be its reporters, government and nongovernment organizations, social organizations, publics, news agencies, press release, and websites” (EPORTVO, 2001EC, p. 32).

Most of the news attributions expressed above are included in the broadcaster’s editorial policy; eventhough social media such as Facebook, twitter, YouTube are excluded; but utilized by practitioners. Thus, unexpectedly, Facebook becomes source of news and giving tips of information, which is changing the news making trend of the broadcaster, besides breaking the organization’s editorial policy. Also the researcher’s observation revealed that all newsroom journalists were uttering Facebook either from desktop computer or their smart phones for accessing tips of information, chat with friends, and news gathering. Consequently, Bermejo and Chan et.al (2014, p. 108) stated, “Digitization brings new opportunities to journalists in three notable aspects: faster news delivery, better access to sources and information, and more interaction with consumers.”

4.2.4 Project news versus Event news stories of the broadcaster

The broadcaster publicizes both hard news and soft news stories. Project news has been gathered based on the organization’s plan and event news stories provided frequently. The preference of the broadcaster is boosting project news stories in its news making process to balance with news that gathered from staged events. Deputy Manager and content head expressed that,

“OBN TV newsroom continually plans to boost project news, although, event news stories have been dominating the broadcaster’s prime time” (Interviewee 22, May 11, 2018).

Almost, all of the interviewees confirmed that event news stories have been dominating the broadcaster’s prime time due to different reasons as interviewees’ response and the researcher’s observation showed.

Firstly, since headquarter of the broadcaster is in Adama town; the area is favorable for hosting conferences and organizing different events as a regional state. Thus, governmental, nongovernmental and civic society’s organizations prefer to hold conferences and workshops that invite media usually at staged events. Thus, as most of the interviewees asserted, a staged/readymade event saves both time and resource that the broadcaster likes to rely on event

news. The same is true at Addis Ababa and across the regional cities which are covered by the broadcaster's correspondents and government communication affairs offices.

Secondly, "The preparation of journalists to participate in making project news activity is stumpy" (Interviewee 30, May 14, 2018). Also, "there is less commitment from some journalists in sacrificing themselves to cop up with the challenges of making project news that needs effort and time for planning and investigating" (Interviewee 28, May 13, 2018). On top of that, "Staged event has some incentives for journalists; because, the stakeholders invite media to promote themselves" (Interviewee 08; 30, May 2018).

Thirdly, more than half of the interviewees claimed that rigidity of the managing body is the other cause. Sometimes they "disprove reporters' plan" or order them to postpone for other time, and changes the plan to another place or "assign other journalist to somebody's plan" which demoralizes reporters to plan any other time. Few interviewees claimed that "there is bias of assigning reporters" who make project news in the station. "Even if journalists presented their plan of gathering project news, it must have to entertain by the workmate editor/newsroom coordinator and ratified by the newsroom director or the deputy manager, even sometimes determined by the broadcaster's management" (Interviewee 29, May 21, 2018).

Generally, according to the interviewees, project news needs ones' strong effort from planning, researching, organizing contact, assigning logistics or allocating resources to the team for news gathering, consume time during processing/recording and producing the news. Thus, making project news has many challenges in terms of time, material resource, interest and sacrifice of practitioners and needs to follow the editorial direction of the broadcaster.

On other hand, a senior editor explained that, "almost event news is dominating the broadcaster's news for the following reasons: Firstly, unexpected events emerged for the last three years that led public unrest or protest in the country, especially across the Oromia regional state. It resulted in the declaration of the state of emergency twice. Therefore, the broadcaster has been following the footstep of that event with different social groups to cool political instability rather than reporting crisis. Every staged event discussions and meetings were dominating the news. Next, events on the government's plan and performances such as inspections, discussions, trainings and evaluations of different sectors based on their plan and performances invited the broadcaster

on their staged events.” Further, skill gap among journalists to make project news beside insufficient resources of the broadcaster was another challenge. Lastly, the resistance of project news sources was boring journalists and diverted their attention towards routine events” (Interviewee 18, May 10, 2018)

In general, making more project news is the plan of OBN TV; although, the broadcaster is dominated by event news due to insufficient logistics, increment of seasonal events, low commitment of both journalists and management bodies. What is more, the researcher’s observation showed that the motto of the broadcaster is, “voice of the people”; however, event news dominated voice of the people, because the broadcaster serves the intention of event organizers rather than mass publics.

4.2.5 OBN TV Newsmaking Process

Despite the amount of news it produces, the broadcaster makes both project news and event news stories. The description of news making process is stated as follows based on the responses from the interviewees. Firstly, if it is project news, journalists frame their news making process from planning, ratifying the plan, researching, logistics, contacting sources, gathering news, news recording, capturing/previewing, sequencing or scripting, pre-editing(script), voicing and mixing audio & video, post editing and then on airing.

Secondly, if it is event news journalists start the newsmaking process from contacting sources, news recording, capturing/previewing, sequencing or scripting, pre-editing(script), voicing, mixing audio & video, post editing and then on airing(Interviewee 01, May 2, 2018). Further, other interviewee asserted that generally TV news making process is addressed as follows.

TV newsmaking process go through five stages: 1. Identify the content and sources of news, 2. Gathering news/shot video, 3. Present the script to editor (determine news angle), 4.Voicing and mixing audio and video, 5.Post editing and then on airing the news (Interviewee 24, May11, 2018).

Generally, neither on project nor on event news stories the broadcaster has been obliged to follow the formal bureaucracy of TV newsmaking process, as mentioned above. However, social media especially Facebook, is simplifying the complexity of newsmaking process. Zeitel-Bank

(2014, p.1184) stated, “Within a few years social media has become an integral part of the world.” Especially, Ura (1992, p. 8) pointed out,

Think of news production as an assembly line with four separate stages. The first process is source -- whence the information originates. The second is selection -- why and how journalists decide to cover some stories and ignores others. Coverage is the third, and it involves the time journalists actually go out into the field to research the information. The final stage, preparation, deals with the news item from the moment it leaves the journalist's computer to the point at which no further alterations of form or content take place.

4.3 OBN Television News Use of Social Media Contents/Sources

Social media, especially Facebook becomes the alternative means of consuming information since recent years due to the spreading of internet connection and rising literacy level in Ethiopia. Moreover, media organizations are navigating social media pages either to grasp their contents or attributing as source of information due to their competency. “Television, newspapers and radio are still here but there is a growing competition from interactive online media” (Alejandro, 2010, p. 5). Therefore, OBN TV is attributing Facebook news pages of online media and accessing tips of information from Facebook sources as most interviewees’ response. For instance, “We had been attributing domestic and international media organizations or news agencies; but recently we started to mention their social media sources/contents and alternative Facebook pages for reporting regional, national and international events to entertain public opinions” (Interviewee 16, May 10, 2018).

Moreover, another interviewee coined that, “Our organization formally started to consume social media contents/sources since last year, and established social media directorate that filters and monitor updated information from social media pages to grasp as tips of information, and publicizing the broadcaster’s news/programs through social media such as Facebook, twitter, YouTube and website. But the credibility of social media news is governed by the principles of newsworthiness” (Interviewee 26, May 12, 2018).

As mentioned above, the broadcaster has been uttering social media pages for gathering tips of information and news sourcing since recently. Drury (2008, p. 1) stated, “Social media describes

online resources that people use to share ‘content’: video, photos, images, text, ideas, insight, humour, opinion, gossip, news—the list goes on.” However, some interviewees argued that they have doubt on the truthfulness of social media contents to attribute as news source regularly. Consequently,

Most of the time we do not use social media sources directly; because of contradicting ideas that portrays on social media, especially Facebook. However, recently our organization has started using social media contents by verifying the existing realities in different ways (Interviewee 05, May 03, 2018). In contrast another practitioner stated that, “I do not use social media contents in newsmaking activity, because usually social media overstate information and needs verification” (Interviewee 25, May 12, 2018).

The above reaction indicates that the broadcaster is using tips of information or Facebook sources in its newsmaking activity, eventhough there is a doubt on the trustworthiness of Facebook contents. But they read social media contents to access tips of information and strive for further verification in their newsmaking activity. Etana (2015, p. 19) pointed, “The journalist in this age of social media shall have the perseverance and ability to work with audiences in the making of news.” Eventhough using social media contents/sources is at its infant age in the organization, the broadcaster became exemplary to share experience for domestic Television Organizations as some of the interviewees revealed.

“Last year, I used to make TV news by analyzing social media contents on influential Oromo person of the year for the first time. Consequently, it promoted our station, and even beyond that other local media organizations began to produce news depending upon our experience which was not practiced before. Later, gradually our station continued to make news by entertaining social media sources on occasional events” (Interviewee 04, May 2, 2018). Further,

Using social media source is a recent experience, especially last year OBN started using social media sources, especially public reactions on major issues in its news making process, and some local media organizations such as ETV and FBC has shared our experiences to include analysis of social media in their news. That increased the comments of public opinions, as we have verified from our audiences’ feedback (Interviewee 22, May 11, 2018).

As stated above, the broadcaster makes use of Facebook news sources often times in its newsmaking process to entertain situational issues across the regional state and national government. The main purpose was to strengthen social integration by accessing networked social media news through mainstream media. Burzynski (2013, p. 2) stated “News has become integral to social networks.” Moreover, the researcher has observed that all newsroom journalists were usually uttering Facebook pages either for friendly communication or engaging tips of information for the organization. As a result, “Usually we use Facebook for our personal communication, and sometimes for news making process; because many people are using Facebook in our country and provide plenty of information on social media networks (Interviewee 05, May 03, 2018). However, few of them were directly attributing Facebook news sources in their TV news making process for echoing public opinions that navigated on Facebook. A journalist who attributes Facebook coined that, “Mostly we use Facebook contents/sources for reflecting the middle ground of debatable issues that navigate on Facebook to entertain different public opinions (Interviewee 24, May 11, 2018). On top of that other interviewee suggested,

Although, it is at its infant age in the broadcaster, Facebook is the most favorable social media that we are using in news making process; because it provides various public issues and access of information. But verifying the truthfulness of that issue needs the commitment of the reporter and the organizational support. Therefore, we organize and analyze different ideas, which have impact for audiences in case of politics, economy and social life (Interviewee 06, May 4, 2018).

