ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM

AND COMMUNICATION

Use of Mobile Communication to Access Information and Express Opinion In Sheger 102.1 FM Radio Station: The Case of AAU Students

Wendwesun Berhanu

A Thesis Submitted to the School of Journalism and Communication, Addis Ababa University in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication

Advisor: Zenebe Beyene (PhD)

ADDIS ABABA, ETHIOPIA

January, 2016

Use of Mobile Communication to Access Information and Express Opinion In Sheger 102.1 FM Radio Station: The Case of AAU Students

A Thesis Submitted to the School of Journalism and Communication, Addis Ababa University in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication

By:

Wendwesun Berhanu

ADDIS ABABA, ETHIOPIA

January, 2016

Addis Ababa University

School of Graduate Studies

This is to certify that the thesis prepared by Wendwesun Berhanu, entitled *Accessing Information and Expressing Opinions via Mobile Phone: The Case of Sheger 102.1 FM Radio Station* 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 notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

Examiner_____ Signature_____ Date_____

Examiner_____ Signature_____ Date_____

Advisor_____ Signature_____ Date _____

_____

Chair of department or Graduate Coordinator

ABSTRACT

Use of Mobile Communication to Access Information and Express Opinion In Sheger 102.1 FM Radio Station: The Case of AAU Students

Wendwesun Berhanu

Addis Ababa University, 2016

This study aimed at examining mobile phone usage for media-related purpose among Addis Ababa University Regular Undergraduate Students. The study was situated within the theoretical framework of Uses and Gratifications Approach and Dependency Theory. It employed both qualitative and quantitative methods. For the qualitative method focus group discussion and semi-structured interviews were conducted. These techniques were employed to investigate students, journalists, and key informants' experiences and their opinions towards using mobile phone to access information and express opinions. For quantitative method, survey was used as a data gathering tool. The survey questionnaire was administered to 205 people selected through snowball sampling methods to capture students' experiences in using mobile phones. Descriptive statistics was employed to analyze the quantitative data. The analysis of the data reveals that mobile phones have become main means of accessing information and expressing opinions among young adults. The traditional main stream media such as Sheger Radio reaches to its public through various ways of news delivery to fulfill the uses and gratifications of its audiences. There are also efforts to provide content available for mobile applications. This being the case, however; mobile phone is facing challenges like little attention by concerned bodies, lack of skilled man power, network problem and unethical activities via mobile phone users.

Acknowledgments

I would like to thank the Almighty God for His help throughout this journey. Then, I would like to express my deepest gratitude to my advisor, Dr Zenebe Beyene for his valuable and unreserved help in the course of this study.

I am so grateful to Sheger Fm 102.1 Radio Station and its journalists for their cooperative welcoming to give interview and the necessary information which I was looking for this study. My deepest heartfelt gratitude also goes to my classmates Solomon Tesfaye, Yalem Debebe and Solome Getachew for their material and kind support in connecting me with different key persons whom I was looking for this study. I am specifically grateful to Alexander who had helped me in putting questionnaires' data into SPSS Statistics Data Editor.

I am very thankful to all the participants in this study for their cooperation, the students, and the University administrations in allowing me to conduct the questionnaire. Specially, I want to thank Meron and Tirufat for genuine cooperation in facilitating me the focus group discussions.

I would also like to thank Wegene Alemayehu and Bekire Nasir from EBC and Mekoya Hailemariyam from FBC for their kind willingness to give me interview and materials which really had important value for my study.

Finally, I extend my sincere thanks to my family, particularly my younger brother, Demelash Berhanu, and my friend Ayalnesh Teshome for their patience and understanding of the inconveniencies I caused during the course of the writing of the thesis.

Contents

ABSTRACT i
Acknowledgments ii
Contents iii
List of Acronyms 1
Tables 2
CHAPTER ONE 3
1. Introduction 3
1.1. Background of the Study 3
1.2. Statement of the Problem 4
1.3. Objectives of the Study 8
1.3.1. General objectives 8
1.3.2. Specific Objectives 8
1.4. Research Questions 8
1.5. Significance of the Study 9
1.6. The scope of the Study 10
1.7. Limitations of the Study 10
1.8. Description of the Chapters 11
CHAPTER TWO 12
2. Review of Related Literature 12
2.1. The Genesis of Mobile Phones 12
2.1.1. The Genesis of Mobile Telephone History in Global Context 12
2.1.2. Mobile Telephone History in African Context 16
2.1.3. Mobile Telephone History in Ethiopian Context 17
2.2. ICT Development and its Effect on Media 19
2.3. New Media 20
2.4. Media Convergence and the Mobile Phone 21

2.5. Mobile Phones and Young People 23
2.6. Mobile Phone Usage for Media-Related Purposes 25
2.7. Citizen Journalism 26
2.8. Mobile Phone Functions and Their Uses 28
2.9. Challenges of Mobile Communication 33
2.10. Theoretical Framework 35
CHAPTER THREE 40
3. Methodology 40
3.1. Research Design 40
3.2. Data Sources 40
3.3. Sheger FM 102.1 Radio Station 41
3.4. Quantitative Method 41
3.5. Sampling Techniques 42
3.6. Qualitative Method 44
3.6.1. Semi-structured Interviews 45
3.6.2. Focus Group Discussion 46
3.7. Data Analysis Techniques 47
CHAPTER FOUR 49
4. Data Analysis and Interpretation 49
4.1. Quantitative Analysis 49
4.1.1. Background of Respondents 49
4.1.2. Capacity of Cellular 49
4.1.3. Source of Information 50
4.1.4. More Trust for Information from: Mobile Radio-OR from Radio-Set 50
4.1.5. Satisfaction-Level 51
4.1.6. Usage Difficulties 51

4.1.7. Favorite-Programs Users 52
4.1.8. Percentage Distribution of Preferred News Category 53
4.2. Qualitative Analysis 53
4.2.1. Key Informants Interviews 54
4.2.2. Focus Group Discussion 69
CHAPTER FIVE 74
5. Conclusion and Recommendations 74
5.1. Conclusion 74
5.2. Recommendations 77
References 79
Appendix A: Survey Questionnaire 90
Appendix B: Interviews for Journalists & Reporters 94
Appendix C: Interviews for Key Informants 95
Appendix D: FGD Questions 96
Appendix E: Key Informants Background Information 97

List of Acronyms

AMPS – Advanced Mobile Phone System

AT&T – American Telephone & Telegraph

CDMA – Code-Division Multiple Access

ETSI – European Community and the European telecommunications Standards Institute

GPRS – General Packet Radio service

GSM – Global System for Mobile Communication

ICT – Information Communication Technology

IM – Instant Messaging

MMS – Multimedia Messaging Services

NAMPS – Narrowhand Advanced Mobile Phone System

NMT – Nordic Mobile Telephone

SMS – Short Messaging Service

SNS – Social Networking Sites

TDMA – Time-Division Multiple Access

TACS – Total Access Communication System

UG – Uses and Gratifications

VOIP – Voice-Over- IP

WAP – Wireless Application Protocol

Tables

Table 1 - The Number of Mobile Subscription in Ethiopia since 2007 …… **16**

Table 2 - Sheger Radio's Key Informative Background Information …..…… **95**

Table 3 - Key Informative from Other Media Institutions …..……..…… **95**

Table 4 - FGD Participants Background Information ……..……..…… **96**

Table 5 - Trust for Information ……..……..……..…… **49**

Table 6 - Satisfaction Level ……..……..……..…… **49**

Table 7 - Favorite Programs ……..……..……..……..…… **50**

CHAPTER ONE

1. Introduction

1.1. Background of the Study

The growing ICT (Information and Communication Technology) has significant benefits for the media industry. In this era, it is unimaginable to comprehend the media industry without the ICT. The growing use of internet and technology's daily advancement is changing the media management in many ways.

Media institutions are forced to use internet as the main tool of information sharing/dissemination due to the digital nature of the media contents. Therefore, the media industry is adapting new ways of delivering information to reach their audiences. The traditional media outlets are giving place to the new medium such as mobile phones. This has become an important part of the changes in the media landscape. Now every corner of the world, mobile communication is used as multi-purposes, converging medium.

Mobile phone has its own different characteristics that make it different from other media tools. According to Virpi Oksman, the mobile phone is already a medium in itself (Oksman, 2010) in accessing information and expressing opinions. Roos also explained why cell phone has become more preferable medium than others: by its nature it is mobile, accessible, instantaneous, private and personal (Roos, 1993). The traditional media outlets are timely bounded and fixed to their publishing or broadcasting schedules, whereas mobile phone can provide the needs of the users whenever they want to access the information. This enables both the news makers to post quickly and the users to access immediately it is posted.

Regarding expressing opinion, the traditional media does not give direct feedback as mobile phone does. Because of internet and convergence media technology mobile phone has special features that make it different from the old media outlets. Users can immediately twitter or write feedback or comment on the issue they find.

Mobile phones are becoming important for news, particularly user-generated news also known as citizen journalism. Citizen journalism enables spontaneous interactivity with the media, and important as a development tool for civic journalism where citizens participate in news production. Mobile citizen journalism can be defined as "citizens posting media directly from a mobile phone to the Internet or other mobile phones, and an online public (Verclas, 2008).

On the contrary, mobile phone has also so many side effects to the media industry. People use different kind of mobile phones and the different skills of handling the different mobile application is still the big challenge in the media industry.

To sum up, mobile phone is significant for both the media consumers and to the media organizations. It enables instantaneous news, information and discussion channel for the mass media. However, the possibilities of mobile phones are not yet fully utilized for media purpose. More likely, the role of mobile phones as an interactive link between the personal user and social and mass media will increase in the future.

1.2. Statement of the Problem

The media industry faces new challenges every day. The day-to-day advancement of internet technology directly or indirectly affects the media management. The media industry has been already exposed to this technology and the same medium is struggling to hold on to its audience. Convergence media is one feature of the new technology which has brought new ways of doing

media products in the arena of cyberspace. This phenomenon can be seen as a tool in the hands of a more and more fragmented audience and transforms the consumers of media products from passive readers, listeners and viewers to active audience (Melinda, 2001).

This change not only affects the users but also journalists. Journalists who have been doing in the traditional media houses need to train themselves the new media tools and means of deliveries. They are expected to write and produce news for various media including print, broadcast and the internet. The old media outlets such as radio, television and newspaper had so many things that they used to exchange each other, however; they were not able to provide at one place all forms of information synergically. At this information communication age, technology provides citizens with whatever information they need at one place in different ways. The user can read, listen, or watch the information using mobile phones until otherwise he/she has met problem of managing the "media mix" and choosing from larger "media menus" (Ling & Pederson, 2005).

The new media outlets such as computers, tablets and mobile phones have enabled people to access information in variety of platforms. A person who has a mobile phone can listen to music, news or any program which is being transmitted live from any electronic media. He/she can also watch the live transmission of television program. All those one-way transmission of information can be found together within this new way of accessing media products. Mobile phone, for instance; gives all these services with different platforms but not substituting what print, radio and television do.

A person can use his/her mobile phone to listen, read or watch up to date information from any media. The information can be an event, accident, sport activities, weather forecast, technology innovation, entertainment, business, advertisings etc. This technology not only enables users to

access information but also makes them active users. When users find important elements they directly participate in information production via posting audio, video or written materials. They write comment, express their opinion about what has happened, and react to the socio-political and other daily activities. Moreover, they also participate by calling, texting, distributing news stories and discussing on the stories.

Mobile technology also enables the users (the sender and receivers) to share content in the form of SMS texts, more complex forms of media objects through MMS (Multimedia Messaging Service) and online content through Mobile Internet and Social Networking Sites (Jiang, 2011). Facebook, Twitter and YouTube are some of social networking sites that both senders and receivers access and express information.

Hence, people are using this new way of accessing media products on daily basis, many traditional media are tailoring their structures and means of delivering media contents to their audiences. Mdlongwa (2009) expresses this change that the digital media, dramatized by mobile and online platforms, is increasingly taking away a huge audience from the 'old' media (P: 6). Sheger FM 102.1 Radio Station, for instance, is one of the electronics media based in the capital city of Addis Ababa and broadcasts to urban dwellers of the city and its surrounding areas for 18 hours a day. This Media is the one which has already adopt the new media to keep their audiences from migrating elsewhere. The station has implemented SMS (8101) service for text message, mobile application (Android APP, iPhone & iPad), online website (shegerfm.com) and social media pages (Facebook,YouTube & Twitter).

Mobile Phones and related software applications are new tools in the global effort to improve communication and to capture access and share information. Users can visit media sites by using

a web browser on their phone, just as they might on their personal computer or by tuning their cell phone into FM radio. Mobile phones are also often the only technology to which people in low- and middle- income countries have accesses (Verclas & Michael, 2008).

While mobile phones can replicate everything that all the previous mass media can do (Verclas & Mechael, 2008), it has also come up with huge challenge to both media organizations and the audience. The fundamental challenge in today's media landscape is the shift in control over media content, consumer consumption patterns as well as the manner and level at which consumer interact (Muwanga-Zake, 2010). Users could access or express unverified information which has no substance. Therefore, journalists request verification and confirming that they are different from everyone else.

Developing countries where in a vibrant and flourishing media are rarely found, mobile phone is a preferable medium to access information and express opinions. Specially, the younger and literate society is using mobile phones at large according to ITU 2014 report. Different studies show that large numbers of audience have already shifted to the new media. They access their daily information and news using these new media such as mobile phones.