From the above expression, occasionally the broadcaster utilizes Facebook sources to entertain public opinions, experts’ point of view, analysis of activists and bloggers for accommodating public attitudes on certain issues/events. Siddiqui and Singh (2016, p.73) outlined, “Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.”

Furthermore, the broadcaster utilizes Facebook sources due to their swiftness and access audiences’ feedback/reactions. “Social media is swift to impart tips of information timely; therefore, we strive for verifying the truthfulness of that news immediately from different sources and produce it”(Interviewee 01, May 02, 2018). On top of that, “Occasionally, we use

Facebook news to entertain current burning issues across the regional, national and international level. It can be politics, economy, socio-cultural, and others to reveal public reactions. Although many people provide information on Facebook' it is difficult to broadcast all reactions; but we strive to converge both proponents and opponent ideas" (Interviewee 06, May 04, 2018).

Social media networks provide various public reactions, which are used as source of news, for mainstream media by converging reactions on different opinions. According to Kayode (2014, p. 105), "New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate". Although, there is no specific time to use Facebook sources/contents in the newsmaking process of the broadcaster, it consumes it depending on the availability of public agendas or odd events.

We have no fixed time to use social media contents/sources; but it depends on the occurrence of burning issues across regional or national level in order to welcome public opinions" (Interviewee 23, May 11, 2018). Moreover, "Often, we use Facebook during the occurrence of major events that invite public participation. We do not use every Facebook contents in our news making process; rather we give attention to some important stories; for instance Facebook users analysis on, nomination of Ethiopian primeminister and his domestic and oversea diplomatic speech, reshufflings his of cabinets and various public issues" (Interviewee 22, May 11, 2018).

Generally, the broadcaster utters Facebook news sources occasionally based on the emergence of public issues as a regional state and as a national government in order to compromise public reactions on the same issue. Because, social media is an alternative means of expressing one's feeling in case of politics, social and economic views. Salman and Ibrahim et.al (2011, p.3), "Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values".

4.3.1 Openness of the Organization on uttering Facebook News

Since recently the flourishing of social media, especially Facebook changes the way of accessing news/information in Ethiopia. As a result, media companies adjust themselves towards using social media pages to reach their audiences and compete with alternative new media which is preferred by audiences. Therefore, recently OBN TV opened the door for using social media,

especially Facebook sources and contents for accessing information. The researcher observation revealed that, despite the doubt on trustworthiness, the broadcaster is open to utilize Facebook sources/contents in its newsmaking process; however, regularly no one is responsible to participate in the activity of creating idea or setting Facebook news agenda/contents to incorporate in TV newsmaking process. Instead, the newsroom director or content manager assigns voluntary reporters to make Facebook news sources occasionally. Therefore, since the broadcaster has not adjusted its editorial policy towards using social media, even if it is open, it is difficult to say the broadcaster has changing institutional media environment rather than individual actors.

Moreover, “There is no resistance to utilize Facebook sources/contents in the organization; every practitioner who wants to participate in news making process from social media/citizen journalism can produce news by verifying from credible sources” (Interviewee 23, May 11, 2018).

The organization is open to utilize Facebook news sources/contents; because Facebook users immediately publicize fresh information that mainstream media cannot access. Salman and Ibrahim et.al (2011, p. 3) stated, “With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters.”

Above all, the researcher demonstrated that, the organization has established social media directorate that works on face book, twitter and you tube. However, there were no direct employee who participates in TV newsmaking activity; only interested practitioners were asked to provide news.

Eventhough the broadcaster is open to utilize Facebook sources/contents; it didn't give much attention for assigning journalists to portray Facebook contents in regular TV news making process. Therefore, challenges of letting social media contents/sources in the organization are revealed in different ways.

4.3.2 Challenges of the Organization to use social media Sources/contents

The broadcaster is open to utilize social media sources/contents in its newsmaking process; although, ineffective management of professionals, lack of commitment and skill gap among

practitioners, and lack of giving priority for social media are main challenges. A senior editor claimed that, “Problem of the broadcaster’s management to assign professional reporters is the main challenge” (Interviewee 30, May 22, 2018). Further, “There is lack of commitment from newsroom practitioners and little attention is given for social media” (Interviewee 06, May 04, 2018). Further, “Sometimes we face interruption of internet connections (government cut off internet connection) during political instability or weak internet access across the country” (Interviewee 12, May 05, 2018).

As understandable from the above expressions, the main challenges of the organization to use social media contents/sources were ineffective management of expertise, weak internet connection (cut off), and lack of commitment or little attention given for social media. According to, Hermida (2012, as cited in Etana, 2015, p.16), “News organizations and journalists are developing frameworks to negotiate the hazy line between the personal and professional use of social media.” Also, the attitude of blaming/resisting social media news, especially Facebook, from some journalists and lack of commitment for verification by evaluating the impact of that news is the other challenge observed by researcher.

In addition, “The problem of trustworthiness is there, it consumes time to verify in multi dimensional way; because, sometimes there is a challenge from the government to react to social media news in one hand and there is resistance of editors to delay the news in other hand, which is the bottle neck problem (Interviewee 01, May 2, 2018).

Above all, “much of the Facebook sources are reckless (difficult to manage), doubt on its credibility, unwarranted and partial (Interviewee 09, May 04, 2018). Also, “It is difficult to identify responsible source, vague on truthfulness, intentionally publicize personal interest or falsehood that interrupt public solidarity, especially hostile ethnic harmony in the country. So it is a challenge of the broadcaster that needs special attention (Interviewee 07, May 04, 2018).

Challenges, such as weak internet connection and vague sources, above all, doubt on credibility of social media, unwarranted (falsehood) information and partialities were explored. According to Shu & Sliva et.al (2017, p. 1):

Social media for news consumption is a double-edged sword. On the one hand, its low cost, easy access, and rapid dissemination of information lead people to seek out and

consume news from social media. On the other hand, it enables the wide spread of “fake news”, i.e., low quality news with intentionally false information.

Furthermore, the existence of skill gap among practitioners and managing body was the other bottle neck of using social media content/source for making news. Most of the newsroom journalists, including media content manager did not get training that motivate them how to utilize social media sources/contents in their newsmaking process. Newsroom practitioners did not get formal training on the techniques of using social media sources/contents for TV newsmaking process.

However, few of them have got orientation on the utterance of social media networks. For instance, interviewee 17 said, “ I got orientation on how to use social media contents/sources as a tip of information and how to strive for verification from the responsible sources, especially how to convert secondary sources into primary source”(May 10, 2018). The other interviewee asserted that, “I had worked for social media before joining this organization; as a result, I had been trained on how to operate social media rather than how to make news for conventional media. But, since I have joined this organization, I didn’t get training based on social media utilization in news making process” (Interviewee 06, May 04, 2018).

Generally, there were knowledge/skill gaps among practitioners to utilize social media contents /sources; because the broadcaster didn’t put into considerations empowering practitioners. Volek (2007, p.360) argues that, “A journalist’s professional model consists of its “technical” dimension based on systematic knowledge acquired through long-term preparation.”

4.4 Advantages and disadvantages of social media in conventional media

4.4.1 Advantages of using social media for newsmaking process at OBN

Recently, OBN TV newsroom started using social media sources/contents in the newsmaking activities. The researcher’s demonstration and most of the interviewees’ response confirmed that social media provide news sources and give direction for accessing information that incorporate in newsmaking process. According to Marken (2007, p. 10), “Social media news from sources is tremendously influential and even perceived as more trustworthy than mainstream media in some instances. Technology allows private individuals to become sources of information online “sharing opinions, insights, experiences and perspectives with others.” Therefore, concerning

the positive sides of using social media in conventional media like OBN, the description of interviewees is interpreted as follows.

In conventional media, like OBN, the advantage of using social media is accessing immediate news/tips of information regardless of distance and time of the occurrence; but verifying the information from the credible source is up to me/journalists (Interviewee 01, May 2, 2018).

Moreover, most of the interviewees suggested that using social media source/content is vital to “disseminate fresh news or include debatable opinions” of social media customers in the organization. Social media disseminate public feelings, complains, trending events and other issues that encourage the motto of the broadcaster; i.e. “the voice of the people.” In addition it uses for delivering public interests. “Social media networks provide complaints and opinion of the public or reflect sense of the existing realities across the public; therefore, it is crucial to feed conventional media in updating news and motivating the broadcaster for further competition (Interviewee 17, May 10, 2018). Further, social media encourages mainstream media in transmitting news, like OBN.

Facebook provide tip of information for audiences in order to follow the OBN’s prime time news, and also link the live transmission news on Facebook or upload for further reference, which was nonexistent in traditional media. Therefore, it changes the trend of consuming TV news because few years ago audiences couldn’t access TV news after it was broadcasted. However, nowadays social media allow us to archive news of the broadcaster on social media. Further, it boosted our audiences, especially educated people from abroad (Interviewee 20, May 10, 2018).

As mentioned above, therefore, one of the positive sides of social media is serving as source of news as asserted by Burzynski (2013, p. 2), “social networks are a rapidly growing source of news.” In addition, social media pages, especially Facebook update immediate public interest information, archive news and attract audiences by reflecting their feelings. Also, Burzynski (2013) stated, “Social networks are rush into the framework of our lives, acting as a platform to share interests, worries and opinions with the world in real-time” (p, 2).

In addition, incorporating social media content is vital for the broadcaster in order to serve audiences of mainstream media who do not use social media or who have no social media access. “Social media utilization is very important for the broadcaster to get recognition from social media customers, because it serves as a bridge to deliver contents of social media for the audiences who do not have Facebook access due to different reasons, like weak internet connection and inability of using new media technology; thus it integrates both customers” (Interviewee 22, May 11, 2018). Moreover,

Analyzing Facebook content boosts the interest of our audiences as we have seen from their feedback and encourages the broadcaster to present public opinions, outstanding personalities, experts, politicians, activists and others in its newsmaking process. Social media also provide soft news for the broadcaster that motivates audiences (Interviewee 24, May 11, 2018).

Social media serve to provide news information. Consequently, OBN publicizes that source and integrates both social media customers and audiences who do not access social media due to various reasons. Indirectly it results in the participation of different social groups. Craig (2009, p.12), “...highlighting the fact that we currently live in an era where both journalism and society are undergoing profound transformations.”

On top of that flourishing plenty of information across social media network is indirectly boosting the reputation of conventional media. For instance, immediately verifying some alarming issues navigating on social media boosts the recognition of the broadcaster. Consequently,

Facebook provided sensitive information about water pollution across some of Oromia cities/towns in the mid of March. Then OBN verified the falsity of that information on 15th March, 2018. The broadcaster acquired acceptance from psychologically affected publics. (Interviewee 26, May 12, 2018).

The above idea shows that some individuals intentionally fabricate falsehood information across the public for their self-interests; however, if conventional media immediately verify the existing realities it boosts its own reputation and grabs audiences. However, if the broadcaster transmits that information regardless of verification, it affects the organization.

4.4.2 Disadvantages of using Social media in newsmaking process at OBN

Despite positive influence, social media has negative impact on newsmaking activity at OBN newsroom. Most of the time social media such as Facebook are fast and foster immediate information. Therefore, immediacy of Facebook information results internal conflicts among journalists to select angle of newsmaking process for the broadcaster. As Mitchell (2013, p. 5), “News on Facebook is just something that happens.” A senior editor said that,

I had been doing both project and event news in this organization based on the accessibilities of the information. Since the flourishing of social media, I started to search for news angles; i.e., to find some fresh angle and strive to compete with social media in one hand and worry for their criticism in other hand. The reason is that most of the social media users do not care for the impact of the news and its credibility. They want to consume and produce based on the dominance of their interest. Moreover, Facebook users post trending events and developing stories that outdated my news (especially event stories) until I follow principles of conventional media (Interviewee 29, May 21, 2018). Moreover, “Even if the information is accessed from responsible sources, in rare cases, we encountered to publicize incomplete/mistaken data information which diminished professional ethics and reputation of the broadcaster (Interviewee 28, May 13, 2018).

The above idea reflects that the emergence of social media, like Facebook is worrying newsmaking practitioners and their organization in selecting news angle, resulting in frustration on the credibility of social media in their newsmaking activity and outdate their news. Allcott and Gentzkow (2016, p. 211) argued, “Social media platforms such as Facebook have a dramatically different structure than previous media technologies. Content can be relayed among users with no significant third party filtering, fact-checking, or editorial judgment.” As a result, fostering social media information without checking its credibility blames the organization and hurt audiences. Shu & Sliva et.al (2017, p. 1) contended, “The extensive spread of fake news has the potential for extremely negative impacts on individuals and society.”

On other hand, verifying social media consumes time and resource. “Sometimes there is a challenge from the source to react on politics and often resistance of editor outdates the news” (Interviewee 01, May 02, 2018). Further, “Sometimes Facebook users post unfair/disruptive and

alarming issues which are difficult to verify for the broadcaster (Interviewee 16, May 09, 2018). In contrast following the publicizing of certain news, “Occasionally, Facebook customers immediately blame media practitioners or sources of the broadcaster based on the transmitted news, and even post few journalists/sources across social media networks that results frustration to those personalities and their families/relatives”(Interviewee 09, May 04, 2018).

The above reactions, expressed that, verifying social media information waste time and resource. Further, social media users blame both sources and practitioners of the broadcaster’s on transmitted news which challenges their future decision or others. Neelamalar & Chitra (2009, p.126) reflected, “...it has its negative effects too such as cyber crimes which have become a privacy threat to the people worldwide.”

4.5 Editorial Policy of OBN towards the of Usage Social Media

Eventhough few of the interviewees were uncertain about the emphasis of the station’s editorial policy on social media usage in newsmaking process, most of them expressed that the station’s editorial policy was prepared a decade ago when social media was not a means of public communication in Ethiopia. Also, as the researcher observed, even gradually the broadcaster did not update its editorial policy by adjusting ways of using social media networks. The interviewees’ reactions presented as follows.

Our editorial policy has been serving more than ten years and it isn’t revised until now. We prepared in 2008/9 E.C and social media did not get attention during that time; but nowadays it needs revision (Interviewee 16, May 10, 2018). Moreover, social media director expressed that, “The editorial policy of the broadcaster was not modified with the coming of social media like Facebook, twitter and you tube; but we are performing based on the principles of conventional media that guides usage of websites”(Interviewee 23, May 11, 2018).

From the above expression the broadcaster’s editorial policy did not entertain how to utilize contents or social media networks, eventhough; it is functional based on the guidelines of websites. The researcher observed that the editorial policy of the broadcaster has not incorporated how to treat social media sources/contents in newsmaking process at OBN. “News sources of the broadcaster can be its reporters, government and nongovernment organizations,

social organizations, the public, news agencies, press release, and websites” (EPORTVO, 2001EC, p. 32). Therefore, the broadcaster does not have legal and clear principles on social media usage, but governed by the guidelines of using websites, rule and constitution of the country.

4.6 Opportunities and Challenges of Facebook on Newsgathering/Editorial Decision-making process at OBN

4.6.1 Opportunities Facebook in Newsgathering and Editorial Decision-making process at OBN

Although the credibility of Facebook news is contentious, it is providing undeniable opportunities in communication environment. Since opened for public in 2006, the flourishing of Facebook changes the way of communication utterance on social media networks. Every educated individual who can get the access of Facebook can chat informally with close friends and consume/produce information formally with global community. Beyond social interaction, above all, nowadays Facebook become source of news and provide tips of information to mainstream media, like OBN as the researcher demonstrated. The broadcaster is uttering Facebook sources and contents in its newsmaking process. Siddiqui and Singh (2016, p. 1) notified, “ Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act.” Consequently, most of the interviewees asserted that Facebook is playing key role for providing and publicizing news tips for newsroom practitioners.

Facebook has many opportunities to our organization, especially for accessing updated information and is sometimes utilized as source of news. It also, motivates journalists and the broadcaster for further competition with social media and other conventional media organizations (Interviewee 04, May 02, 2018).

On top of that, Facebook brought opportunity of publicizing the broadcaster’s news for social media customers. “Facebook page of the organization is linking OBN’s TV news live transmission and sharing for Facebook followers. Also, we use Facebook to deliver tips of information and uploading important news for further archiving to our customers”(Interviewee 20, May 10, 2018).

As stated above, Facebook provides opportunities of accessing news sources, utilize as alternative channel of news transmission and archiving. According to, OSCE (2013, p. 23), “Social media and social networks change the way news is generated and accessed. They influence media in three dimensions: as a tool for journalists to create content, as a tool to distribute and impart information, and as a tool to seek, receive and access information.”

Furthermore, the researcher’s observation shows that Facebook invite opportunities for editorial decision making. Eventhough the organization has been utilizing audiences’ feed back through short message and telephone, nowadays, Facebook news is more influential to obtain public opinions. Hence, public comments and trending news on Facebook feeds editorial conference and determine on giving newsmaking direction.

Facebook has great opportunity to bring information from the distant area or across the public that add value on editorial decision making. It enables participants to react on the predetermined decision and add some comments of Facebook users to follow the safe side of the issue in newsmaking process without losing ethics of professional journalism. In contrast, Facebook changes the previous trend of editorial decision making that favors government while giving daily/weekly newsmaking direction. Instead, give attention on the reactions of public issues as an input (Interviewee 01, May 2, 2018).

Furthermore, newsroom director stated, “Some credible social media sources provide immediate information. Thus, participants of editorial meetings are scanning current and fresh information from Facebook and bring for discussion/input; so, occasionally Facebook provides breaking news which is more vital than the direction of our editorial decision towards newsmaking process” (Interviewee 24, May 11, 2018).

The above idea asserted that the broadcaster’s editorial conference can entertain public opinions and trending Facebook news; as a result, Facebook reactions provides opportunities to change predetermined editorial decision in newsmaking process or provide immediate information. Alejandro (2010, p. 10) coined that, “What makes social media of particular interest to journalism is how it has become influential as a communication and news-breaking tool.”

4.6.2 Challenges Facebook Poses in Newsgathering/Editorial Decision-making process at OBN

Despite of generating opportunities to provide news, although, Facebook stipulate challenges on newsgathering process at OBN TV. The gradual flourishing of Facebook encourages the former audiences of the broadcaster to become providers of information. Most of the interviewees contended that the access of Facebook news pace is at high speed and its trustworthiness is challenging mainstream media.

The problem of credibility concern during newsgathering and verification is challengeable, besides rigidity of some primary sources to provide information on disappointment stories and attempting to falsify or divert the issue in opposite direction; because they prefer to deliver save side of the issue based on their interest or resist to provide information to conventional media. Thus, lack of clear information is the bottle neck during verification (Interviewee 26, May 12, 2018).

Moreover, “The high speed of Facebook users in publicizing immediate information is outdated our news while reporters are gathering news from the place of occurrence or while they are balancing news at the event or delay for further balancing” (Interviewee 21, May 11, 2018).

As expressed above, every Facebook users acquired opportunity to publicize immediate information/news regardless of any prohibition. As a result, the credibility concern of Facebook news is the headache of conventional media practitioners during newsgathering process and rigidity of some sources for verification is challengeable. Salman and Ibrahim et.al (2011, p. 3) stated, “With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters.” Therefore, Facebook alerts citizens to provide information rather than waiting for conventional media. Consequently, rather challenging conventional media for further competition and verifying. Gillmor (2004, as cited in Paulussen et al, 2007, p. 132) pointed, “Speaks of the “former audience” to stress that the public should no longer be regarded as a passive group of receivers.” This shows that alternative social media is challenging the way of newsgathering at mainstream media environment.

On other hand, the spreading of social media platforms like Facebook, results in changes and creating challenges in editorial decision making at OBN. The researcher's demonstration shows that,

Usually Facebook is faster than conventional media to access public opinions/information whether it is credible or not. Therefore, some alarming issues provided on Facebook results conflict of idea among editorial participants either to include in newsmaking process or leaving the story aside; because, managing the out coming risk is challenging the editorial decision making process. For instance, issues of ethnic conflict within the region (Oromo and Somale) and across the country, as well as pollution of some industrial areas that hurt people by releasing untreated chemicals to the surrounding dwellers and natural resources(e.g. Share Ethiopia flower factory near lake Dambal).

Moreover, "There is a resistance between editorial participants to give immediate decision to entertain Facebook news; but later on they give direction to pursue that information at its alarming stage and come up with other agenda which invites criticism from social media users for our lagging behind to report the issue"(Interviewee 01, May 2, 2018).

The above argument shows that alarming Facebook news provide conflict of idea among editorial decision making participants to entertain the issue in news making activity or to exclude it. However, later on it influences the broadcaster's editorial decision making by audiences' criticisms that enforce to reverse the decision in newsmaking activity.