In all these changes, media organizations need to know the extent to which their media products are being consumed, the size of their consumer market and audiences. Based on such information, the media owners guide their future business strategies, make decisions about the competence of the people they employ, and sell their organizations and services to business clients such as advertisers and sponsors (Gunter, 2000). To sum up, it is essential to study how much of this new media are adopted and used in Ethiopia to access information and express opinion.

1.3. Objectives of the Study

1.3.1. General objectives

The study aims at examining the use of mobile phone as a widely used multi-media tool among young adults, its relationship with the old media and implication to the Ethiopian mainstream media in changing the media landscape taking the case of Sheger FM 102.1 Radio Station?

1.3.2. Specific Objectives

The specific objectives of this study are the following:

- To explore the new roles of mobile phones communication in enhancing access to and expressing opinion.
- To explore the needs and motives of mobile phone users for using mobile as a medium.
- To examine Sheger FM 102.1 Radio Station's practices in providing content via mobile devices.
- To explore to what extent Sheger Radio use new platforms to amplify the space and extend the impact of journalism in regard to accessing information and expressing opinions.

1.4. Research Questions

The study aims at answering the following research questions:

- What roles do mobile phones play in enhancing access to information and expressing opinion?
- Why are the needs and motives of audiences for using mobile as a medium?
- What does Sheger FM 102.1 Radio Station practices look like in providing content via mobile phones?

- What extent does Sheger FM 102.1 Radio Station use new platforms to amplify the space and extend the impact of journalism?

1.5. Significance of the Study

This study would have many advantages mainly for mainstream media organizations. The study would give insight to indicate the real advantages of mobile phone usage in the media industry and how should it be handled according to its multi-functional characteristics.

Thus, different potential actors of mobile phone users such as mainstream media, different governmental, public or private organizations, Ethiopian Telecommunication Corporation, journalists, bloggers, different application and software developers would base this study to plan how to use and mange mobile phones.

It is obvious that the new media technology has a great advantage to the mainstream media. This study provides the way people react to electronic gadgets and how they use them in their daily lives – human-electronic interaction. It also provides how electronic gadgets are trusted and used as extensions of the daily activities of people.

Different media organization and journalists can use this study as feedback for their daily information process and use it as a basis for improvement. In addition, it would give a hint to conduct further studies on the issue. Thus, it is hoped that the findings of this study could contribute to provide better knowledge, and understanding of the new media in the daily practice of the practitioners.

Hence, especially Sheger FM 102.1 Radio Station could use the findings to plan and design a strategy on how to exploit the maximum potential of mobile phone as an outlet in order to deliver and access information and express opinions.

1.6. The scope of the Study

The study focuses particularly on examining the use of mobile phones in accessing information and expressing opinions in Ethiopia. The target group is mainly Sheger FM 102.1 Radio Station and young adults of Addis Ababa University students. From the radio station only selected journalists and the Chief of Reporters were conducted to examine their view and experience on mobile communication. Mobile is used to capture multimodal information, however; the study limits itself to one function of mobile phone that serves to access information and express opinions. The study only covered Addis Ababa University 2005/16 undergraduate regular students.

1.7. Limitations of the Study

Mobile phone is used by the larger public and so many other main streaming media and other parties use it to provide information and express opinion. This study has used a 205 college-going youths in Addis Ababa University and a radio station /Sheger FM 102.1 Radio Station/ of Addis Ababa and between 19-25 years old out of different ages, community levels and socio-economic and cultural backgrounds. Ethiopia is a land of disparities and the different states or regions of the country would have different behaviors regarding the use of mobile phones for media-related purposes. Therefore, the results may not be applicable to college-going youths living or studying in other parts of Ethiopia.

Further the study used a convenience sampling method so the sample was not representative of all college-going youths in Ethiopia. On the top of that newness of the study area and the experience of the researcher would be the limitations.

1.8. Description of the Chapters

This thesis consists of five chapters: chapter one provides the background of the study, the statement of the problem, the objectives, the significances, the scope and limitation of the study. Following this chapter, the second chapter provides the genesis of mobile phones history, review of related literatures and the theoretical framework.

The third chapter explains the methodology which will be used in the study. The forth chapter will present data analysis and interpretation. The last Chapter will provide the conclusions and recommendations.

CHAPTER TWO

2. Review of Related Literature

2.1. The Genesis of Mobile Phones

2.1.1. The Genesis of Mobile Telephone History in Global Context

The mobile telephone system is obviously a legacy of traditional landline telephone (Ling and Donner, 2009). It is the extension of a radio-based dimension, linked to the system of hard-wired telephones. Harnessing the radio spectrum for the purposes of communication dates back surprisingly far – to the 1860s – when Dr. Mahlon Loomis of Virginia in the USA was able to send and receive "electrical discharges" between mountain tops. These discharges could carry information because senders could arrange them into the dots and dashes of the Morse code. Dr. Loomis received a patent for this work, but did not pursue it commercially (Farley, 2005b).

In the late 1880s the German Heinrich Hertz described how electromagnetic waves (what we call "radio waves") travel through the atmosphere. In the period that followed, several people started the work of employing this principle for the use of communication. The person who is most closely associated with its further development is Guglielmo Marconi (Agar, 2003).

Marconi became central in the development of radio-based communications in the 1890s and he sent radio signals over progressively longer distances, ranging from a several hundred meters to several kilometers and eventually to transoceanic communications (Farley, 2003). By 1899, Marconi was able to equip two ships with radio transmitters in order to report the progress of the American's Cup. Two years later, he successfully sent a radio message from Cornwall, England, to Newfoundland, Canada (Ling, 2004).

The new form of communication grew and developed during the first years of the 20th century. The growth of radio communication was aided by De Forest's development in 1906 of Vacuum tube, which allowed for the amplification of radio signals.

Marine Communication was one of the first areas of truly mobile radio-based communication (Grimstveit and Myhre 1995; Haddon, 1997). During this period, passenger ships, fishing fleets, and freighters were regularly outfitted with radio equipment. The Titanic disaster in 1912 led to requirement that passenger ships maintain 24-hour radio watches (Ling, 2004).

Radio telephony, that is, the integration of radio transmission with the traditional switched telephone network, was somewhat superficially examined in this period (Brooks, 1976). However, the new medium was generally channeled into other areas. In addition to marine communications, the period saw the development of Commercial broadcast radio. In Detroit in the early 1920s, radio communication was used to coordinate the activities of police, taxis, etc. (Manning 1996; Farley 2003; Dobsen, 2003).

According to Ling (2004), the wide scale integration of radio-based telephone devices with traditional switched telephony system started in the late 1940s. American Telephone and Telegraph (AT&T) extended this to mobile telephone systems. By today's standards, these mobile devices seem like Rube Goldberg Machines (Ling, 2004). The person placing the mobile call had to manually search for an unused channel on the radio telephone. The individual then used that channel to contact an operator, who in turn actually dialed the number provided by the caller. When a person called came on the line, the connection was half duplex, meaning that only one person could speak at a time (Farley, 2003).

By the mid-1960s an improved system was developed. In this case, there were automatic channel assignment, direct dialing, and full duplex operation. The system in a specific geographic area

allowed for only about a dozen simultaneous users. In 1976, the system in New York City, for example, had almost 550 users sharing 12 lines. There were 3700 customers on a waiting list (Encyclopedia Britannica, 2002). The mobile terminals themselves were ponderous things requiring batteries heavier than a car battery. Thus, mobile telephony at this point often meant automobile-based telephony.

The 1980s saw increasing interest in the development of various mobile telephony standards. In the United States, these included the mutually incompatible Advanced Mobile Phone System (AMPS), Narrowband Advanced Mobile Phone System (NAMPS), Time-Division Multiple Access (TDMA), and the Code-Division Multiple Access (CDMA). These systems progressively allowed increasing capacity as mobile telephony became more popular (Ling, 2004).

In Europe, the Nordic Mobile Telephone (NMT) was the first generally successful system that automated the calling process and allowed for international roaming. The system was established in the early 1980s in Sweden, Denmark, Norway, and Finland. Since it was a standardized system, one could use the same mobile telephone across the whole region. Nonetheless it was still a parochial system. It was incompatible with the Total Access Communication System (TACS) in the United Kingdom, the Radio Telephone Mobile System in Italy, RadioCom in France, and a number of systems used in other countries. Because of this incompatibility, in the late 1980s the European public telephone network operators, in conjunction with the European Community and the European Telecommunications Standards Institute (ETSI), started the development of the Global System for Mobile Communication (GSM). This digitally based standard has come to dominate the world's mobile telephone market. GSM allows for international roaming, is backward compatible with other systems, allows for various national tariff systems, and includes the ability to send and receive various data-based services, such as

the much-maligned Wireless Application Protocol (WAP) and the much-adulated Short Message System (SMS). In addition, it includes items such as caller ID, call waiting, and Voice mail (Ling, 2004).

Ling (2004:10) discussed how WAP emerged and common standards were developed:

> WAP emerged in 1997. It was an effort to allow Internet-like services within the GSM System and to avoid a situation where different commercial actors would develop separate standards. This was based on the cooperation of phone.com, Nokia, Ericsson, and Motorola to produce a license-free protocol. WAP was commercialized in1999 amid a great deal of hype.

WAP also suffered in comparison to the proprietary I-mode system. With the introduction of higher-speed General Packet Radio Service (GPRS), broader access to WAP-cable terminals, and more sober expectations, WAP has found a somewhat limited role in the mobile telephone firmament (Lindmark, 2002).

Ling and Donner (2009: 40) discussed:

> "the successful service is the DoCoMo I-mode system in Japan. I-mode provides access to variety of services and allows one to send and receive short message as well as e-mail."

Following these different developments of standards that allow for international roaming and Specification (GSM) development; mobile communication is moving in the direction of broader types of access and new forms of communication. According to Ling (2004), mobile communication improved in many ways. Wireless local area networks, handsets that include Internet browsers and increased speed in the network are being commercialized. In addition, new forms of messaging that include the exchange of photographs and sound are moving into the

market. In spite of this, the fundamental services of person-to-person communication, based primarily on simultaneous voice communication but also on asynchronous text messages, are central to the popular use of mobile telephony.

Thus, mobile telephony has grown from being a rather ponderous and awkward system to being an easily transported part of everyday life. Its functionality has grown beyond simple communication to a system that allows for the communication of text, access to the Internet, the capturing and sending of image, and the distribution of location-sensitive information (Ling, 2004).

As ITU 2014 report, the number of mobile-cellular subscriptions worldwide has reached almost 7 billion corresponding to a penetration rate of 96%. More than half of these (3.6 billion subscriptions) is in the Asia-Pacific region. The developing countries are home to more than three quarters of all Mobile-cellular subscriptions. That is a billion extra mobile subscriptions in three years, but growth is slowing – 2011: 5.9 billion; 2012: 6.2 billion; 2013: 6.7 billion; and 2014: 6.9 billion.

The new figures show that, in 2014, there were 3 billion Internet users, two-thirds of them were from the developing world, and that the number of mobile-broadband subscriptions has reached 2.3 billion globally. Fifty-five per cent of these subscriptions are seen in the developing world. Globally, mobile-broadband penetration has reached 32% in 2014 – almost double the penetration rate just three years earlier (2011) and four times as high as five years earlier (2009).

2.1.2. Mobile Telephone History in African Context

The mobile phone story in Africa is a breath-taking one. Just 20 years ago, there was hardly any mobile telephone network on the continent, save for South Africa and Mauritius (Mdlongula, 2009:17). Despite Africa being second only to Asia in terms of continental population, it was last

in terms of telephone connectivity. A study by ITU World Telecommunication Indicators Database (2009), in 1990 the continent had registered only 8.6 million telephone subscribers. By this time, Norway had more telephone users than all of sub-Saharan Africa.

According to Mdlongula (2009) until the mid-1990s mobile telephone was a dream in Africa. Because of Internet, the snail mail was a darling of all and the telegraph was just magic. In short, the processes in media houses were mostly manual and audiences preferred to consume media products in a non-digital way. Then by the mid -1990s mobile phone arrived in Africa and in just five years fast overlooks fixed lines in terms of penetration (Mdlongula, 2009).

The number of phones grew from 4.19 per 100 inhabitants in 2002 to 27.5 in 2007, 32 in 2008 and 69 in 2014. The developing countries' share has continued and by end of 2014, the number of mobile-cellular subscriptions in the developing world has reached 78% (or more than three-quarters) of the world's total. Africa is one of these developing worlds who achieved this big change in mobile-cellular subscription (ITU 2014 report).

2.1.3. Mobile Telephone History in Ethiopian Context

It has become 121 years that telecommunication service introduced in Ethiopia. The first telegraph and telephone line was installed during Emperor Minillik II in 1894. The line was 477km long from Harar upto Addis Ababa (Ethio Telecome, 2015).

Although telecommunication has long history in Ethiopia, its development is not satisfactory. Until 1991, there were only around 75 thousand telephone lines and from these, Addis Ababa took 70% while the rest of the country shared 30% of the telephone services (Ethio Telecome, 2015).

The mobile history in Ethiopia was begun in 1999 and the number of mobile subscription was 6,764. At the moment according to Ethio-Telecome (2015) 6 months report, the number of mobile subscription has reached more than 30 million.

The number of fixed-line telephone and mobile cellular subscriptions per 100 people in 2013 was 1 for fixed-line telephone and 27 mobile cellular. The network capacity for fixed-line telephone in 2013 was 1 and 8 for mobile cellular (States and Markets, 2015).