4.7 Measuring Facebook newsworthiness at OBN

Every Facebook users can provide any information regardless of any restriction; therefore, measuring the newsworthiness of Facebook news to utilize in conventional media is very critical. Most of the interviewees suggested that they follow principles of conventional media newsworthiness to measure Facebook news. Since the ideas of most interviewees were complementary, the following responses are presented.

Eventhough it is difficult to attribute Facebook sources/contents directly to conventional media, we carefully select credible sources such as activists or people we know, giant

media Facebook pages or organizations and weigh its trustworthiness as well as the influence of that news on our audiences (Interview 22, May 11, 2018).

Moreover the other interviewee reacted that, “Depending on the importance and current affairs of Facebook news or public agenda, I strive to verify the truthfulness of that information in multi-directions by cross checking different sources or directly contacting with primary sources by phone/through formal address as much as possible. Then I utilize it by analyzing the principles of 5Ws and one H” (Interview 01, May 02, 2018).

The broadcaster’s practitioners measure Facebook news values based on the impact of the issue, direct consequence and proximity to the audience, prominent and timeliness of the news, public interest and other elements. However, their doubt was the issue of trustworthiness and verification; because everybody generates any information. According to Tiryakioglu and Erzurum (2011, p. 138), “Ability to be in “social media” mostly requires only Internet access; specialization is not a prerequisite for content generation in social media.”

4.7.1 Applicability of conventional news values to social media content

Pertaining of conventional news values principles to social media content reflected differently according to consumers. Here, most interviewees argued that “all conventional news values can apply to social media” contents, while “all social media news contents” could not apply news values of mainstream media.” The reason is that social media users can be both journalists and any public participants. Therefore, mainstream media Facebook pages and professional journalists can apply principles of news values in their social media utterance; however, any citizen who provides information on social media does not consider about conventional news values. Sawyer (2011, p.3) stated, “In today’s society, there is an increasing number of Internet users so new social media has become more popular in daily patterns and routines.” Thus, the idea of some interviewees contends that,

Unknowingly, every citizen can use some elements of news values such as timeliness, proximity, public issues/human interests and others based on the trending agenda; but wisely they do not infer about the impact or consequence of that news. For instance, some social media users may deliberately produce news or reflect their interest by creating different Facebook accounts to interrupt public harmony, and motivate ethnic

violence; while others share that information regardless of verifying its credibility (Interviewee 06, May 04, 2018).

Moreover, “It is difficult to apply principles of newsworthiness in social media; because, many people who uses social media have no editor. Even they can create pseudo accounts by the name of prominent personalities/organizations; therefore, they are reckless to apply principles of news values in social media utilization. Even the element of public/human interest is changed to individual/personal interest on social media” (Interviewee 25, May 12, 2018). In contrast, principles of conventional news values can be applied in social media with its traditional characteristics. As a result, “Mainstream social media pages like OBN, and professional actors of Facebook users can entertain principles of newsworthiness in social media contents; however, it needs commitment of journalistic professionalism” (Interviewee 17, May 10, 2018).

From the above reactions, unconsciously, every social media users can apply some principles of news values, but sometimes deliberately publicize their personal interests that disturb public harmony, or create fake accounts to plagiarize others. However, responsible organizations and professional expertise are entertaining principles of conventional news values. According to Tiryakioglu and Erzurum (2011, p. 140), “Problems pertaining to confidentiality, misuse of information and social network dependence are undeniable facts.” Also, dramatically, Facebook brought changes the structure of conventional media environment. Allcott and Gentzkow (2016, p. 211) stated, “Social media platforms such as Facebook have a dramatically different structure than previous media technologies. Content can be relayed among users with no significant third party filtering, fact-checking, or editorial judgment.” In general, principles of conventional news values can be applicable in mainstream social media pages and by qualified practitioners in parallels; while most of social media customers do not put it into consideration rather than accessing their feelings or hearsays.

4.7.2 Compromising mainstream’s news values in Social media content

News journalism is measured by its news values; although, new social media provides challenges of newsworthiness. Because, social media like Facebook are open to use by everybody compromising conventional news values in social media content can be expressed in two ways. Firstly, media practitioners are adjusting themselves with social media and entertaining news values; secondly, non professional actors consume or produce everything comes to their mind.

Since this study examined perspectives of media practitioners, the following reaction represents the point of views of social media director at OBN.

We strive to maintain some elements of news values especially timeliness/current affairs and proximity of the story to citizens. Moreover, since most of our followers are educated personalities, the impact/consequence of that story and audiences' interest determines our news story to publicize or not. For instance, even if the news story is current affairs issue on mainstream media, the feedback of our followers determines the news story. Consequently, social media do not oblige to respect traditional principles of news values. For instance, trending news, immediate personal interest or ordinary information is more popular on social media (Interviewee 23, May 11, 2018).

Moreover, some journalists were attempting to compromise principles of news values by considering both platforms. "Since we have both mainstream and social media platforms, mostly we take time to discuss on the newsworthiness of the issue at our news briefing to select important news for both platforms. Beyond that some practitioners are active enough to provide news for both outlets from fieldwork with its news values. Besides we scan and attribute some website sources" (Interviewee 25, May 12, 2018).

On other hand, few of the interviewees argued that eventhough it is vital to compromise news values in social media content, it needs skill and attention.

Inculcating conventional news values in social media needs commitment and skill of entertaining both platforms; especially the ability to provide compressed multi-media news story. But, usually, there is inconsistency in giving attention to social media regarding following the principles of conventional news values" (Interviewee 16, May 09, 2018).

In contrast, another respondent strongly argued that, "Most of the time the news values of social media is opposite to mainstream media, because most people publicize their personal attitudes rather than public interest" (Interviewee 08, May 04, 2018).

As reacted above, conventional news values can be breached in social media, eventhough social media do not oblige to entertain traditional principles of news values. Above all, the principle of

public interest is reshaped to individual/personal interest, while social media users attribute equally either prominent or ordinary society to access information. Besides they provide news regardless of its impact. Eventhough, most of the broadcaster's practitioners are not adjusting themselves towards compromising news values of traditional and new media to foster the organization. Due attention is not given to social media regarding to applying principles of conventional news values. Witschge and Nygren (2009, p. 37) argued that, "New media technologies are said to change news journalism. For better or for worse, they are said to change the nature of news and the way in which it is produced."

4.7.2.1 How social media reshapes the conventional news values at OBN?

Social media is reshaping some principles of mainstream news values that most of the interviewees asserted as follows.

Social media provide current/immediate news in three ways: Firstly, immediately access tips of information before broadcasted on TV; secondly, link TV news live transmission; and thirdly, upload news after broadcasting and thread with links for further archiving to invite other interested audiences (Interviewee 02, May 2, 2018).

Social media reshapes way of accessing very immediate information or provides unusual speed of newsmaking process at OBN. It provides alternative means of communication that motivate the broadcaster for further competition that grabs individuals and public attention. Alejandro (2010, p. 5), "Television, newspapers and radio are still here but there is a growing competition from interactive online media". On top of that, Taprial and Kanwar (2012, cited in Etana, 2015) stated five distinctive characteristics of social media: accessibility, speed, interactivity, longevity and reach.

4.7.3 Reconciling the newsworthiness of Facebook news sources at OBN

Nowadays, plenty of news stories are navigating on Facebook pages; sometimes, utilizes as news sources for mainstream media organizations. Hence, reconciling newsworthiness of Facebook sources needs critical thought.

We use social media news by cross-checking different sources either domestic or abroad, and merge by entertaining the newsworthiness in different angles and verify its truthfulness. Most of Facebook sources are irresponsible (Interviewee 01, May 02,

2018). Further, “If the provided information across social media is disseminating by bloggers/activists, officials, expertise and responsible personalities or organizations we strive for further verification and use it as source of news by recording it. Usually, I used to log into Facebook for informal communication and searching tips of information” (Interviewee 02, May 2, 2018).

Most of the interviewees complained on the credibility and truthfulness of Facebook news sources. But they utilize Facebook for social interactions, to grasp tips of information and for professional purposes, i.e. in news making process. In addition, the station analyzes audiences’ feedback from its own social media, website & monitoring, and public opinions. Then select impactful current issue and assign reporter to utilize it in news making process by reconciling various sources. Jarvis (2006, cited in Paulussen et al., 2007),

Networked journalism’ takes into account the collaborative nature of journalism now: professionals and amateurs working together to get the real story, linking to each other across brands and old boundaries to share facts, questions, answers, ideas, perspectives. It recognizes the complex relationships that will make news. And it focuses on the process more than the product. (p. 146)

4.8 Influence of Facebook on the newsworthiness of OBN Television

Facebook is characterized by its immediacy, speed, interactive, openness and navigate issues of social interests. Mayfield (2008, cited in Sylvia et.al, 2013) identified five specific characteristics that underline the operations of all social media: participation, openness, conversation, community, and connectedness. Therefore, Facebook affects the newsworthiness of conventional media either positively or negatively.

4.8.1 Positive influence of Facebook on the newsworthiness of OBN TV

OBN TV is broadcasting news by using different platforms such as TV, Radio, social media and websites. Since recently, Facebook has become alternative news outlet of OBN TV news that promotes the station. Moreover, Facebook access plenty of information for its customers and conventional media organizations. Therefore, positive influence of Facebook news on the newsworthiness of OBN TV is that, it feeds immediate news/tips of information to the broadcaster in one hand and delivers the broadcaster’s news to audiences on the other hand; and

motivates the broadcaster for further competition as demonstrated by the researcher. Hermida (2012, cited in Etana, 2015, p. 17), “Social media has pledged news rooms to promote their products. This happens as they recommend the news with a link to the website of the news outlet. Journalists and editors also use it as a promotional tool. This widens their audience reach and helps build their brand.” Moreover,

Facebook encourages the broadcaster to access personal interest news that attributing from the Facebook of individual opinions and results to access soft news (Interviewee 04, May 2, 2018). In addition, “Facebook generate immediate feedback from audiences to entertain public opinion on the broadcaster’s newsworthiness. Also it gives recognition to public opinions and entertains important issues which have closeness to society” (Interviewee 15, May 8, 2018). Also,

Facebook forces the broadcaster to report the existing reality, also sets agenda on our news for further investigation, especially since last year; because the broadcaster was the mouthpiece of the government. However, currently, to some extent Facebook breaks interference and moving the broadcaster to strive for newsworthiness that encourages its reputation and public audiences (Interviewee 18, May 10, 2018).