Table 1: The Number of Mobile Subscription in Ethiopia since 2007

No	Years	No of Subscriptions
1	2007-2008	1,954,527
2	2008-2009	4,051,701
3	2009-2010	6,677,903
4	2010-2011	10,526,190
5	2011-2012	17,257,480
6	2012-2013	23,760,000
7	2013-2014	28,307,662
8	2014-2015 Half year performance report	30,486, 697

Source: Ethio-Telecom (2015, 6 Month Report)

2.2. ICT Development and its Effect on Media

Information Communication Technology (ICT) has changed the life style of human beings quite differently. Every corner of the world, ICT is playing the great role in the media industry in different ways. Yamamichi (2011), explain ICT use in correlation to the traditional media that, ICT can enhance people's access to information, changes flows of information and communication, and provide traditionally disadvantaged groups with communication channels" (p: 3).

The impact and use of ICT can be expressed in the following five ways as stated by Yamamichi (2011):

a. **Faster and Easier Information Delivery:** Communications, the speed with which information and ideas can travel and degree to which they are available to all are a key social impact of ICTs. In addition, ICTs can often deliver information more effectively and cheaply that its print equivalents. This facilitates people's access to information.

b. Information exchange and Network Creation: ICTs allow more information to be made available and foster information exchanges. With this feature, ICTs can link different groups of people remotely or globally. More people can exchanges ideas and collaborate on matters of mutual interests or importance.

c. Efficiency and Transparency: ICTs can improve transparency and efficiency in processes. Government administration has especially the potential to be made more effective through using ICTs. Eventually, people can enjoy better public service delivery.

d. Transformation of People's Lives: ICTs can change the way people live, learn and conduct business. ICTs also have a potential to transform the landscape of social and

economic development of poor people and break the vicious cycle of poverty and segregation, especially in rural communities.

e. **Decentralization and Empowerment:** ICTs can facilitate the decentralization of power and decision-making in ways empower people to do things at a local level. Moreover, when the right of access to information and freedom of information are ensured, people build confidence and get more empowered (p: 3).

In Short, the above five points provide evidence that ICTs can contribute significantly and affect the media industry accordingly.

2.3. New Media

It is important to draw first the distinction between digital communications media and older analogue technologies. Manovich (2001) argues that there is one fundamental difference between new and old media forms: the former operate through processes of 'numerical representation' while the latter do not. According to him, what makes new media 'new' is that they operate through the production and processing of numerical (predominantly binary) code.

Feldman (1997) says introduction to digital media is useful outlining a number of key traits of digital media. His argument is that such media make information increasingly maniplable, networkable, dense, compressible and impartial (As stated in Gane & Beer, 2008: 6).

Feldman (1997) explains these five traits through every day example:

First, digital media make possible the manipulation of data to an unprecedented degree, for such media work through the representation of information in an underlying code that can, as long as it is not protected in some way, be easily altered. Second, digital media can be interfaced with one another, and be connected through networks that span vast geographical spaces with relative ease. In addition, information in digital form can be shared and exchanged by large numbers of

users simultaneously (Gane & Beer, 2008: 7). The third trait of digital media is that the data which new media process are increasingly dense it can squeeze a lot of information in digital form into a small physical space (1997:6).The fourth digital media work through network and processes of compression, which enables huge digital files to move through networks and be stored with ease. The fifth traits, Feldman terms digital media impartial. For example there is now no need for a range of different technologies for the processing of different types of data. Rather, all that is required is a single, overarching meta-medium: the Computer (1997: 6-8).

2.4. Media Convergence and the Mobile Phone

Media convergence is often referred to as the merging, coming together, joining into each other, and growing interdependence among technologies by different industries (Jones, 2003) which mainly takes place within digital media (Holmes 2005) but also in the context of classic media (Murdoch 2000, Harkman 2003, Fortunati, 2005a).

One media integration approach is developed by Holmes (2005), who argues that there is great paradigmatic change in media studies. According to him, media studies have traditionally centered on the idea of mass media, but can no longer be confined to broadcast dynamics and is rather included in the more generic scholarships of communication studies" (ibid 2005 P: 7).

Holmes suggests that rather than looking at networked communications and broadcast media as distinct fields, the interrelation of these two should be theorized (Holmes, 2005).

The early second media age theories (Poster, 1995; Gilder, 1994 & Turkle, 1995) claim that there is clear distinction between networked technologies and traditional broadcast media. The first media age was dominated by one dimensional, hegemonic traditional media, which produced certain conditions, such as an indeterminate mass (audience), the isolation of individuals from the means of participating in public discussion and disintegration of traditional community. The

second media age, especially the emergence of Internet as a new medium, is seen to overcome these conditions by offering individuals instant two-way forms to communicate and breaking the isolation created by traditional media by creating the opportunity to build cyber communities and interact and share information in a more open way (Holmes, 2005).

Digital media is the most obvious object of convergence because of its technological characteristics, which make it easy to manipulate: the information in a variety of forms – letters, sounds, images – can be translated to the universal language of 0's and1's (Oksman, 2010). Thus, digital information can represent many forms and types of information from one medium to another. Digitalization thus enables all media to become interchangeable (Jensen, 1998a).

Convergence of mobile internet technology and broadcasting technology brings additional functional features to the mobile phone, such as web browsing or the possibility to watch TV. Earlier, these functions were used on separate services and with separate devices: phones, computers and a TV set (Oksman, 2010).

Oksman also explains convergence between broadcast and networking as mediums is closely connected to all the other convergence levels in the mobile media context. At the moment, the older broadcast mediums such as newspapers, radio, and TV are available on the Internet and on the mobile phone. To make mobile TV possible, all the levels of convergence need to be accomplished (Oksman 2010: 53).

According to Fortunati (2005a), a degree of mutual influence between different media technologies inevitably happens because the communicative environment squeezes them into one space and because people make use of various means of communication in everyday life – one single medium alone is simply not enough. The internet is modifying newspapers and broadcast media, vice versa as the traditional media is changing the Internet. These manifestations can be

seen as a process of mutual domestication and convergence of networked and traditional media (Fortunati, 2005a).

Traditional media such as newspapers, radio, and TV have set the standards for information quality. It appears that mobile media users also expect accurate, timely and high-quality information delivered through reliable channels. However, if a media channel proves to be inaccurate or technically too fragile, the user will soon abandon it for a better alternative (Nilsson et.al, 2001).

There are different websites where convergences of mobile phones are widely implemented. For instance, Kanavat, anyone can read summaries of newspapers, watch the TV news, broadcasts and listen to radio programmes from multimedia portals such as Kanavat (http://channels.nokia.com/kanavat/).

The convergence of mobile media is often seen as closely connected to users' behavior (Nilsson et al, 2001), as the user role has been seen as particularly critical in mobile media development, while the economic rational of convergence has been stressed more elsewhere (Herkman 2003).

According to Jenkins (2004), convergence is both a corporate-driven and a consumer-driven process. As Fidler (1997) noticed, there are many factors that contribute to media convergence, such as perceived needs, competitive and political pressures, and the emergence of social and technological innovations. Thus the mediatization of the mobile phone is closely related to media convergence. Moreover, media is only one of the many mobile phone; many other daily objects have done it too (Oksaman 20010).

2.5. Mobile Phones and Young People

Mobile phone has played a central role in young people's rise to prominence on global scale. It has helped them mobilize, collaborate and give them a voice where there was none before. In

accessing information and expressing opinions, according to United Nation report (2012), mobile phone has enabled young adults to realize their potential in the information society. Mobile phone transcends borders enabling the communication between young people from every corner of the world, helping in the promotion of dialogue and mutual understanding (http://undesadspd.org/youth.aspx).

Mobile phone is more passion to young adults than any age level because of different reasons. Different scholars who studied on mobile communication put a number of reasons why mobile phones are first choice of communication among young adults. Mobile phones are peculiar technologies in the sense that unlike a home computer or landline telephone, they are part of the required equipment of the modern "nomad", whether they are used for work (Hanson, 2007; Kozlowski & Ilgen, 2006) or for play (Koskinen, 2007; Katz & Acord, 2008).

According to one study in America by Lenhart (2010), adults younger than age 30 are more likely than those age 30s and older to own a cell phone- 93% 0f young adults own cell phones compared with 80% of their older counterparts.

The extreme probability and relative affordability of mobile phone especially among young adults have made the mobile telephony 'the fastest diffusing communication technology in human history (Castells, 2008). Moreover, the high values that have for youths are placed upon mobility; individuality, personality etc have long been successfully incorporated into the design of the devices by leading manufacturers.

Being available to friends and staying in touch are important aspects of young people's social lives, giving rise to the Hyper-coordination phenomenon (Ling & yettri, 2002) typical of this age group. Moreover, the use of slang, abbreviations, smiles and homophones is also characteristic of young people's SMS behavior, defining the boundaries of this social group and providing a sense

of identity, belonging, coolness and solidarity, particularly vis-à-vis older generations (ibid). Thus, despite concerns and tensions surrounding young people's use of mobile technology (Matsuda, 2005; Ito, 2005), possessing a mobile phone is also symbolic of one's autonomy, independence and freedom (Pasquier, 2001).

Mobile phone technology, in short, is everything for young generation as many studies have reported that the perception of mobile phones as fashion is especially high among young people (Green, 2003), including adolescents as well as young adults (Katz and Sugiyama, 2005).

2.6. Mobile Phone Usage for Media-Related Purposes

Since the evolution of mobile phones as media devices is fairly recent, the studies investigating their use as media devices for news and personal entertainment are fewer in comparison to those investigating their use for communication purposes. This section discusses some of the studies that inform about the use of Mobile Phone as media devices.

While previous researchers primarily looked at the role of mobile phones for interpersonal communication purposes, Auter (2007) conducted a study to compare the use of mobile phones for communication and Media-related purposes from a uses and gratifications perspective. Auter (2007) conducted a survey with 182 young adults at a larger southern university in America. The results revealed that the young people used cell phones for about one voice calls. The gratifications obtained from cell phone used included affection, inclusion and situational control with peers.

Overall, the study underscored the importance of cell phones for interpersonal communication activities among college going young adults. It is possible that in this study American college students did not use mobile phones for media activities because they had other media devices such as laptops, personal computers or television for their personal use.

While Auter (2007) found that American college students were not necessarily using mobile phones as media devices, Economides and Grouspoulou's (2008) study on Greek university students aged 18-25 years showed that they were using mobile phones for both interpersonal communication and media services. The researchers conducted a survey with 416 students, yielding 384 completed questionnaires, which included 55% females in the sample. They found that college students in Greece were mainly using mobile phones for making calls or sending text messages, but that some of them used the mobile phones for taking photos, recording videos and activating reminders. Thus, the study showed that college students used mobile phones for both interpersonal communication and for media-related needs.

Westlund (2008) who found some evidences for the use of mobile phones for news, Hoplamazian and Feaster (2009) used the time-space diary method to examine the news habits of young adults (ages 18-25) at a large Midwestern American University. Their study revealed that young adults used internet technologies such as computers and cell phones to seek specific news stories and news for utilitarian purposes, where as they viewed and newspapers as a more leisure or entertainment activity. Thus, it is possible that advancement of technology and availability of news services may have changed the use of technology.

These studies provide some indication that with the advancement of technology the use of mobile phones for news and media services may increase.

2.7. Citizen Journalism

The term 'citizen media' refers to forms of content produced by private citizens who are otherwise not professional journalists and it as characterized by everyday citizens producing, collecting and sharing information (Verclas & Mechael, 2008). Some of the information that citizen media delivered via the Internet include blogs, podcasts, collaborative wikis and videos.

Through these media, millions of blogs, photos and videos worldwide created everyday as a form of personal expression and commentary (P: 5).

Individuals with mobile phones and other media tools are able to capture 'news' in real or close-to-real time – much more immediately and rapidly than professional journalists. For example, the use of camera and video phones by passengers provided the only photos of the London underground bombing in 2005. In 2007, the citizen protests in Burma were largely reported to the world through photos and video captured on mobile phones. Mobile phone videos, recorded by witnesses to the 2009 shooting of Oscar Grant in a Northern California subway station by a police officer, became a focal point of news coverage of the event and the later criminal trial (www.huffingtonpost.com/2014/0701).

Mobile phones can enable citizens to contribute to and receive news in lower-income areas that do not have widespread computer usage. Grocott's Mail, based in Grahamstown, South Africa, users SMS technology to distribute news and gather community opinion, which is then published in the print edition of the newspaper (www.grocotts.coza/general-news).

In case of Ethiopia, there were some moments where individuals from different direction posted incidents via their cell phones. For instance, in April 19, 2015 28 Ethiopian Christians killed by ISIS (Islamic State of Iraq and Syria) terrorists in Libya. Following this incident many bloggers and Facebook users have been instantaneously posting images and information about it. The coverage of the incident by individuals was widely reached to the public for which conventional broadcasts were late to publicize and took time for verification. In addition to this in the ongoing election of 2015, many people actively posting on social media with text and images, also play a part of information about the events they have witnessed and activities they have participated.

To sum up, citizen reporters need to be in the location where events are taking place. Local citizens need tools that allow them to collect and share information when there is limited access to traditional communication tools such as computers, the Internet, or Landline telephones. In order to report breaking stories, citizens need a device that allows them to instantly publish information to the world. This tool is the mobile phone (Verclas & Michael, 2008).