The above expression shows that, Facebook encourage the broadcaster to cast immediate news, entertains public opinions rather than solely inclined on hard issues of the government. Moreover, Facebook paves the way to investigate truthfulness of news stories. Marken (2007, p. 10), “Social media news from sources is tremendously influential and even perceived as more trustworthy than mainstream media in some instances.”

4.8.2 Negative influence of Facebook on the newsworthiness of OBN TV

Eventhough Facebook feeds mainstream media, however; most of the interviewees suggested that usually Facebook publicizes immediate information that outdated the broadcaster’s news. Boyd (2001, p. 19), “news is only news while it is new. What happened yesterday is dead and buried. There has to be something new to say, some fresh angle.”

Moreover, “OBN focuses on the impact and consequences of news to be broadcasted. However, if the broadcaster does not transmit burning issues among the public, Facebook users publicize the news, and start to criticize the broadcaster; even our audiences expose negative comments

(Interviewee 05, May 3, 2018). Paulussen et al. (2007, p.137) stressed, “in citizen journalism the news making process is completely pulled out of the hands of journalists and left over to the people, who have become both producers and users of the news.”

Another practitioner expressed that, “Facebook publicizes exaggerated immediate news or false information which has negative consequence on our news. Moreover, a few of Facebook users have created fake Facebook page by OBN address and display different contents which do not represent OBN” (Interviewee 22, May 11, 2018).

The above reaction argues that Facebook has negative influence towards the broadcaster by providing overstated information, publicize fake news and create pseudo accounts. Also the researcher’s observation shows that, the broadcaster’s Facebook page was not marked by Facebook Company as recognized or verified legally; therefore, it paves way for creating fake accounts. Silverman (2016, cited in Allcott and Gentzkow (2016, p. 212) states, “The most popular fake news stories were more widely shared on Facebook than the most popular mainstream news stories.” Further,

Facebook users, occasionally, enforces the organization to include public opinions in its newsmaking process, because, Facebook users ignore the broadcaster if we do not accept the comment and work for further balancing the story. Often, the news story can be contradictory, because some social media users publicize their interest, which is found false when verified; therefore, this shows that Facebook has an influence to enforce the broadcaster and blames journalists” (Interviewee 23, May 11, 2018).

Furthermore, demonstration shows that some newsroom practitioners were busy to scan Facebook pages rather than setting news agenda/ making project news; they simply get trapped by social media information and waste their time.

4.9 OBN journalists’ new media technology usage and compatibility of social media news with professional journalistic newsworthiness

All of the interviewees expressed that they are familiar with new media technologies for accessing information. Especially, all of them stressed that they can access Facebook either to obtain information from various sources or to impart news for their consumers. But most of them are utilizing new media technologies regardless of formal journalistic training like other

ordinary people. According to Marken (2007, p. 10), “Technology allows private individuals to become sources of information online “sharing opinions, insights, experiences and perspectives with others.”

Hence, nowadays, social media news/information is extremely navigating on various new media technologies while their newsworthiness is in critical. The response of media practitioners’ is that it complements with professional journalistic newsworthiness in one hand, and contradictory on other hand. The organizations deputy head and content manager argued,

Social media pages are navigating in a formal or informal ways for different purposes. Eventhough, when we come to communication purpose both formal and informal actors are delivering information for their customers. Formal users such as media companies, responsible organizations, officials, different personalities (activists/bloggers, expertise), and others are delivering news. Thus, usually news that provided in a formal way is almost complementing with the professional journalism we are practicing. In contrast, above all, the newsworthiness of informal news providers by every social media users is distressing (Interviewee 22, May 11, 2018).

The broadcaster’s journalists are practicing principles of conventional news values in social media newsmaking in the organization, while others provide any unverified information. Bermejo and Chan et.al (2014, p. 29), “Broadband wireless services (mobile telephony and internet), used daily by practically all citizens, serve social purposes no less than broadcasting does.”

4.9.1 How to manage social media news at OBN Newsroom

Eventhough citizen journalists are delivering tips of information/news; it is difficult to say they publicize impartial news. Most of the interviewees expressed that, a lot of social media practitioners usually do not care for balancing news, rather strive to impart their personal attitudes or sharing information regardless of any verification.

Some social media practitioners are providing impartial news. However, most of social media navigators are not worthy enough to publicize impartial news, because they disseminate information by favoring their interest (bias) or publicize without balancing the issue. Thus it is challenging and needs careful verification while using it in

conventional media. Especially, we grasp that information as a tip and strive for further verification to investigate the existing realities in a balanced way from the concerned body. But we do not run to manage any social media information, except very important issues (Interviewee 11, May 05, 2018).

As stated most of social media practitioners are not worthy enough to publicize impartial news; because of favoring one's interest or unable to balance the story and provide carelessly which is challenging mainstream newsroom. Therefore, managing the news values of social media sources at OBN newsroom is challenging both practitioners and the organization. Hermida (2012, cited in Etana, 2015) states, "Media organizations are drafting social media guidelines to fight partiality that has come with the use of opinions by journalists on social media networks. Thus, journalists are getting hardened on the very social nature of social media." Further argument reveals that, "The gate keeping function of the media is challenged. This is due to the fact that, friends on social media take the role of news editor while keep on recommending what is important and interesting to their friends in such a way inviting them to read, watch or listen"(Hermida, 2012, as cited in Etana, 2015, p.17)

4.10 Future News of Broadcasting Media

Social media is reshaping some principles of news values which have been functional in conventional media so long, especially immediacy. Most of interviewees argued that social media is reshaping the tradition of conventional news values consumption. As a result,

Social media has changed a lot in case of immediacy; every Smartphone users can access information, without any need of waiting for TV news hour. We are in the era of technology and many alternative media are spreading. Therefore, conventional media organizations are adjusting themselves with the emergence of new media technologies in order to survive (Interviewee 16, May 09, 2018). Moreover, another interviewee suggested,

Social media provides current and immediate news; and motivate practitioners and conventional media for further competition by updating themselves. So, if social media companies will moderate themselves to serve their customers' truthfully, conventional

media become useless, unless it excels to ensure its survival (Interviewee 24, May 11, 2018).

Social media is changing the way of imparting immediate information either by ordinary people or professional journalists. Kayode (2014, p. 105) coined, “New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate.” This trend is challenging mainstream media and they are adjusting themselves to utter social media technologies, unless they can’t compete. Rudin and Ibbotson (2002, p. 11) stated, “Media companies large and small invested massively in the technology, many fearful that if they didn’t they would be left behind.”

Furthermore, “New media technology simplifies complexity of news presentation by merging all platforms at the same place. Social media improves the way of consuming or producing news by converging both broadcasting and print media in parallel; or provides convergence of all media outlets for news consumption or production” (Interviewee 23, May 11, 2018). Alejandro (2010, p.36) stressed, “Like it or not, the journalist of the future has to be more technology-savvy as news organizations become more digital-centric.”

Generally, social media is reshaping some principles of news values which have been functional in conventional media so long, especially immediacy and public interest. Thus, mainstream media and media practitioners have to adjust themselves for further competition and thrive to survive in parallel way. As Alejandro (2010, p.38), “If journalists are being required to change for a new and more social media landscape, newsrooms too will have to change accordingly.”

4.10.1 Social media versus Conventional media: Immediacy of news

The advancement of communication technology brings competition between conventional and social media outlets in case of disseminating breaking news. Therefore, this study examined the comparison between Facebook and OBN TV. The researcher observation and most of interviewees’ response showed that both outlets have the opportunity to break the air. However, social media such as Facebook dominates breaking news since the origin of news is close to mass audiences or publics. Hermida (2012, cited in Etana, 2015) identifies, “Social media sites are widely used for breaking news....” Hence, the dominant interviewees’ responses are:

Both conventional media and social media outlets have the opportunity to deliver breaking news. However, the accessibility of breaking news on Facebook pages is overriding breaking news which is transmitted by OBN Television. The reason is that, mostly OBN TV provides secured government's information; rather than accessing breaking news across the society (Interviewee 15, May 8, 2018).

What is more, "Often Facebook provide breaking news and mainstream media are busy for notifying the story. Although sometimes if the issue concerns to Oromia regional government's agenda, OBN TV breaks the air earlier than social media; because, the broadcaster was established to advocate the issue of regional government to the public. In addition, usually it provides breaking news for those audiences who are not familiar with social media. In comparison, however, the broadcaster is busy to verify rumors of public opinions/Facebook news that breaks the air ahead of mainstream media" Interviewee 29, May 21, 2018).

In general, OBN TV occasionally presents breaking news of exclusive regional or national government's press release; while usually Facebook publicize breaking news on trending events across the public. Alejandro (2010, p. 10) accredited, "What makes social media of particular interest to journalism is how it has become influential as a communication and news-breaking tool."

4.10.2 Usage for immediacy and the need for news verification at OBN TV

The burning issue in today's journalism is how to reconcile the urge for immediacy and the need for news/information verification. Thus most of the conventional media practitioners reflected their point of views, as such that they strive for verifying the existing realities, but sometimes the process of identifying the occurrence is challenging.

Social media users can access and publicize information in multiple directions either formally or informally. However, as conventional media practitioners we urge for verifying trustworthiness of that information through formal addresses (telephone, websites; or contact sources and concerned bodies (correspondents, reporters, eyewitnesses) to identify truthfulness of that information and disseminate immediately. Consequently, we achieve something; but sometimes various bureaucracies and resistance to provide information is challengeable, especially politico-phobias

(Interviewee 01, May 2, 2018). In contrast, “most of the information delivered on social media platforms are reckless” (Interviewee 09, May 05; Interviewee 21, May 11; Interviewee 27, May 13, 2018).

Social media users publicize information immediately as they obtain, while OBN TV strives for verification first, process and urge for immediacy as possible. But reckless information challenges the broadcaster. Hermida (2012, cited in Etana, 2015) argues, “The use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism’s principles. And this has the power to cost the big asset of media organization- credibility.”

4.10.3 OBN journalists’ perception on immediacy and verification of news

Despite challenges on immediacy for verification or vice versa, many of the practitioners were strived for the commitment of their professional ethics and sacrifice their effort for further competition; however, principles of news values and the newsroom’s hierarchical position determine practitioners’ decision on the angle of the news and its immediacy.

I strive to make immediate news as soon as I have seen information on verified social media, but rumors needs verification, and I exert my energy to access the primary source of the content and that consumes time. Even after the news was balanced, the commitment of editors and the broadcaster’s prime time may affect the immediacy of the news. In other hand, even if the news is immediate and verified, the impact of that news determines it; because if the outcome of that news will be hazardous mainstream media do not broadcast it; for example, ethnic violence, privacy issue (Interviewee 06, May 04, 2018).

Also, “Nowadays, being the first to impart truth story is the great success for both practitioners and the organization. Because, the gradual improvement of media platforms are widening competition/challenges; and I strive to sacrifice myself to be competent by providing immediate and verified news, unless it perishes” (Interviewee 08, May 4, 2018).

Most newsroom practitioners strive for verifying and transmitting immediately for further competition, unless the news story dies. However, tradition of conventional media newsworthiness and the broadcaster’s hierarchical position determines the news decision even

after verified. According to Boyd(2001, p. 8), “By its very nature, hard news must be published or aired immediately because it perishes quickly and becomes “old news,” replaced by other hard news stories.” In contrast, few interviewees did not eager to sacrifice themselves for immediacy and verification due to uncomfortable zone of the broadcaster i.e. “doubt on the truthfulness of social media and lack of guidance” “The most popular fake news stories were more widely shared on Facebook than the most popular mainstream news stories” (Silverman, 2016, cited in Allcott and Gentzkow, 2016, p. 212).

4.10.4 Mechanisms of verifying social media information at OBN newsroom

Eventhough, social media information is widening across various media platforms; the station has no clear cut mechanisms or not well organized with respect to verifying social media information. As observation revealed, even the team spirit of newsroom and social media directorate was weak. However, the station follows principles of making news in conventional media by following occasional events and selectively assigns journalists who participate in newsmaking process.

If the newsroom selection and production team or newsroom director decides on the newsworthiness of a certain social media content, they assign reporters and give direction to include in their news making process. Then immediately reporters try to verify the subject in different ways including telephone, live production or by inviting the concerned body at studio following principle of gate-keeping journalism (Interviewee 14, May 6, 2018).

Eventhough, social media/Facebook are speedy, the broadcaster has no clear cut mechanism to verify it rather than following traditional principles. “The use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism’s principles” Hermida (2012, cited in Etana, 2015, p. 16).

Therefore, the major challenges stressed by most of the interviewees during verifying social media information before incorporating in news making process are: weak media management to make decision on social media news, inability to give attention to social media contents/ lack of awareness to utilize social media sources; logistics problem, sometimes weak internet connection and telephone networks for further communication, lack of tangible and exact data, resistance of

concerned bodies in providing information from sources, and etc. Since the responses of most interviewees were complimentary, let us see the following.

Major challenges to determine how to use social media contents/information in news making process and verifications are: problem of the media management to trust social media news, lack of responsible practitioners, and resistance of sources to provide information by inferring political consequences, i.e. fear to give information until the government gives direction, even after verified the process of producing the news for television at OBN is another challenge (Interviewee 28, May 13, 2018). Moreover,

For both medium we use principles of conventional journalistic professions based on our regular evaluation to reconcile it based on its newsworthiness, therefore, balancing impact of the news, analyzing proximity of that information, timeliness of the event, public interest and the news should entertain basic journalism questions (Interviewee 01, May 2, 2018).

Generally, social media navigate information swiftly while mechanisms of verifying and publicizing news at the station follows principles of traditional journalistic verification, i.e., challenging by the bureaucracy of mainstream media principles. (Craig, 2009, p. 73) stated,

Journalists are showered with information from the internet, newspapers, television and radio news, news magazines, and their sources. Their job of selecting and shaping the small amount of information that becomes news would be impossible without gate-keeping. It is the process of selecting, writing, editing, positioning, scheduling, repeating and otherwise massaging information to become news.

4.11 Practice of multi-media convergence at OBN TV

Nowadays, the innovation of new media technologies created conducive atmosphere for social media which plays a great role in the practicing of converged multi-media environment. Converged multi-media environment results in the synchronization of both broadcasting media and print media with the flourishing of online social media networks. As a result, citizen journalists and media practitioners are challenging themselves back and forth in order to familiarize themselves with converged media environment. It creates an opportunity to disseminate a single story on various media platforms in parallel way. According to Melinda

(2011, p. 48), “The interlocking of computers, information technology, telecommunication networks and the media content generated by newspapers, radio and television gave birth to a phenomenon called media convergence.”

Therefore, all of OBN TV newsroom practitioners who were included in the interview were eager to be familiar with converged media environment in various dimensions. Because, the station has TV, AM Radio, FM Radio, social media and website. However, the preparedness of most practitioners was incompatible in terms of training, knowledge, skills and experience as the researcher confirmed from their expression. All of them were busy to feed a single medium, but some of them are providing a single news story for both TV and Radio. Gordon (2003; cited in Mishra 2016, p. 103) argues, “Information-gathering convergence takes place at the reporting level, and media companies have increasingly required reporters to have multiple skills.” Let us see reactions of the following interviewees:

In my newsmaking process, usually, I give attention for Television. I do not consider radio or social media; because I am assigned as TV newsroom practitioner. But often, if radio journalist did not make news on the issue, it is transmitted on radio (Interviewee 14, May 6, 2018). Another interviewee expressed that,

I am attempting to be familiar with the practice of media convergence in order to produce and consume news on multi-media journalism. But, I can't underline I am competent enough to feed different media platforms; I am practicing occasionally (Interviewee 01, May 2, 2018).

Furthermore another producer asserted that,

I am striving to utilize converged media, as a result, I produce news for both TV and Radio; even sometimes provide for social media such as Facebook; because as media practitioners if we use wisely, we will be competent; unless citizen journalism will lead us (Interviewee 28, May 13, 2018).

The reaction shows that the broadcaster's practitioners are practicing converged media differently, i.e. easy to say most of them are entertaining in traditional way for a single medium, while a few of journalists are practicing converged media occasionally. But nowadays, social

media practitioners such as, activists or bloggers are entertaining it. According to Paulussen et al. (2007, p. 131), “In contrast to traditional media, blogs and other community-driven media are characterized by a fundamental convergence of the roles of content producers and consumers, as every user has the opportunity to both consume and create content.”

New media technologies allowed every user to practice in the environment of media convergence, although there were skill gaps among OBN newsroom practitioners in performing their regular newsmaking activities. Surprisingly, the broadcaster has different media outlets, i.e. TV, radio, social media and web journalism working separately with the same content. Although few of them learned theory of convergence at higher institutions, the main reason to be underlined is that, the station did not organize any workshops, on-the-job training opportunities, and experience sharing forums in the area of media convergence and multi-media journalism. Jenkins (2006, p. 2) argues media convergence as, “The flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want.”

4.11.1 Opportunities and Challenges of practicing converged multi-media at OBN TV

The widening of social media networks results in the practice of converged multi-media environment in mainstream media organizations. However, it comes up with some opportunities and challenges to practice in conventional media environments like, OBN.

4.11.1.1 Opportunities of practicing converged multi-media at OBN TV

OBN has both television and radio stations including FM radio. Further the broadcaster has its own online website (www.orto.et), social media networks such as Facebook ([Facebook.com/OBNEnglish](https://www.facebook.com/OBNEnglish), [Facebook.com/OBNAfaanoromoo](https://www.facebook.com/OBNAfaanoromoo), [Facebook.com/OBNAmharic](https://www.facebook.com/OBNAmharic)), twitter (twitter.com/OBNoromiyaa) and YouTube ([youtube.com/OBNoromiyaa](https://www.youtube.com/OBNoromiyaa)) pages (May, 2018).

Hence, eventhough it is at its infant age, as most of the interviewees asserted, the opportunity of practicing converged multi-media in the organization provide competency, save logistics, time, manpower as well as encourage audiences to grasp mediums of their interests. The ideas of some interviewees are stated as follows.

Converging multi-media platforms provides opportunities of delivering the same news story in various media platforms, entertain multi-media audiences/followers by the medium of their choice, save time and logistics. Also it boosts the reputation/trustworthiness of the broadcaster and makes it competent (Interviewee 02; 15; 27; 30, May 2018). In addition, “It provides an opportunity to manage many activities by few man powers and feed dynamic audiences” (Interviewee 15, May 8, 2018). Furthermore,

Converged media environment motivates both practitioners and their organization to transmit immediate news through various media platforms and is useful for promoting oneself or one’s organization to the global community (Interviewee 22, May 11, 2018). Moreover, “It motivates the station to strive for providing quality content for further competition” (Interviewee 18, May 10, 2018).

As it is stated above, the opportunity of using converged multi-media environment motivates the organization to disseminate the same news story in various media platforms that entertain dynamic audiences by the medium of their choice. Zhang (2012, p.5) pointed, “A significant feature of the convergence of conventional media and new technology is multi platform distribution. Multi-platform means distribute media content to multiple media outlets.” Also, it saves time and logistics; above all, using converged media is vital for promoting oneself or one’s station to the world for further competition. According to Jenkins (2006, p. 3), “In the world of media convergence, every important story gets told, every brand gets sold, and every consumer gets courted across multiple media platforms.”

4.11.1.2 Challenges of practicing converged multi-media at OBN TV

Despite the existence of various opportunities, practicing converged multi-media at OBN is full of challenges. Most of the interviewees expressed that the broadcaster is assimilated by the traditional style of news making and presenting styles separately for different platforms. As a result, the reactions of some interviewees are presented as follows.

Challenges of practicing converged multi-media at OBN are lack of structured cooperation in the station, lack of effective professional media manager and management, inability of empowering practitioners through gradual trainings and

unable to provide workshops for sharing experience, insufficient logistics and etc (Interviewee 28, May 13, 2018). On top of that, “there are problem of setting strategic point of views by inferring how to produce quality content for all platforms, lack of committed practitioners to produce news for all platforms and lack of moderate technologies that foster converged media environment”(Interviewee 15, May 08, 2018).