2.8. Mobile Phone Functions and Their Uses

It is obvious that the traditional media outlets were mostly designed to provide the users with information and entertainment which are broadcasted from mainstream media. The audience also uses radio, television or print media to get stories which are provided by them. Although these traditional outlets are mainly used to access mass media outlets, they are also used to play external cassettes, read CDs, DVDS, USB flashes and the like.

In the internet age, especially mobile phone has come with different functions in the media industry. Mobile phones can be utilized to collect and broadcast written, audio, and video media to the internet and to other mobile devices. Looking at the extra ordinary change of mobile technology development, Vercals and Michael (2008), say that mobile phones have increasingly more memory, more processing power, better peripheral devices such as cameras, and more connectivity options (P:9). Many can run scaled-down mobile versions of PC communication applications, such as email, voice-over-IP (VOIP) calling, instant messaging (IM), and even radio. Some of the main functions in related to media are discussed below:

SMS Text Messaging

Short-Messaging-Service (SMS) is one of the services that is g0t from mobile phones. According to Vercals and Michael (2008), SMS text messaging is the cheapest and easiest way to communicate information and news. In most countries text messaging is less expensive (and

more reliable) than making a phone call or using voicemail services. Text messages can be sent to large numbers of mobile phones at one time and/or posted on Website (P.10).

SMS news services exist around the world. Jasmine Newspaper, for example, is an innovative news service in Sri-Lanka that, since 2005, has been delivering news to its subscribers via text message and on the web. In the Eastern India State of Orissa, a journalist started SMS-based news-services in the Oriya Language which is spoken by some 31 million people (Vercals and Michael, 2008).

In Ethiopia also SMS text messaging is used to exchange information, but mainly the SMS text messages come from community and governmental organization than media institutions. FM Radio Stations, such as Fana Broadcasting Corporation and Sheger FM Radio Station have SMS, however, they do not use it to deliver news to the public as a regular base. Likewise the community or the governmental organizations' SMS text messages are mainly focus on specific events or awareness creation about some kind of issue or activities. As the researcher knowledge there is no media institution in Ethiopia which instantaneously send SMS news to the mobile phone users.

However, Vercals and Michael (2008), says that most SMS text messages/news is not always from reliable news services but news spread from person to person virally by forwarding text messages – both with legitimated information but just as often with unverified rumors.

In short, the SMS function in particular is seen as a channel for low-threshold, non-intrusive contact initiation … which provides the opportunity of delaying the reception and the answering to a more appropriate time … making it easier for the new technology to enter all kinds of institutions despite dense social controls (Geser, 2005a: 18).

Voice and Audio

This is another means of delivering news and information to the public. As stated by Vercals and Michael (2008), in their research in most areas of the world voice calls are more costly than text messaging, however, they are still relatively inexpensive. With the assistance of some free or low-cost applications, a phone call can be become a recorded audio file that can be published online.

There are a number of companies that provide applications for mobile phones to create instant podcasts. One of these is Utterli (https://twitter.com/utterli), a free commercial service that allows anyone to call a country-specific number and record a podcast that can then easily be published on a web site. There is a plethora of innovative other audio services that can be leveraged for media purposes. Takshoe (https://twitter.com/talkshoe) is a service that allows users to create, join, or listen to live discussions, conversations, podcasts or audioblogs. Any users can sign up and host a free community call for discussions, conversations, talk shows, press conferences, or podcasts. Recorded community calls can be listened to, downloaded, or subscribed to.

The fact that many more mobile phones globally have FM-radio capabilities (through precise data on the prevalence is sparse) indicates that convergence with radio, and specifically community radio, is an additional area media organizations need to explore. Radio is still the most available form of mass media worldwide. If mobile telephony is added to this medium as a delivery channel for radio, there are new opportunities for engagement and participation that have not been explored. We are not aware of any significant projects in this area yet but believe that radio and mobiles warrant attention. (Vercals and Michael, 2008).

Photos

These days it is probably harder to find a mobile phone that does not have a camera. One of the important functions that users need from mobile phones is taking their own pictures. Mobile Phones that have cameras can use MMS, email, or bluetooth to send images to other phones or post on social media pages (Vercals and Michael, 2008). Many popular photo sharing websites allow users to send and publish mobile photos on their sites. Flicker (https://www.flickr.com/explore/), the popular Yahoo-owned photo and video repository and community, gives every account a mobile device.

The Pew Internet & American Life Project surveyed over 2,500 people to determine what they used mobile phones for. After phones calls the highest activity at 82% was taking photos (www.forbes.com/siteschuckjones/2012/11/29). This shows that how much mobile phone is not typically used to make a phone call. These photos can also be posted from a mobile phone directly to a blog.

Blogger, the Google-owned free blogging tool widely used around the world, allows anyone with a blog on the site to send a photo to go@blogger.com and the system will create an instant web blog. Tumblr (https//www.tumblr.com) enables people to share text, photos, quotes, links music, and videos, from a browser, phone, desktop, or email.

Videos

As it is stated by Vercals and Michael (2008), mobile video is the most expensive and least available mobile citizen media options. Streaming, recording, and sending video requires a higher-end handset with video capture and consumes significant bandwidth. Yet, mobile video can also be one of the most effective ways to share important information and current events not covered by conventional media. Individuals can record and send short videos to popular video sharing sites such as YouTube. Videos can also be posted directly to web blogs. A number of

higher-end phones have built-in video editing tools that may be hard to maneuver on a small phone but that allow for voice-overs, music and other video editing without having to access a PC, making video production possible from anywhere (P: 13).

Now any media, even global media, use mobile recorded videos to support their news. Once Associated Press (2007) broke a story videos taken by mobile phones about Afghan children killed by US military forces. This was not a coordinated activity, there was no organization or entity that moderating this in any way. Many similar individual mobile recorded video stories are covered every day. Citizens the world over have discovered the utility of mobile phones and distribution tools such as YouTube and Blogger to produce their own coverage of news.

Radio

There are several ways that consumers can access audio online radio – and this figure does not include podcasts, which are an increasingly popular way for consumers to audio programs. On top of that consumers essentially use the internet as if it is a radio tuner, listening live to audio from around the web (Vercals and Michael, 2008).

Another technology that can be used to bring consumers news and information in an audio format is the FM Chip – a small receiver placed in the phone that allows the headset to act as an antenna, so the phone can function as an FM radio. Many Ethiopians use their mobile phones as FM radio. Although it needs study that how many of headsets or air phones users listen to the programs which are transmitted from radio stations, many people on transport, while they are walking in a café, sitting at home or in their work places; are seen listening through their hand phones.

2.9. Challenges of Mobile Communication

The unique features of mobile devices and wireless networks pose a number of significant challenges when people use the devices, including mobile context, multimodality, connectivity, small screen size, different display resolutions, limited processing capability and power, and restrictive data entry methods. The following are the major challenges of mobile phone usages identified by different scholars.

Mobile context

Mobile context can be defined as "any information that characterizes a situation related to the interaction between users, applications, and the surrounding environment (Dey & Abowd, 2001)." It typically includes the location, identities of nearby people, objects, as well as environmental elements that may distract users' attention.

Connectivity

The slow and unreliable wireless network connection with low bandwidth is a common hindrance for mobile applications (Longoria, 2001). This problem largely affects data downloading time and quality of streaming media (e.g., video and audio streams). Strength of signals and data transfer speed in a wireless network may vary at different time and locations, compounded by user mobility (Sears & Jacko, 2000). Therefore, how to deal with various network conditions must be taken into consideration while using mobile phones.

Small Screen Size

Physical constraints of mobile devices, especially small screen size, can significantly affect the functions of mobile applications (Jones et al., 1999; L. Kim & Albers, 2001). Direct presentation of most www pages on small mobile devices can be aesthetically unpleasant, un-navigable, and in the worst case, completely illegible (Bickmore, 1997).

Different Display Resolutions

The display capability of mobile devices supports much less display resolution in comparison with desktops. Low resolution can degrade the quality of multimedia information displayed on the screen of a mobile device. As a result, different levels of display resolution on different mobile devices may cause users to make different meanings (Jones et al., 1999).

Limited Processing Capability and Power

Computational power and memory capacity of mobile devices lag far behind desktop computers. Some applications that require a large amount of memory for graphic support or fast processing speed, such as an application of 3D city maps for PDAs (Rakkolainen & Vainio, 2001), may not be practical for mobile devices. Because of limited processing capability of mobile devices, developers may have to disable some functions.

Data Entry Methods

Providing input to small devices is difficult and requires a certain level of proficiency (Longoria, 2001). Small buttons and labels limit users' effectiveness and efficiency in entering data, which may reduce the input speed and increase errors. The information which we want send or post by mobile device can be affected by the use of different data entry methods (e.g., soft versus physical keyboards).

The above problems functional problems of mobile devices and wireless networks imply that it question the quality and reliability of information when users try to access information and express opinion.

Cost

Despite the cheaper availability of mobile phones worldwide, the cost of being a mobile media citizen remains prohibitive to many. There are two cost factors:: The cost of handsets and that for

data connection to access and deliver media content. Connecting to the Internet from a mobile phone to access information, or produce or disseminate media files (such as videos) or to post other content can incur high data connection costs. While services that couple with mobile phones for web-based posting are often free, data charges can be high. (Vercals and Michael, 2008).

Knowledge Gaps

While many individuals and organizations are convinced of the potential of Mobile phones in promoting freedom of information and citizen media, there is very limited evaluation to determine what works and why. The desire to become more strategic in this area requires a knowledge and evidence base and the study of organically evolving phenomena. So far, while there has been considerable interest in how mobiles can be used to increase media and information production and access, there are only very few research studies and impact data available. (Vercals and Michael, 2008).

2.10. Theoretical Framework

This study is situated within the theoretical framework of Uses and Gratifications and the Dependency Theories. These perspectives are used to explore the use of mobile phones for different communication media and age-related needs by young-adults.

Uses and Gratifications Approach

Uses and gratifications approach (U&G) was proposed by media scholars in response to the media effects paradigm. The media effects paradigm conceptualized mass media audiences as passive users of media and susceptible to media influences. In contrast, Blumler and Katz (1974) suggested that audiences are active users of mass media to obtain certain gratifications. The

U&G approach has been used in studies investigating the use of mobile phones (Auter, 2007; DeBaillon & Rockwell, 2005; Leung & Wei, 2000; Ling &Yettri, 2002, Ozcan & Kocak, 2003; Wei, 2001).

Katz first introduced the Uses and Gratifications Approach in the early 1970's. By the time Katz came up with the notion that people use the media to their benefit and the approach views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs (Nayyar, 2007).

Uses and gratifications (U&G) is a psychological communication perspective that examines how individuals use mass media (Papacharissi, 2007). An audience based theoretical framework, it is grounded on the assumption that individuals select media and content to fulfill felt needs or wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social and psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications (P: 137).

The perspective can be to understand a variety of media uses and consequences. It assumes a relatively active audience, which consciously selects content and media to satisfy specific needs or desires. U&G theory eliminates the idea of the passive, receptive audience and instead empowers receivers of the media to deliberately select which messages or medium they are exposed to (Papacharissi, 2007).

The proponents of U&G argue that the technique is suitable for studying new communication technologies. As Ruggiero (2000) puts it, since new technologies present people with an increasing number of media choices, motivation and satisfaction become even more crucial

components of audience analysis. Motivations to use technology, ranging from radio and television to digital TV and now the internet and mobile phones, can be explained by the uses and gratifications theory (Shao, 2009; Shin, 2010)

Media orientation is typically measured through motives for media use, attitudes toward the media, and psycho-social origins of media consumption. In this regard, a synthesis of previous research, A. M. Rubin (1994) distinguished between instrumental and ritualized orientations towards the media. Ritualized use is primarily diversionary in nature, and involves habitual use of a medium to pass the time, and relates to greater use of an affinity with the medium. Instrumental use is utilitarian and selective in nature, and connects to purposive and informational uses of the medium. Instrumental use suggests greater involvement and intentionality of use (A.M. Rubin, 1994).

In this regard, cell phone has become one of the basic needs that people use to accomplish their routine activities. This is people's ritualized usage pattern towards media. The other one is people instrumental use because of their specific purpose. Instrumental use is seeking certain media content such as mobile phone for informational reasons. It suggests utility, intention, selectivity, and involvement (Bryant, J. & Zillmenn,D. 2002).

Dependency Theory

The Dependency theory was first described by Melbin DeFleur and Sandra Ball-Rokeach in 1979. This theory is in essence an explanation of the correlating relationship between the media content, the nature of society, and the behavior of the audiences (Nayyar, 2007). It was an extension or addition to the Uses and Gratifications Approach.

Dependency theory states that people in urban society have become dependent on mass communication to assist them in receiving the information that they need, in order to make a variety of decisions concerning their everyday lives. As Stephen Litteljohn explains in his book 'Theories of Human Communication', "First you will become more dependent on media that meet a number of your needs than on media that provide just a few". Since each person needs are different, what they depend on is clearly going to fluctuate. Therefore, if a person finds a medium that provides them with several functions that are central to their desires, they will be more inclined to continue to use that particular medium in the future (Nayyar, 2007).

Dependency is affected by social and psychological attributes, because it is these attributes that influence the availability of communication alternatives (Rubin & Windahl, 1986). The presence of functional alternatives demonstrates the multitude and diversity of communication channels individuals may use to fulfill certain needs and lessens dependency effects (Papacharissi, 2007). Thus, mobile media could provide a functional alternative for individuals who do not feel comfortable to express opinions or feelings in a face-to-face setting. Moreover, for individuals with little access to other channels of personal expression, mobile phone could present a meaningful outlet.

To this point, the assumption of functional alternatives, essential to the contemporary articulation of U&G and related to the uses and dependency model (A. M. Rubin & Windahl, 1986), is central to the use of convergent media. As individuals select among media, old and new, that allow them to be engaged as viewers, or users, or even media content producers, it is clear how the functional alternatives illuminate individual choices, behaviors, and consequences. Medium use takes place in an environment that not only enables, but also encourages that communication channels be used simultaneously, in a complementary or substitute fashion. In a convergent

media environment, all media potentially present functional alternatives to each other, based on individual needs or wants.

This study will try to present the needs and motives of college-going students to use their mobile phones for accessing information and expressing opinions, how they expose themselves to the medium, and the functional alternatives that this medium gives to the users.

CHAPTER THREE

3. Methodology

3.1. Research Design

Since this study aims at investigating the use of mobile phone as a medium among Addis Ababa University Students, it has the following functions: how mobile phone is functioning as a media outlet to access information and express opinion, the needs and motives of audiences for using mobile as a medium and the opportunities that mobile phone brings to the media institutions. Both qualitative and quantitative methods were employed in this study.

This study did not intend to map the large mobile phone users to access information and express opinion. It rather focuses on a few Addis Ababa University's regular undergraduate students who use their mobile phones for media-related purpose. Thus, the methodological approach of this study was basically quantitative. The qualitative data presented to support and strengthen the quantitative data. Questionnaire Survey from quantitative approach and Interviews and Focus Group Discussion from qualitative approach were employed.

3.2. Data Sources

In this study, the data were collected from primary sources. Questionnaires, semi-structured interviews and focus group discussion were employed to collected data about the actual usage patterns and significance of mobile phone users of Sheger FM 102.1 Radio Station. For this, Addis Ababa University regular undergraduate students who use their mobile phones to access information and express opinion from this radio station were included for the study. Interviews

were made with journalists of Sheger Radio Station and Key Informants of other media who work in relation to new media.

3.3. Sheger FM 102.1 Radio Station

One of the first company that was granted FM Commercial License by Ethiopian Broadcasting Authority (EBA) was the Adei-Tinsae and Kinetibabat Promotion PLC owned by Meaza Birru and Teferi Alemu, prominent radio personality and who's the General Manager. Sheger FM was issued license in April 2006 from EBA. It was one of the first privately owned commercial radios in Ethiopia that started transmission in October 4, 2007.

Sheger FM is based in the capital city, Addis Ababa and broadcasts to urban dwellers of the city and its surrounding areas covering a radius of about 250 KM. Sheger FM Radio Station broadcasts for 18 hours a day. Sheger FM is named with the old name of the Capital City, Addis Ababa.

3.4. Quantitative Method

As Jonathan Grix (2004), stated that quantitative studies are generally interested in comparison and causality (often finding the independent variable(s) which cause variance or change in the dependent variable) and they generally use a large number of cases. In this study, the researcher had tried to examine whether mobile phone (independent variable) caused mobile phone users (dependent variables) and affect their way of accessing information and expressing opinion. Young adults use their cell phones for different functions such as access, process and storage of information, communications, entertainment etc. This method helps to show what roles mobile phone is giving to users of Sheger FM 102.1 Radio Station.

In this method, the following research questions were addressed: what roles do mobile phones play in enhancing access to and expressing opinion and what are the needs and motives of mobile phone users for using mobile phones as a medium?

To address this, the researcher used self-completion questionnaires adopted from Matanhelia, P. (2010). Such surveys are useful when respondents need time to gather information or consider their answers (Seale, 2004: 166). Self-completion questionnaires also allow for greater geographical coverage than face-to-face interviews. Thus, they are particularly useful when carrying out research with geographically dispersed populations.

3.5. Sampling Techniques

The total number of samples included in this study is 205 Addis Ababa University undergraduate regular students. However, these numbers of the respondents were few to represent the total population of AAU and the number of mobile phones users for media related purposes, due to the constraints of time and for manageability the researcher limited the number of the respondents to this amount.

The sampling population was driven from Addis Ababa University. This kind of population (University) has a finite universe, therefore; finite sampling technique was used to define the universe. In case of a finite universe the number of items is certain as the total number of items are known (Kothari, 2004). In case of this study, the numbers of regular undergraduate students who study in Addis Ababa University are 20,763 regular students in 2015/2016 academic year.

All undergraduate students from first year up to 5 years were considered for the study. Out of 12 institutes, four of them were selected using simple random sampling method. To select the sample, each institute is assigned a number from 1 to 12. Then, four random numbers are taken

from the list. Accordingly, Ethiopia Institute of Architectural Building Construction and Development has 2126 students, College of Business and Economics has 2772 students, College of Humanities Language Studies, Journalism and Communication has 860 students and College of Education and Behavioral Studies had 511 students respectively. These four institutions have a total of 6269 students.

It is impossible to truly define a complete list of mobile phone users from 20,763 Addis Ababa University's regular undergraduate students. Since there is no a complete list of mobile phone users, some A.A.U undergraduate students may not use their cell phones to access information and express opinion from Sheger Radio Station and these people might be included in the sample, as the selection was made randomly. This made the sample to have elements which were out of the sample frame. To avoid this, snowball sampling was used.

In snowball sampling, a core group of participants is initially sampled for the research project. These participants are then asked to identify others who might be eligible to participate. The second-generation participants are then contacted. These people, in turn, identify other participants. The sample, like a rolling snowball, begins to build on itself and increase in size (Vanderstoep and Johnston, 2009).

To decide the size of sample from the universe (From A.A.U Regular Undergraduates Students), the researcher must determine the desired precision as also an acceptable confidence level for estimated (Kothari, 2004). However, the researcher only conducted 205 students to correlate their experiences of mobile usages for media related purpose from Sheger Radio Station with the data found via qualitative methods. Proportional sampling was applied during gender selection.

Therefore:- S÷PK×TN=1

S: is the sample size for the Known population size

PK: is known population size from which Sample Size was calculated

TN: is the Total Number of University Students

Thus: - Ethiopia Institute of Architectural Building Construction and Development

$$205(S) \div 2126 \times 20763 = 69.5214548$$

- College of Business and Economics $205 \div 2772 \times 20763 = 90.6460361$
- College of Humanities Language Studies, Journalism and Communication

$$205 \div 860 \times 20763 = 28.1225076$$

- College of Education and Behavioral Studies

$$205 \div 511 \times 20763 = 16.7100016$$

Total known sampling size taken for this study is 6269 from the total population of 20763. From this sample size 205 regular undergraduate students were available users of mobile phones to get access to information and expression of opinions from Sheger FM 102.1 Radio Station. To minimize the gap which would happen because of limited amount of sample size, the researcher used FGD and KI interview to strengthen the quantitative data.

3.6. Qualitative Method

In order to understand people's attitude in terms of context in which they express their reaction, qualitative research provides detailed information of people's points of view and the meaning they attribute to their experiences (Flick, 2005:7). In essence, the purpose of qualitative studies is to describe a phenomenon from the participants' point of view, the intention of the researcher

being listening to the voice of participants or observing them in their natural environments (Orb et al. 2001).

In this method, Focus Group Discussion (FGD) and semi-structured interviews were conducted. These techniques allowed the researcher to investigate students, journalists, and key informants experiences and their opinions towards using mobile phone to access information and express opinions. Using these techniques the following research questions were addressed: what does Sheger FM 102.1 Radio Station practices look like in providing content for mobile phones and to what extent has Sheger FM 102.1 Radio Station used new platforms to amplify the space and extend the impact of journalism?

3.6.1. Semi-structured Interviews

In the information production and delivering process, four journalists, one ICT Consultant and Editor in Chief of from Sheger Radio Station and Key Informants from other media institutions who work in relation to the new media were invaded for semi-structured interview. In this kind of interview, part of the interview was structured with a set of questions asked sequentially while others parts are unstructured and are designed to explore the views of the interviewee in detail (Seale, 2004: 165). This technique allowed the interviewer to present complex questions to be explained. This was done based on the convenience to the study where they were selected for inclusion in the sample based on the ease of access, it can be called convenience sampling (Kothari, 2004).

Almost all the interview questions were open ended, except some questions like profession and years of working experience. At the time of interview, there was no hard and fast principle to follow regarding the sequence of the questions and strict adherence to the prepared questions.

The interview was flexible and based on what the interviewees said; follow-up and probing questions were also raised.

The interview made with Sheger-FM Staffs and Key Informants is meant to obtain information about the use of mobile phones to access information and express opinion. Further, to know professionals' views of the new medium from their exposure and/or experiences. These people have direct contact with the new medium, the users (audiences) and the media in general. Therefore, their views give comprehensive picture of the mobile phone roles to the media and its users.

3.6.2. Focus Group Discussion

Focus Group Discussion (FGD) was another method of data gathering used in this study to collect important data on mobile phone usage for media-related purposes. According to Hansen et al (1998), focus group discussion has gained wide spread popularity as a researcher method for studying media audiences. Scholars like Lunt and Livingstone (1996) state that focus group discussion is particularly useful when a research aims at discovering participants' meanings and understanding.

In this study, the researcher selected the group discussants purposefully. The participants invited to participate in the FGD were those whom the researcher believed could generate critical ideas for the study and willing to provide the desired information. In identifying appropriate subjects for the group discussion, factors such as social location and age were considered.

In order to make FGD more useful, it requires active input and structuring from the side of the moderator. Accordingly, the researcher prepared an outline of interview guide that helped to run the discussion in line with the purpose of the study. Before each FGD started discussion,

participants' backgrounds were taken; they were given briefings about the purpose of the study and anonymity of their identity.

For this study, the two FGDs were administered between December, 10-24 2015. Each focus group discussion comprised 6 persons who use their cell phones for media related purposes. Out of these 12 individuals; 8 of them were women and 4 of them were men. All the participants were students of Addis Ababa University between the ages of 20-25.

This method enabled the researcher to gather information on how groups of students were exposed to mobile phones for media-related purposes. FGD also takes advantage of group interaction, which is important to understand the group.

3.7. Data Analysis Techniques

As stated earlier, the researcher used both quantitative and qualitative data gathering techniques. Then it was analyzed based on appropriate quantitative and qualitative research methodologies. For the qualitative analysis the digitally recorded interviews in Amharic with key informants and Sheger Radio's journalists were transcribed and translated into English. The identified themes were organized according to the theoretical perspective and the research questions investigated in this study. For example, the uses and gratifications perspective was used to identify the use of mobile phones for media-related purposes. The media-related needs for which students used mobile phones included themes such as the use of mobile phones to access information and express opinions and mobile use for fulfilling the various needs and motives of students.

Quantitative data was collected by questionnaire and has been analyzed by using the percentage and the result was presented in the form of chart and table. The analysis of quantitative data was conducted with the help of SPSS (Statistical Package for Social Sciences): IBM.SPSS. Statistics.v20 ×86-×64.Multilingual-EQUiNOX. The percentages were calculated for each

variable to correlate with the findings of qualitative data. In addition, information through qualitative instruments (semi-structured interviews and FGD) was analyzed qualitatively.

CHAPTER FOUR

4. Data Analysis and Interpretation

4.1. Quantitative Analysis

This section presents the analysis of quantitative data. The survey was conducted with A.A.U. regular undergraduate students in the age of 19-25. The survey was administered to 205 students. Each of the survey responses was entered in a data base and then analyzed using SPSS software. The percentages were calculated for each variable to correlate with the findings of qualitative data. Basically, two basic criteria were kept in mind while choosing the participants for the survey: that the participants were Addis Ababa University Students and were cell phone users for media related purpose.

4.1.1. Background of Respondents

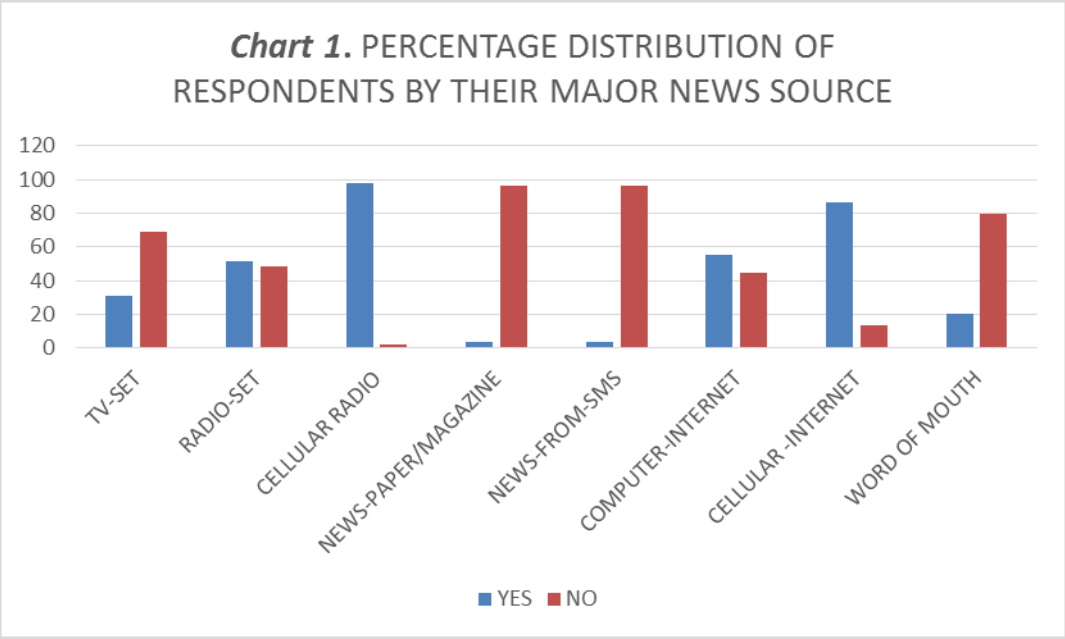
The number of respondents in this survey were 205 and from this, <= 19 age were 87 (42.4%), 82 (40%) of the respondents were from the age of 20-22 and the rest 32 (17.6%) respondents were >= 23. From the total population of sample size 103 (50.2%) were males and 102 (49.8%) were females.