The above idea states that very little attention is given to practice strategic converged media environment in the station either by administrators or by practitioners because of skill gaps, low commitment and cooperation, as well as insufficient moderate media technologies. Briggs (2007, p. 5) argues that, “A good reporter would be redefined as one who is good enough in any medium.” Further, changing in media technology reshapes the converged environment and attitudes. Griffin (2012, p. 321) expressed McLuhan’s argument on media ecology, “Media should be understood ecologically. Changes in technology alter the symbolic environment —the socially constructed, sensory world of meanings that in turn shapes our perceptions, experiences, attitudes, and behavior.” Also, another interviewee stressed that,

Different multi-media journalists are producing news separately for the platform they serve for; such as TV, AM Radio, FM Radio and Social media because they cannot provide news for all mediums for the time constraints (Interviewee 30, May 22, 2018).

The above expression depicts, “Respecting deadline is critical” in newsroom. According to Quinn & Filak (2005, p. 27), “The more work reporters have to do, the more likely they will be to miss deadline.” However, leaving aside the other medium is reflected due to low awareness and lack of commitment. Moreover, the other challenge observed by the researcher was inability to use human resource effectively.

Moreover, the organization’s deputy director and content manager expressed that, “the broadcaster invested on pilot taste and attempted to merge contents of TV and Radio news, but the copy paste of news from TV to radio resulted in problem on the quality of the broadcaster’s news. Therefore, the practitioners of both mediums are separated.” This idea supports the critiques of convergence theory expressed by Quinn & Filak(2005, p. 27) that argues, “jack of all trades, master of none” approach would make for worse journalism.

Reminding the above challenges, however, some of the practitioners and the broadcaster are coping with the challenges media convergence manifested in multi-media journalism. As a result, few practitioners are overcoming challenges of using media convergence by, “daily updating oneself” and often “cooperating” with each other. A social media practitioner expressed that,

I was very passionate to deal with converged multi-media journalism; and attempted practicing through try and error by reading extra online materials to overcome in the convergence area. Consequently, I have earned the skill of merging multimedia outlets and providing news of the station by producing, linking TV, Radio and online journalism for the broadcaster. But it is not compatible when we compare with currently standardized converged media environments, and needs further attention (Interviewee 23, May 11, 2018).

Further the researcher’s observation shows that the broadcaster manages effective utilization of scarce media technologies, and on other hand, the high commitment of a few practitioners who work overtime were coping with the challenges; they were sacrificing themselves to cop up with the existing obstacles. Moreover, some journalists were participating with great sense of commitment to feed all mediums while few journalists were organizing news from different platforms and converge on social media pages. Hence, the broadcaster has separately linked/uploaded TV and radio news on its social media networks, especially on Facebook, to cope up with the growing challenges of media convergence.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In this study, an attempt was made to assess the impact of social media on newsmaking process at Oromia Broadcasting Network Television that focused on Facebook. Social media, particularly Facebook is the most impressive global social media network that provides information easily for ordinary people, citizen journalists and mainstream media organizations. Therefore, the main findings and conclusions of the study are presented as follows.

Oromia Broadcasting Network Television has been following the traditional principles of journalistic newsworthiness in its newsmaking process. News gathering at the broadcaster follows the bureaucratic foot-steps i.e. planning, ratifying the plan, researching, logistics, contacting sources, newsgathering, news recording/shot, capturing/previewing, sequencing or scripting, pre-editing(script), voicing and mixing audio & video, post edition and then on airing. Besides, newsmaking decision at OBN television was determined by the hierarchy of position depending on the sensitiveness of the issues/contents, although, infrequently the broadcaster's newsmaking direction and decision making process was determined beyond practitioners of the organization, i.e. direct or indirect intervention of external body either on sourcing or contents of news.

Since recently, however, social media networks particularly Facebook has been affecting the broadcaster's news gathering and decision making process. Because, Facebook allowed public users and professional journalists for accessing updated information/news regardless of any restrictions, criterion and interference. As a result, it utilized as news source for the broadcaster in one hand, and perishes some news stories on other hand. Also, the flourishing of Facebook has changed the broadcaster's newsgathering and editorial decision making process either for good or bad.

Furthermore, the widening of social media, awaken the organization for unusual speed of newsmaking process and broadcasting. However, it has been influencing the broadcaster by plagiarizing the address of OBN TV (created pseudo Facebook pages) and disseminating whatever information of their interest; because the broadcaster has no verified address by Facebook Company.

Further, both social media and OBN TV shared principles of news values; however, Facebook exposed the broadcaster's utilization of newsworthiness principles i.e. conflict and immediacy. Usually the broadcaster was focused on success event stories and leaves aside some elements of newsworthiness such as conflict; but, Facebook users had been reported the existing realities either success stories or worries that affected the broadcaster's reputation and diminished audiences besides killing some news stories of the broadcaster, which didn't occur before. Also, social media reshapes elements of newsworthiness principles public/human interest to individual/personal interest besides attributing both ordinary and prominent personalities equally.

Moreover, social media has been giving direction for accessing fresh information to incorporate in newsmaking process and provide news sources; unlikely verifying its trustworthiness at OBN was worrying the organization. Consequently, social media/Facebook has been publicizing immediate information that affected both newsroom practitioners and the organization to verify and give decision on selecting the angle of newsmaking process. Because, usually Facebook provided tips of information/breaking news swiftly a head of OBN Television. Hence, OBN TV strived for verification first, process and urge for immediacy as possible. However, conventional media bureaucratic principles of newsworthiness and the newsroom's hierarchical position as well as source credibility determined how to verify the news. Above all, weak media management to make decision towards entertaining social media news and less commitment of newsroom practitioners to utter social media contents/sources for incorporating in newsmaking process was the main problem to urge for verification, besides their doubt on the truthfulness of social media news hindered the broadcaster to publicize social media news immediately.

On other hand, frequently OBN has used social media contents/sources for TV newsmaking process and broadcasting, however, its editorial policy has been formulated a decade ago when Facebook was not considered as an alternative social media network in the country; and even today the broadcaster did not revise its editorial policy by adjusting ways of uttering social media contents/sources. Therefore, the broadcaster does not have legal and clear principles on the utilization of social media/Facebook, but open to provide social media news under the shadow of law and constitution of the country without any journalistic guidelines.

In addition, the broadcaster has social media directorate that portray Facebook, twitter and you tube, eventhough there was weak collaboration with newsroom directorate in newsmaking

activity. Consequently, the broadcaster did not assign responsible professional practitioners at social media directorate or in newsroom who follow social media pages and directly participate in newsmaking process for the broadcaster. Rather, occasionally, they were busy to gaze social media contents/sources and search to assign interested practitioners.

What is more, the station has distinct media outlets such as TV, AM Radio, multi-channelled FM Radio, social media and website outlets. However, the utilization of converged multi-media environment in the organization was near to the ground; most of these media outlets were navigating separately and the organization's practitioners were busy to feed a single medium. But the organization's new media directorate link/upload TV news on its social media networks and website in order to cope up with challenges of media convergence. However, Facebook/social media users are practicing converged multi-media environment.

5.2 Recommendations

The main goal of the study was to examine the influence of social media, particularly Facebook, on news making process at Oromia Broadcasting Network Television. Thoughtful endeavor has been made by the researcher to address the research questions. Therefore, the researcher forwards the following recommendations based on the findings:

- Critically, the broadcaster should have to revise its editorial policy to adjust the traditional guidelines of news consumption and production process in the age of social media penetration, as well as the broadcaster have to usage of social media in news making process.
- The broadcaster has to assign media practitioners to access social media news and incorporate in mainstream TV newsmaking process regularly, i.e. thrive to survive in parallels with citizen journalism
- Nowadays, every social media users are accessing immediate information across the globe in a networked society, as a result, spreading the misuse of journalism and provide

fake news. Hence, media practitioners should have empower themselves to make sure of their news story and they have to be swift to grab their audiences before boring with confused news.

- The broadcaster's practitioners should have to obligate for their professional expertise by updating themselves to entertain multi-media journalism rather than serving a single medium in the age of converged media environment. Thus, they have to strive for self-empowerment both formally and informally, unless ordinary citizens will become fore frontiers.
- The station have to practice sophisticated converged multi-media journalism by empowering manpower and providing moderate media technologies to compete with global mainstream media and social media outlets.
- The motto of the broadcaster is "voice of the people"; eventhough event news was dominated the broadcaster's news stories. Thus, the organization should have give attention for citizens/audiences by entertaining project news stories across the public rather than promoting staged events.
- The station has been publicizing many contents on the same channel, i.e. sports, music, drama, generally entertaining and educational programs; hence, the researcher recommends that the broadcaster has to establish independent TV news channel separately for publicizing fresh and trending news stories for competing with both mainstream and social media networks.

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APPENDICES

Appendix I

List of Interview Questions

List of Interview Questions for OBN TV newsroom (journalists, editors, coordinators directors and the manager)

1. How do you determine newsworthiness in your organization?
2. Who makes news decision at your organization?
3. Is it project news or event news that dominate your news stories, and why?
4. What are the news sources you often use in making news in your organization?
5. How do you describe the news making process in your organization?
6. How often do you use social media content/sources in your news making?
7. Which type of social media do you often use in your news making, and why?
8. How often do you use Facebook for news making? For what type of news do your prefer to use for news making, and why?
9. How open is your organization in letting social media, especially Facebook content/source for your news making?
10. What do you think is the challenge in this regard?
11. Do you training in using social media content/source for making news?
12. How helpful is the training you have received?
13. What are the positive and negative sides of using social media for making news in the mainstream media like yours?
14. How does your station's editorial policy treat social media usage in the news making process in your organization?
15. What do you think are the opportunities provided and challenges posed by social media/Facebook with respect to news gathering, and editorial decision making process?
16. How do you measure the newsworthiness of Facebook news?
17. To what extent do the conventional news values apply to social media content?
18. Do you make some compromise of the conventional news values when it comes to the social media content?
19. How do the social media reshape the conventional news values in your organization?
20. How does your station reconcile the newsworthiness of Facebook news sources?

21. How does Facebook news influence OBN TV newsworthiness? What are the positive and negative consequences?
22. How does social media news complement with professional journalistic newsworthiness that you are practicing? To what extent you are familiar with new media technologies?
23. Do you think social media practitioners are worthy enough to publicize impartial news? How would you elaborate? How do you manage the news values of social media sources in the newsroom?
24. How social media does reshape principles of news values which have been functional in conventional media so long?
25. What does such a reshaping of the news values mean for the future of broadcast news?
26. How do you compare your station with social media, such as Facebook, in terms of breaking news?
27. How do you reconcile the urge for immediacy and the need for news/information verification?
28. Do you sacrifice immediacy for verification or vice versa, and why?
29. What mechanisms does your station put in place with respect to verifying social media information before incorporating it in your news making process?
30. What are some of the challenges in these processes?
31. Generally, how do you reconcile the immediate news values of social media and principles of journalistic verification at your station?
32. How prepared do you think you are for converged media environment, in terms of training, knowledge, skills and experience?
33. How often does your station organize workshops, on-the-job training opportunities, and experience sharing forums in the area of media convergence and multi-media journalism?
34. What do you think are the opportunities and challenges of using multi-media journalism in a converged media environment?
35. So far, how are you and your station coping with challenges media convergence manifested in multi-media journalism?