4.1.2. Capacity of Cellular

Depending on individual capacity, the kind of mobile users have and the services their mobiles give them are quite different. All (100%) respondents' mobiles have radio and SMS functional capacity. Following the two, Mobile internet with 197 (96.1%), then mobile Photo 180 (87.8%) and Mobile Video by 174 (84.9%) respondents were mentioned as functional in their cell phones. The least function was Audio and Voice Recorder by 169 (82.4%) of respondents.

4.1.3. Source of Information

Whilst youths receive information from a variety of sources, 201 respondents use of Mobile- Radio as their primary source for receiving news, followed by mobile-Internet (177), and PC-Internet (133). Newspaper and SMs are the least common source of information to get news first. This shows that most respondents use mobile phones for their first source of information.



4.1.4. More Trust for Information from: Mobile Radio-OR from Radio-Set

The users' selection of the most important and reliable sources of information follows level of trust. The source which youths mainly use for information can be considered the most important and trusted source than the other. Around 93 (43.4%) of the total respondents said that they trust both of them. Around 43 (21%) respondents mentioned that they most trust radio set than mobile phone which was trusted by only 37 (18%) respondents. The least was 31 (15.1.) respondents who mentioned that it doesn't matter if any of the two.

Table 5. Trust for Information

		Frequency	Percent
Valid	NA	1	.5
	Trust Radio-set Better	43	21.0
	Trust Mobile radio Better	37	18.0
	Trust Both equally(Radio-Set + Mobile Radio)	93	45.4
	Trust One of them	31	15.1
	Total	205	100.0

4.1.5. Satisfaction-Level

In regards to satisfaction level, those who said "Very Satisfied" with the information they get via mobile phones were 49 which is 23.9% and 135 respondents said that they were "Satisfied" which is 63.9% of the total respondents. The rest 21 which is 10.2% of the total respondents were unsatisfied in Sheger Radio Stations' information they get via their mobile phones.

Table 6. Satisfaction Level

		Frequency	Percent
Valid	NA	1	.5
	Trust Radio-set Better	43	21.0
	Trust Mobile radio Better	37	18.0
	Trust Both equally(Radio-Set + Mobile Radio)	93	45.4
	Trust One of them	31	15.1
	Total	205	100.0

4.1.6. Usage Difficulties

In using the new media users show difficulties. Around 86 respondents said that they did not have application problem while the rest mentioned they faced this problem. In terms of Network 150 respondents said they had faced network problem whilst the rest 55 respondents said that they did not have network problem in accessing information and expressing opinion via mobile phones.

In terms of accessing problem, around 193 respondents said they did not have problem with how to access the media or the information in the media whereas the rest 12 respondents did face accessing difficulty. In regarding to participation, 190 respondents did not have problem of expressing opinion. The rest 15 respondents mentioned that they had problem of expressing opinion via mobile phones. In terms of language, 99 of the total respondents said language was not their problem to use their mobile phones for media purpose. However, 6 respondents mentioned language is one of their usage difficulties in using mobile phones.

4.1.7. Favorite-Programs Users

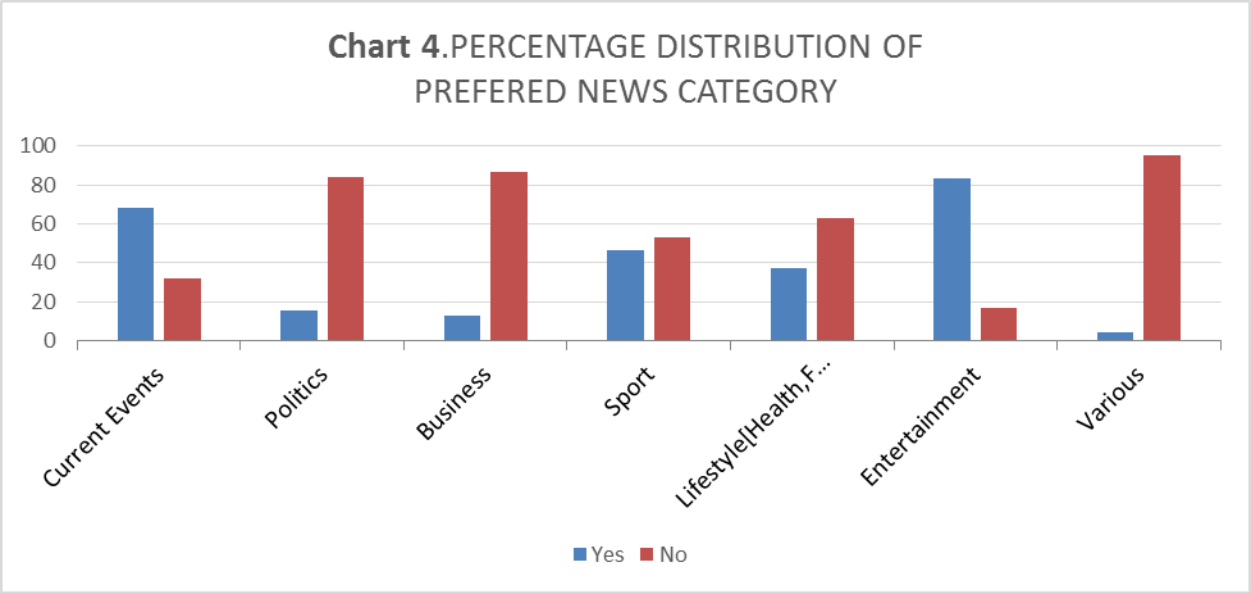
Around 9 favorite programs were mentioned by respondents. From these the very favorite programs were only two: Tadiyas Addis (63 respondents) and Sheger Sport (35 respondents). 29 respondents did not mention any favorite program. The rest 78 respondents mentioned various programs such as Sheger- Chewata (16), Yalem Quanqua (13), Endlk -& -Mahider (11), Yegna – Radio (10), Sheger – News (7), Sheger –Café (7), VOA – Music (6) etc respectively .

Table 7. Favorite Programs

		Frequency	Percent
Valid	No-Particular-Favorite	29	14.1
	Sheger-Sport	35	17.1
	Tadiyas-Addis	63	30.7
	Others [Various]	78	38.0
	Total	205	100.0

4.1.8. Percentage Distribution of Preferred News Category

Entertainment (171 respondents) and Current Events (140 respondents) are the most preferred news that young adults access via their mobile phones. Likewise Sport (96) and Fashion (76) are also preferred news. The least preferred news mentioned by the respondents was business (27) and politics (32).



4.2. Qualitative Analysis

This section presents a brief qualitative description of Key Informants interviews and each focus group Discussion. For the qualitative analysis, the digitally recorded interviews were transcribed and translated in English by a senior journalist from EBC. Marshall and Rossman (1999) recommend that the main technique for data analysis involves “reading, reading, and reading once more through the data which forces the researcher to become familiar with those data in intimate ways” (p. 153). Therefore, after re-reading the interviews several times, the emergent themes that correspond to the research questions used in the study were spotted and noted down.

Then the specific examples of evidence supporting these themes were added to the main analysis.

The qualitative data in all the sections has been analyzed and organized on the basis of the theoretical perspective used in this study.

4.2.1. Key Informants Interviews

The data gathered from the Key Informants (KI) is presented under the following three main headings: mobile use to access information and express opinions, mobile uses for fulfilling the various needs and motives of students and mobile use for Sheger FM 102.1 Radio Station. The KI background information is presented in Appendix E.

4.2.1.1. Mobile Use to Access Information and Express Opinions

The long interview with Sheger FM 102.1 Radio Station's journalists and Key Informants from other media (From FBC & EBC) indicated that mobile phones have played significant roles in accessing information and expressing opinions in Ethiopia. This section addresses the research question of roles of mobile phones in enhancing to accessing information and expressing opinion. The interviewees' responses in this section have been organized under the following headings: citizen journalism, convergence media and empowering main stream media. These headings are selected according to the objectives of this study in relation to the review of related literatures.

The qualitative data in all the sections has been analyzed and organized on the basis of the theoretical perspectives used in this study. All the sections in this chapter provide evidence for the U&G, dependency theories and other literatures suggesting that students used mobile phones for a variety of functions to fulfill their needs related to media.

Citizen Journalism

All respondents of the interview believe that mobile phones have played great role in promoting citizen journalism. KI 1, who is a sport journalist in Sheger FM Radio, said that cell phones were an important medium in accessing information and express opinions. Many audiences tell you that they are following our program via mobile phones. Many youths usually send us text messages and write comments on our facebook pages. Those who fear direct call send us SMS or write their feedbacks on our social media." KI 1

The other journalist, KI 2 also strengthens KI.1's idea. He said that one of the evidence that indicates the development of citizen media is big participation of young adults. Many young adults send SMS test messages and especially they write comments on facebook page and post their feelings. KI 4 also explained that audiences' participation and news worthiness of audiences' content are surprisingly increasing. Sometimes we find very accurate and interesting issues posted on the social media. It is not only the information quality or newsworthiness that surprises us, but they are also fast and very fresh." KI 4

The new media consumer is no longer a passive participant in the mass communication process. They find value in information that gives them a chance to do something, but above all, they also want their views known. They want to see themselves published – be it their pictures or their opinions Mdlongwa (2009).

Key informants from other media institutions also explained how much mobile phone has played roles in the media industry especially in regarding to user-generated news and information. The data found from the interview indicated that youths are actively participating in producing, collecting and sharing information using their cell phones. KI 8, explained role of mobile for citizen media in Ethiopia as follows:

> "From the initial, the medium (mobile) was created for citizen journalism. Other countries have used it properly. A number of online media are created following the new media. It has helped citizens to exchange information without any restriction whenever they want. Many users access social media via their cell phones. It has given better advantage for individuals who have different talents. They can easily share their written, audio and video works on the social media." – KI 8

Fortunati (2005a) explained that mobile phone is important as a development tool for civic journalism: it can provide additional information and spreading of news in situations in which the traditional media cannot always compete. Thus ordinary citizens can participate in news production by sending news pictures and videos about specific situations where the other media was not present.

KI 9 also said that mobile phones have brought a revolution to media industry in terms to citizen journalism.

> "We instantaneously receive pictures taken by individuals. We receive SMS text messages which can be hard news. Especially on the social media people easily write their comments on our facebook and twitter pages. They write additional information under the news we posted on the web. We daily receive a number of personal expressions and commentary via mobile phones." – KI 9

The above quote shows that the medium has roles in citizen participation of news production, collection and disseminations in various ways such as SMS, Facebook, twitter, website etc. Audience activity is the core concept in uses and gratifications. A valid view of audience activeness lies on a continuum between being passive (and expected to be directly influenced by

messages) and being active (and expected to make rational decisions about accepting or rejecting messages; A.M Rubin, 1993).

The media houses are also using the information giving appropriate recognition to the sources. In this regard, especially KI 9, from FBC said that they use users pictures giving the necessary credit and verifying its credibility and checking the pictures are really theirs.

Although this media promoted citizen journalism, a key informant also raised its negative side to the healthy and professional main streaming media. KI 8, From EBC said that despite mobile promoting citizen journalism; in some cases people found using the medium for unethical activities. Therefore, media needs to work for accuracy and honesty to the public.

> "Because of mobile phones nature, they are not centralized by an authorized institution. News could be created from individual's personal point of view and interests. A single person can create news that devastated so many things. Some people post information on the social media that touch people's personality. This does not go with ethical journalism." –, KI 8

Oksman (2010) discussed the problems of mobile phones in using for media purposes. As she stated along with other new media, the mobile phone is yet an uninstitutionalized and undetermined medium, at least when it comes to mass communication. This not only refers to the technical functionalities, such as problems with the connectivity, but to the role of the mobile phone as a mass medium, which is not so established. Users may yet consider the mobile phone unreliable if the news source cannot be directly authenticated in SMS news and information delivery (P.60).

Convergence Media

Sheger FM 102.1 Radio Station is available on the Internet and on the mobile phones. This means the media institution is already providing information to its audience using various ways of information delivery platforms. Journalists from this radio station said that since many users are in need of accessing information from our station using the different channels, the radio station should also fulfill these needs and wants. Otherwise, the users would move to the others which provide them based on their interests.

KI 5, who is chief of reporters in Sheger radio, said that understanding the needs of audiences and ICT technology changes in the media sector; they are forced to manipulate news to the public in different platforms.

> "We have SMS text messages service to receive our audiences' thoughts and feelings, we have built website for online streaming users via computer and mobile phones. Mobile phone users can upload Android APP and Smart phone applications to follow the online stream programs. We have also facebook and twitter pages for social media users." KI 5

KI 6, who is a consultant of Information Communication Technology (ICT) in Sheger Radio Station FM Station, suggested that this time with a convergence technology anyone can access a radio program whether he/she is online or offline.

> "Now, there is a system that allows the users to listen any program which was already presented. For instance, Sheger Radio has different dedicated numbers in different countries. Users simply dial to these numbers and can follow our media even any off live or already presented programs. Convergence of mobile internet technology helps us to exploit our maximum potential to reach the largest

> audience especially people who live abroad and who are eager to receive information in a variety forms." KI 6

As one could see from above quotes, media convergence has integrated traditional media content with the mobile phone. Vice versa, the mobile phones contribute to other media. Lei (2000) explained that in technological convergence, earlier separate technologies interact, link, merge and use others as recourses in new ways. Thus, technological convergence leads to competitive conditions in which one industry's products and services are increasingly linked absorbed or blended with another industry's range of offerings (p. 699).

Although there is clear understanding of convergence media among the media houses, still key informants from other media said that it is difficult to say convergence media is applied properly in Ethiopian contexts. KI 9, from FBC pointed out that our countries media have not used convergence media in terms of providing more opportunities for both media producers and consumers.

> "Our media have few year experiences in online media usage. If we see the media's websites and social media pages, they are not comfortable to mobile phone users. The number of users who have visited their web sites and follow their social media and the 'likes' of their pages are very few when we compare to the external world. The professionals were also not trained with the new ICT. If they had given proper attention to it, we would have benefited much more from the convergence technology." KI 9

Key informant from FBC, KI 8, also suggested ideas related to the above points and explained what he has observed in Ethiopian media in general.

> "Only very few of our countries' media have built applications for Smart Phone mobiles. In this regard, our media didn't show significant changes. The public is in need of various means of accessing information. Users want to consume media where, how, and when they choose. If the medium (mobile) they hold in their hands can reach them to consume more than one media simultaneously, they will have no reason to stick to a media which deliver news with a single channel of communication" KI 8

All the above points indicate that a lot of things should be done to widen audiences' means of accessing information. Gordon (2003) explained situations where media companies require reporters to have multiple skills. Digital technology makes the multi-skilled journalist possible, but we don't see too many Inspector Gadgets until journalists are sufficiently trained and equipped (p. 69). As he further stated, the new forms of storytelling emerged from combination of computers, portable newsgathering devices, and interactive potential of the web and the traditional media, as journalists learned to appropriate each medium's unique capabilities (P.70).

Empowering Main Stream Media

New media requires extended access to modern technologies, familiarity with the new forms of media, as well as developing certain skills. Verclas & Mechael (2008) explained that traditional media organizations are starting to engage viewers, listeners, and readers who can contribute content through mobile and web-based platforms.

One of respondents, KI 1, highlighted mobile use: "I am a sport journalist. I usually make my news using my mobile phone. It is always in my hand to access new information from different websites or people who have the information. I have a number of sport sites APP which I have

already downloaded. Sport needs up to date information. So as to be the first and timely, mobile phone has great role" KI 1

Another journalist has added: "Without mobile phones, you can't make news. Sometimes we make live news via mobile phones from the place where the event is taken place. With my cell phone, I receive information and record interviews or any programs." KI 2

Other journalists also supplemented: "When I see from journalists' perspective, mobile phones have changed the way news content is presented. Some mobiles have reporting tools and applications which help journalists to produce and send news to the media institutions from the place where they are reporting. This technology facilitates our works and becomes additional power when professionals produce news." KI 4

Verclas & Mechael (2008) explained that mobile phones are being facilitating professional journalism and allowing everyday citizens to participate in reporting (P. 7). The dependency theory supports the above quotes. There are a number of things that can increase dependencies on particular medium including the individual's needs and motives, social conditions outside of the individual's control, and life attributes. Therefore, if a person finds a medium that provides them with several functions that are central to their desires, they will be more inclined to continue to use that particular medium in the future (Nayyar, 2007).

Executive Editor for Multimedia and training, Elizabeth Barratt from South Africa (2007) says audiences are starting to have their say publicity, on web sites, on the radio, and through text messages; and citizen are starting to get involved by using their mobile phones and digital cameras. Importantly, editors are using new media to mobilize and counteract threats to media freedom. There were a couple of Key informants KI 6 & KI 9, who explained this view.

"This medium with internet connection has created different dimensions for users to follow a radio programs. It also provides different dimensions that make news available when people want it and in the form they want it, rather than expecting audiences to consume news when networks and radio make it available. In simple words, it has created alternatives to media organizations and media consumers. For instance, single news which is used for television can be used for web site, social media or radio streaming. By this we can reach to the large audience. The other importance that this medium has to users is for those who don't have access of main streaming media; it has filled the gap." KI 6

"Mobile has made publicity simple. Many people especially who have smart phones easily get into the media website and see text news or follow live streaming. This device has also increased the number of media followers dramatically KI 9

4.2.1.2. Mobile Use for Fulfilling the Different Needs and Motives of Young Adults

This section addresses the research question of mobile phone use for fulfilling youths need and wants. These needs and wants have been described in the following headings and presented below: portability, technology, personalization and timeliness.

Portability

The extreme portability and relative affordability of mobile phones have made the mobile telephony 'the fastest diffusing communication technology in human history' (Castells, 2008). In this regard almost all Key Informants, in one or the other, have expressed mobile phone preference in terms of its portability and comfortable to carry in any condition. Two of the KI views are highlighted in the following excerpt:

> "Although so many people have radio and televisions, they are not hand portable media as mobile phones are. A mobile phone is simple to use and carry anywhere and time." KI 7
>
> Another respondent also added that mobile phones can be used everywhere we go. It has become unseparatable tool from human life activities. An audience may start listening to a radio program at home and may finish the program on his/her way to work via his/her mobile phone. If a person wants to watch television or want to listen to a radio program, he/she has to sit beside the devices. But in case of mobile phones, they can access the media without place and time restrictions. KI 2

Taniar (2009) strengthens the above views. Wireless technology enables mobile users to move freely and independently from one place to another. A service handoff occurs when a user moves from one network services area into another. It is essential to ensure service handoffs seamlessly and transparently to the users.

Technology

Although mobile phones are portable and easy to manipulate at any time and situations, the key informants further suggest that young adults use mobile phones because they become part of modern society. (KI 6) says that youths are very curious and eager to use new technologies and become very familiar quickly compared to other age groups. Because of this they are the first to use the convergence media outputs."

One of the respondents, KI 7, said that using the different social media is being part of new technologies. "Using facebook, twitter or youtube is a fashion among youths. If they want to get any information, they prefer to access media via their cell phones." KI 7

Another respondent, KI 8, explained the shift of news delivery from big media institutions into small devices and from professional and recognized bodies into individuals and unknown bodies.

> "This time the feature of global media is reduced from the big media institutions to an individual created media. Youths can now access and as well produce news via their mobile phones, especially with the arrival of social networks like facebook, twitter and youtube." –KI 8

Mobile phones are also chosen by young adults because they provide them what they need in different platforms. Based on audiences' interest specially youths, media institutions are modifying their way of news delivery. In this regard another respondent, KI 8, said the following:

> "Youths usually look things related to their ages. Mobile phones have provided them to easily access the type of information they need on various formats. Because of this, it is youths themselves who choose what to access and in what format. The other thing that makes this age group different is they have high interest of exploring and using new technologies. Media such as BBC usually make their research targeting this age group. Everything that you do on this age group means, for the next so many years you have understood the behavior of your audiences and their needs and wants. If you hold the interest of this group, it means you have secured your large audience." KI 8

Personalization

Personalization is soaring with every user able to control how to receive, filter, and view their preferred choices of media content whenever and wherever. Mobile phone technologies have enabled unprecedented mobility of such privacies, irrespective of location constraints, blurring

the boundaries between the public and the private spheres (Jiang 2011). In accessing information and expressing opinion many youths do not want to access or express media with their families. Key informants KI 3 and KI 7, said that youths want private devices because of different reasons. KI 3 says that "In some families youths do not have power to monitor a radio or television. Therefore, if they have their own mobile, they can easily listen or visit our media at any time and place."

Other Key informant said that "Even while youths are on bed, their mobile is beside them. Without any restrictions and disrupting others, they can use their mobile phones." KI 7

Timeliness

The speed of internet enables journalists to get to data without having to leave the newsroom. Reports can be downloaded in seconds, public databases interrogated in a fraction of the time it would have previously taken. These changes signal potential improvements in the relevance and timeliness of news and journalism (Fenton, 2010). One of the key informants, KI 1, explained that the device is always in his hands where he can update himself with new information.

> "While I am making live program, I receive updated, new transfers or gossip. I read breaking news! I immediately modify my news with the new ones. In a simple language, you don't become poor with information, while having mobile phone in your hand!" KI 1

Other key respondents, KI 5 & KI 9, said that users visit their mobile phones instantaneously to be first in new information and do not wait until traditional media outlets news delivery time reaches.

"Youths can't sit long without touching their cell phones. In any condition whether they are sitting alone or in group, in between they check now and then their mobiles. They always want to be the first in accessing information and sharing to their friends" KI 5

"If mobile is in your hand, you don't need to wait like television & radio news hours. You don't need to sit a fixed place to access the media. Your mobile brings you up to date and fresh news whenever you want." KI 9

4.2.1.3. Mobile Use for Sheger FM Radio Station

Developments in new media like all media around the world have also offered for Sheger FM 102.1 Radio Station new opportunities to engage and deliver contents to audiences through various ways. To see what uses and challenges the new media has brought to the station, this section is organized under the following headings: New Media Treatment in Sheger Radio Station Providing content to Mobile Phones and Expected changes in the Future in Sheger Radio Station.

New Media Treatment and Content Providing for Mobile Phones in Sheger Radio Station

Consumers' hunger of information via mobile phones is driving the media institutions to produce content which has considered mobile applications. Sheger FM has made different changes to fulfill the needs of its audiences. In this regard, KI 6, who is ICT Consultant in Sheger Radio, said that the format that they use for radio purpose and internet is quite different. Any content which is prepared for radio program is edited first and is posted on web or social media pages. The layout also customized in a way that does not disturb the eyeballs of users.

Most of Ethiopian media institutions websites were built not considering mobile phones. Because of this, Key Respondent, KI 7, explained Ethiopian's main stream media experiences

from his observation. For him, there is a lot of weakness in the main stream media in adopting or using new way of content delivery.

> "If I see the media change in providing content for mobile phones and applications, there is no media in our country which works considering the new media features. Sometimes when we find kind of funs and entertainment things we upload on the websites. Still these works do not properly consider mobile formats. We usually use content which is provided for traditional media, directly copied to the internet without any size or format changes. I try to visit all local online stream media; however, they all use what they have already used on the mainstream radio, televisions and newspapers. The news themselves are not provided in a small size that can catch the mobile phone users attention. It is believed that users do not stay long online. They visit for short period of span and get offline. For this kind of audiences, we put the long news that we have used for mainstream media. To me almost 90% of content provided on local media do not consider the medium (Mobile Phone Users)." KI 7

In the field of journalism; radio, television and newspaper all have their own style of news writing and presentation. Online media also has its own style of content writing techniques. In this regard, another respondent, KI 8, explained this view as follows:

> "If you have news for newspaper format and want to use that content (News) for online computer mediated media, the size of the news should be reduced by half. When it comes to mobile phones, it becomes more reduced but still having key points. The mobile phone users do not have patient to stay long online. Their stay in the online media is too short and purposive. Therefore, online media content

should be short and if it is possible it is good to support the content with pictures, audio and video files to make more appropriate to users interests." KI 8

Mobile users are frequently disconnected from the network. This may be due to several reasons including signal failures empty network coverage, and power saving. The later reason is advantageous since active mode requires thousands tomes more power than doze of power saving mode. Wireless radio signals may also be weakened due to the client's further distance from the base station or speed at which the clients is moving (Taniar, 2009). Key respondent, KI 9, said that there are different challenges to access media product and express opinion via mobile phones.

"Even if we have started online media services, still a lot is left in regards to content providing for mobile phones and different applications. We sometimes upload on our web audio data; however, it is difficult for users to listen the data for an hour with hard internet connection. The sizes of contents are also very long and are not suitable to readers' eyeballs. Sometimes we upload tables and charts on the web media, but when users try to upload them via their cell phones, they become shapeless and invisible." KI 9

Expected Changes in the Future of Sheger Radio Station

An intensification of pressure in the news room to produce more articles in less time is claimed to have led to fewer journalists gathering information outside the news room. In these accounts, often the entire production process is a desktop activity with journalists not only writing but also composing a complete presentation package on screen. This form of multi-skilling has been argued to lead to a reduction in levels of professionalism associated with standards are expected to do everything from acquiring the pictures to writing the copy and designing the page (Fenton,

2010). Key informants of this study clearly put that our mainstreaming media have not properly integrated with the traditional media. Although Sheger Radio has implemented the new media technologies, the professionals are old media practitioners and had no any training in relation to mobile media. They all use new medium with various challenges and difficulties. Therefore, to overcome the problem all respondents said that trainings related to mobile usage are significant.

4.2.2. Focus Group Discussion

The data gathered from the Focus Group Discussions (FGD) is presented under the following six headings: importance of the new medium to access media, reasons of medium chosen, promoting citizen journalism, challenges of medium, changes towards the new medium in Sheger FM, users favorite programs and their personal reasons to follow them, and users and their trained of the new medium usage. These headings were chosen in relation to the objectives of the study and research questions raised in this study.