Thank you very much for your time and willingness to do this interview!

Appendix II Tarreeffama Afgaaffiiwwan dhihaatanii

Afgaaffiiwwan Gaazexeessitoota, gulaaltota, qindeessitoota, daarekteerotaafi hoji-gaggeessaa OBN f qophaa'an

1. Dhaabbata kanatti oduun tokko barbaachisaa ta'uusaa (newsworthiness) maal bu'uureffattanii murteessitu?
2. Dhaabbata kanatti oduurratti kan murteessu eenyu?
3. Dhaabbata kana keessatti caalmaadhaan oduu pirojektiimoo oduu taatee uumameen hojjetamutu tamsa'a, Maaliif?
4. Dhaabbata kana keessatti oduu hojjechuuf yeroo baay'ee maddeen oduu keessanii maal fa'a/eenyu?
5. Dhaabbata keessanitti, adeemsi isin ittiin oduu hojjetan maal fakkaata?
6. Dhaabbata keessanitti wayita oduu hojjetan qabiyyeewwan/maddeen miidiyaa hawaasaatti hangam fayyadamtu?
7. Wayita oduu hojjetan akaakuuwwan miidiyaalee hawaasaa keessaa irra-jireessaan kamitti dhimma baatu, Maaliif?
8. Oduu hojjechuudhaaf Feesbuukiitti yeroo akkamii fayyadamtu? Oduu gosa akkamii irraa hojjechuuf filattu, maaliif?
9. Dhaabbanni keessan oduu hojjachuudhaaf qabiyyeewwan/maddeen miidiyaalee hawaasaa, keessumaa feesbuukii, akka fayyadamtaniif qophaa'ummaan qabu maal fakkaata?
10. [Qabiyyeewwanis ta'e maddeen oduu feesbuukii] fayyadamuudhaan walqabatee rakkoolee jiran akkamiin ibsitu?

11. Oduu hojjechuuf akkaataa qabiyyeefi maddeen miidiyaalee hawaasaa fayyadamuun danda'amurratti leenjitanii?
12. Yoo leenjitan ta'e hangam isin gargaare?
13. Miidiyaa idilee, kan akka OBN, keessatti oduu hojjechuudhaaf miidiyaalee hawaasaa fayyadamuun faayidaafi miidhaa maalii qaba?
14. Imaammanni gulaallii dhaabbata keessanii adeemsa oduu qopheessuu/hojjechuu keessatti fayyadamummaa miidiyaalee hawaasaatiif iddoo akkamii kenna?
15. Adeemsa oduu qindeessuufi murteessummaa gumii iditooriyaalii keessatti carraa miidiyaaleen hawaasaa(Feesbuukiin) gumaachan maali? Rakkoon isaa hoo?
16. Barbaachisummaa oduu feesbuukii(Facebook newsworthiness) haala kamiin madaaltanii mirkaneeffattu?
17. Ulaagaaleen barbaachisummaa oduu miidiyaa idilee murteessan(conventional news values), qabiyyee miidiyaa hawaasaa keessatti hagam hojiirra ooluu danda'u?
18. Miidiyaa idilee keessatti ulaagaalee oduun tokko barbaachisaa ta'uusaa ittiin madaaltan, gara miidiyaa hawaasaatti wayita fiddan haala kamiin wal simsiistu?
19. Dhaabbata keessanitti miidiyaan hawaasaa, ulaagaalee barbaachisummaa oduu miidiyaa idilee murteessan haala kamiin fooyyessee fayyadama?
20. Dhaabbanni keessan barbaachisummaa maddeen oduu feesbuukii haala kamiin madaalee walsimsiisa/walitti fida?
21. Oduun feesbuukii fudhatamummaa oduu Televiiziyinii OBN irratti akkamiin dhiibbaa geessisa? Bu'aafi miidhaan isaa maali?

22. Oduun miidiyaa hawaasaa haala qabatamaa ogummaa gaazexeessummaa isin hojjetaa jirtaniin haala kamiin walgita? Mee isinis teekinooloojiiwwan miidiyaa hawaasa kanaan hangam walitti madaqxanii jirtu?
23. Fayyadamtoonni miidiyaa hawaasaa oduu loogiirraa bilisa ta'e hojjechuuf ga'umsa qabu jettanii yaadduu? Mee akkamiin ibsitu? Isinimmoo kutaa oduutti fudhatamummaa maddeen oduu miidiyaa hawaasaa akkamiin to'attu?
24. Miidiyaan hawaasaa qajeeltoowwan fudhatamummaa oduu miidiyaaleen idilee hanga yoonaatti ittiin hojjetaa jiran hangam tokko jijjiire/fooyyesse?
25. Haala kanaan qajeeltoowwan fudhatamummaa oduu miidiyaaleen idilee ittiin hojjetaa turan jijjiiruunsaa egeree miidiyaa biroodkaastii garamitti geessa?
26. Oduu simbirtuu dhiheessuun walqabatee dhaabbata keessaniifi feesbuukii akkamiin walbira qabdani madaaltu?
27. Wayitaawaafi qabatamaa ta'uu oduu/odeeffannoo tokkoo walsimsiiftanii akkamiin daftanii mirkaneeffattu?
28. Dhimmi wayitaawaa ta'e tokko dafee akka mirkanaa'uuf ni dhimmituu ykn wanti qabatamaa ta'e tokko wayitaawummaasaa akka eeggatuuf hangam carraaqxu? Maaliif?
29. Dhaabbanni keessan odeeffannoowwan miidiyaalee hawaasaa tooftaa akkamiitiin dursee mirkaneeffachuudhaan adeemsa oduu qopheessuu keessatti hammachiisa?
30. Adeemsa kana keessattis hudhaawwan akkamiituu mudata?
31. Waliigalaan, OBNtti fudhatamummaa oduu miidiyaa hawaasaafi qajeeltoowwan mirkaneeffannaa ogummaa gaazexeessummaa battalatti akkamiin wal simsiiftu?

32. Miiltummaa akaakuu miidiyaalee addaddaa walfaana fayyadamuun walqabatee (using converged media environment) gama leenjii, beekumsa, dandeettiifi muuxannoo horachuutiin hangam tokko of qopheessitanii jirtu?
33. Dhaabbanni keessan akaakuuwwan miidiyaalee adda addaa bakka tokkotti walitti fiduun miiltomsanii hojjechuun haala danda'amu ilaalchisuun hojiidhumarratti, carraa leenjii ogummaa cimsachuufi fooramii muuxannoo waljijjiiruu hangamiin qindeessa?
34. Akaakuu miidiyaalee adda addaa walitti fiduun(multi-media journalism) bakka tokkotti miiltomsanii/walitti hidhanii fayyadamuun carraawwaniifi hudhaawwan akkamii qabaata jettanii yaaddu?
35. Hanga yoonatti isinis ta'e dhaabbanni keessan rakkoowwan miiltummaa miidiyaan walqabatani akakuu miidiyaalee addaddaa (multi-media journalism) keessatti calaqqisan akkamiin dandamataa jirtu?

Yeroo keessan kennitanii afgaaffii kanarratti waan hirmaattaniif galatoomaa!

Appendix III Forms to be filled by key Interviewees

Forms to be filled by OBN key Interviewees (Journalists, Editors, Directors and Manager of the Station)

1. Name _____
2. Gender _____
3. Age _____
4. Educational status _____
5. Working language/s _____
6. The department are you working in _____
7. Job Title _____
8. Years of experience _____
9. Address; Email _____
- Telephone _____

Appendix IV List of Key Interviewees for the study

No	Interviewees	Gender	Age	Education	Job title	Experience (years)	Media Station
1	Interviewee 01	M	28	BA	Reporter	2+	OBN
2	Interviewee 02	M	30	BA	Senior Reporter	6	OBN
3	Interviewee 03	M	30	BA	Editor	7+	OBN
4	Interviewee 04	M	26	BA	Producer	4+	OBN
5	Interviewee 05	M	28	BA	Reporter	2+	OBN
6	Interviewee 06	M	30	BA	Editor	10	OBN
7	Interviewee 07	M	27	BA	Reporter	6	OBN
8	Interviewee 08	M	29	MA	Editor-in-chief	6	OBN
9	Interviewee 09	M	32	BA	Editor	10	OBN
10	Interviewee10	M	27	BA	Reporter	5	OBN
11	Interviewee 11	M	31	BA	Senior Editor	10	OBN
12	Interviewee 12	M	30	BA	Editor	10	OBN
13	Interviewee 13	M	28	BA	Reporter	6	OBN
14	Interviewee 14	M	32	BA	Senior Editor	10	OBN
15	Interviewee 15	M	32	BA	Editor-in-chief	10	OBN
16	Interviewee 16	M	50	MA	Editor-in-chief	23	OBN
17	Interviewee 17	M	28	BA	Reporter	2+	OBN
18	Interviewee 18	M	31	MA	Assistant Chief Editor	9+	OBN
19	Interviewee 19	M	34	BA	Producer	5	OBN
20	Interviewee 20	M	32	BA	Editor-in-chief	10	OBN
21	Interviewee 21	F	31	BA	Editor-in-chief	9+	OBN
22	Interviewee 22	M	32	BA	Deputy head & content manager	12	OBN
23	Interviewee 23	M	33	MBA	New Media Director	10	OBN
24	Interviewee 24	M	31	MSW	Newsroom Director	8	OBN
25	Interviewee 25	F	29	BA	Editor	10	OBN
26	Interviewee 26	M	34	BA	Editor-in-chief	8	OBN
27	Interviewee 27	M	30	BA	Reporter	8	OBN
28	Interviewee 28	M	32	BA	Editor	9+	OBN
29	Interviewee 29	M	33	BA	Reporter	8	OBN
30	Interviewee 30	F	30	BA	Editor	9	OBN