In this section, the discussion of two focus groups is presented. In each FGD, 6 young adults between ages of 21-25 had participated: 8 women and 4 men. Questions rose for discussion and participants expressed their own personal experiences and exposure in using mobile phone for media purposes especially from Sheger FM 102.1 Radio Station. The summary of the discussion is presented below and the researcher had tried to discuss the idea in relation to Key Informants.

4.2.2.1. Importance of the Device (Mobile Phone) for Accessing Media

Almost all respondents of FGD said that mobile phones have helped them to better access media compared to traditional medium: radio set. When it is seen in all respondents' responses, mobile have made them close with the media. This is directly similar with key informants' responses that mobile phones have increased the number of young adults' media consummation.

4.2.2.2 Reasons for Choosing Mobile Phone to Access Media

In this regard, most of FGD respondents have similar reasons for using mobile phones for media-related purposes. Among the different reasons, the following were common for using the device: it is portable, easy to use, can be used at any time and place and has enabled them to access media based on their needs and wants. The U&G theory supports FGD's responses. U&G theory (Papacharissi, 2007), is an audience based theoretical framework, it is grounded on the assumption that individuals select media and content to fulfill felt needs or wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social and psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications (P: 137).

Some respondents of FGD further support their reasons why they preferred mobile devices to access media. According to their view it is not only enable them to access media in a variety of ways but also it makes them information provider. They can make simultaneous activities at a time and has made them close to media.

> "It only requires my willingness to use the device right now or not at all. It is also a medium of two-way communication." - FGD R. 4

> "There are instances that I got important news first on the social media even before they were broadcasted by main stream media. It has made me first in accessing information" - FGD R. 6

> "I feel I am always with the media because of mobile phone" - FGD R. 7

> "The battery stays long and doesn't cost us to listen to radio via cell phones and especially it is good to visit short and specific things in short period of time." - FGD R. 8

These views are stated in a contemporary view of uses and gratifications. Communication behavior, including the selection and use of the media, is goal-directed, purposive, and motivated. People choose media or media content. That behavior is functional and has consequences for individuals and societies (Bryant, J. & Zillmann, D: 2008).

4.2.2.3 Promoting Citizen Journalism

One thing that makes the new media different from the traditional media is it enables users to produce, collect and share information they find. 'Citizen Media' refers to forms of content produced by private citizens who are otherwise not professional journalists and it as characterized by everyday citizens producing, collecting and sharing information (Verclas & Mechael, 2008). In this respect, although many of FGD respondents had never written comment on the websites of main streaming media; they do exchange information on the social media.

From 12 participants of FGD, beyond accessing information via their cell phones, 7 of them had experiences of participating by sending SMS text messages, writing on the website and sharing things on the social media. Among these 7 respondents, 5 of them said that they only wrote comments and shared things on the social media. One respondent had instances to participate via sending SMS texts to Sheger Radio in the occasions when participations had rewarding. Only one of the 7 respondents had said experience of writing feedbacks on website of Sheger FM 102.1 Radio Station. The rest 5 FGD respondents had never participated in expressing their

opinions in any means of delivery. The cost of SMS text message was the main reason for not participating sending SMS. Others said that they had not given value for their participation.

4.2.2.4 Challenges in Using Mobile Devices

Mobile phones require extended access to up to date technologies, familiarity with new forms of media, as well as developing certain skills in using the device for media related purposes. However, the newness of mobile media and its various functions and the continuous development of technology would pose significant challenges to users in understanding each function and using for intended purposes. In this regard, 11 of the FGD respondents said that they did not encounter any difficulty in using the device for accessing information and expressing opinions except slow and unreliable conditions of wireless network. One of the FGD respondents (FGD, R. 1) said that she used to face challenges in using the different applications and faces difficulties in uploading online content.

4.2.2.5 Changes towards the New Medium in Sheger FM

The introduction of convergence media enables Sheger FM Radio Station to reach its public in various ways. Users can consume the Station via using analogue radio set (the traditional medium) or digital media (the new media) which has come up with new possibilities for convergence between different media forms and platforms. Although, Sheger has implemented the convergence media, the FGD respondents gave different views on the appropriateness of the online services of Sheger for mobile devices users.

“I know their website well and I sometimes visit it. The website was built considering both computer and mobile devices and they promote their web to be used as alternative means of accessing their media.” – FGD, R. 11

“I know Sheger website. It is well built. The front page looks interesting and we can easily see programs and their producers. Even though it looks interesting, I found it difficult to access the news via my cell phone and they don’t regularly upload news on the web or social media. Other media, especially ‘FBC’ has better website design to use via mobile phone.” FGD, R. 1

Another FGD respondent (FGD, R. 2) said that she didn’t find any local online media expressing enough not only for mobile devices but also computers. She explained their way of presentation and features as sad and depressing and do not have interesting things to visit again.

CHAPTER FIVE

5. Conclusion and Recommendations

5.1. Conclusion

The main aim of this titled "Use of Mobile Communication to Access Information and Express Opinion In Sheger 102.1 FM Radio Station: The Case of AAU Students" was to explore what roles mobile devices have played in Ethiopian media industry and investigate the extent of main stream media practices in understanding, adopting and using the new medium to amplify the space and extend the impact of journalism.

It was found that mobile phones have become main means of accessing information and expressing opinions among Addis Ababa University undergraduate students. Around 98% of the respondents use Mobile- Radio as their primary source for receiving news.

As it is seen in all data findings having mobile phones has enabled students to access media at any time and place based on their interests and means of channels. It has also made them more close to the media by participating directly in any of the various means of platforms that their mobile perform.

Furthermore, mobile phone has offered the chance for citizen journalists, as a result of which it has created a new form of relationship with the mainstream media. In regard to this Sheger Radio, for instance, looks for social media sites where users post or sent SMS messages from users' mobile phones.

The traditional media such as radio, television and newspaper do not that much allowed users to do simultaneous activities at a time. However, mobile phone enables users to access media while they are doing other things. Many respondents of this study mentioned that mobile phone has

offered them opportunity to easily and spontaneously access media than the old media. It has also allowed users to share information, discuss on issues or document the information that they want for further purposes.

The traditional media would be portable, but not easy to carry in one's palm compared to mobile phones. Thus, as many respondents of this study had said, mobile phones are easy to carry, to use, relatively have lower price and battery stays long hours. They use mobile phone with full of enthusiasm to be part of the new technology. Many students have got places to exercise their skills and develop their talents depending on their interests. They post information, articles and short videos done or recorded by users.

The new medium, mobile phone; has also brought significant contributions to the main stream media. It had enlarged the number of media users and means of reaching the audiences. Many young adults become part of Sheger Radio institution's news making process. They send SMS text messages, write commentary and opinions on the programs, call for participation and give information which could be Hard News. In another way, the media could easily get information from the very source it had happened.

Mobile phones have offered main stream journalists to get any information easily from internet, friends and e-books. As the same times, there are signs of interest and efforts to use mobile phones for recording, documenting and producing news using mobile phones. In the times when news are produced and transmitted from the place where they are carried out; journalists instantaneously send news to their media institution using their cell phones.

On the top of that, most communications in news making process are carried out via mobile phones, they send and receive information by their phones. There are also applications which

make their work much simpler and enable journalists to easily access information from the sources.

There are also changes in way of presenting information in Sheger Radio Station. The media institution has already built website which is appropriate for both computer and mobile phone users. This has enabled users to easily visit Sheger Website via mobile phones. Moreover, users can reach the media via different platforms such as SMS (8101) service for text message, mobile application (Android APP, iPhone & iPad), online website (shegerfm.com) and social media pages (Facebook,YouTube & Twitter).

There are also efforts to post informative and short news regularly on the website and social media. In some cases people are invited to follow certain programs and express their opinions on a topic. The needs of users and professionals are growing to learn and better use mobile phones for media purposes.

On the other hand mobile phones are still challenges for both users and media institutions. As key informants indicated, there is shortage of skilled professionals of new media. Everyone does things according to his/her personal efforts and no one was supported by trainings which maximize the usages of the device for media purpose. Beside this, mobile web browsing problems and poor connection is the main barrier for mobile phone users who access media with data connection.

In addition to that, the medium is not yet given proper attention by media institutions, responsible bodies and media professionals. Although they believed mobile phones has brought significant contribution in media industry, still all seem not yet ready to use the new medium to access information and express opinions. For instance, Sheger does not provide sufficient and

appropriate content to mobile phones users. One FGD respondent explained this saying “she didn’t find any local online media expressing enough not only for mobile devices but also computers”. Even though the media has built websites and mobile applications (Android APP, iPhone & iPad), they are not well promoted and utilized. Many respondents of this study do not know the applications and mentioned that they have difficulties of accessing the website via mobile phones.

In some cases, people intentionally share wrong information on social media and people considered them as it is posted by recognized body. Some information comes up with unethical news which touches individual personality or favors some group political interests. Because of such experiences some respondents mentioned that they did not trust news from the social media via their cell phones.

To sum up, both quantitative and qualitative study provided strong evidences for the use of mobile phones for accessing information and expressing opinions. Among the most the different programs and news categories, entertainment and current events were most preferred ones.

5.2. Recommendations

Although new media is at its infancy in Ethiopia context, it can be an important tool if properly handled. The following recommendations are not only useful to Sheger 102.1 FM Radio Stations but also other local media.

- Media institutions do not seem to be well aware of the potential of mobile phones for reaching the large public and to make them more active participants. They should develop strategies as to amplify the space and extend the impact of journalism.

- In order to minimize shortage of skilled professionals in the new media, higher learning institutions and other relevant bodies should design and revise their curriculums where by new medium users could have basic literacy in proper utilization of the media.
- It is very important to recognize the available skilled man power within the institution and utilize it exhaustively which enables to solve many of the constraints without extra expense. To put this in reality, Sheger Radio should equip its professionals with new media technology skills. Short and continuous trainings should be provided.
- The practitioners are also expected to harmonize themselves with the new media behavior and work on attitudinal change.

References

የኢትዮጵያ ብሮድካስት ባለሥልጣን፣ (2005 ዓ.ም.)፡፡ የመገናኛ ብዙሃን አገልግሎት አሠጣጥና የህብረተሰቡ ተጠቃሚነት፡ የዳሰሳ ጥናት አዲስ አበባ፡፡ ኢትዮጵያ፡፡

Agar, J. (2003). Constant touch: A global history of the mobile phone. Cambridge: Icon Books.

Arnett, J. J. (2003). Conceptions of the transition to adulthood among emerging adults in American ethnic groups. New directions for child and adolescent development, 100.

Auter, P. J. (2007). Portable social groups: willingness to communicate, interpersonal communication gratifications, and cell phone use among young adults. International journal of mobile communication, 5(2), 139-156.

Bickmore, T. B., & Schilit, B. N. (1997). Digestor: Device-independent access to the World Wide Web. Proceedings of the 6th World Wide Web Conference, Santa Clara, CA.

Blumler J.G. and Katz, E. (1974). The uses of mass communications: Current perspectives on gratifications research. Beverly Hills, CA: Sage.

Bouwman, H. & Van Der Duin, P. (2007) Futures research, communication and the use of information and communication technology in households in 2010: a Reassessment. New Media & Society, 9(3). pp. 379–399.

Brooks, J. (1976). Telephone: The first hundred years. New York: Harper and Row.

Bryant, J. & Zillmenn,D. (2002). Media effects: Advances in theory and research. Lawrence Erlbaum Associates, University of Alabama. New Jersey.

Bryman, A. (2001). Social research methods. Oxford, Oxford University Press.

Cameron, D. (2006). The Rocket in your Pocket: How mobile phones became The Media by Stealth. Paper presented at the 2nd JEA/JEANZ Conference.

Castells, M. (2001). The Internet Galaxy. Oxford, Oxford University Press.

Castells, M. (2008). 'Afterword' in Katz, J. (Ed.) Handbook of mobile communication studies. Cambridge, MA: MIT Press.

Cohen, K. & Wakeford, N. (2003). The making of mobility, the making of the self. Giulford: University of Surrey & Incite Sapient.

Creswell, John W. (2009). Research design: Qualitative, quantitative, and mixed methods approach. (3rd ed). USA. SAGE Publication, Inc.

Creswell. J. W.. & Plano Clark, V.L. (2007). Designing and conducting mixed methods research.

CRS (Creative Research Systems). 2012. Sample size formulas for our sample size calculator. http://www.surveysystem.com/sample-size-formula.htm (consulted January 2016).

Dey, A. K., Salber, D., & Abowd, G. D. (2001). A conceptual framework and a toolkit for supporting the rapid prototyping of context-aware applications. Human- Computer Interaction, 16, 2-4.

Dobsen, K.S. (2003). "How Detroit police reinvented the wheel." http://www.detnews.com/history/police/police.htm. 22Feb. 2003.

Economides, A. A. and Grousopoulou, A. (2008). Use of mobile phones by male and female Greek students. International Journal of mobile communications, 6(6), 729-749.

Em, G. (2012). A first look at communication theory. (8thed). McGraw-Hill. New York.

Encycloppedia Britannica. (2002). Radiotelephone. In Encyclopedia Britannica 2002. Expanded Edition DVD

Farley, T. (2003)."Mobile Phone History." http://privateline.com/PCS/history.htm. 22Feb.2003.

Farley, T. (2005b). Privateline.com: telephone history. Retrieved January 15, 2009 from

Federman, M. (2004). What is the meaning of the medium is the message? Retrieved <Date> from http://individual.utoronto.ca/markfederman/MeaningTheMediumistheMessage.pdf.

Feldman, T. (1997). Introduction to digital media London: Routledge.

Fenton, N. (2010). New media, old news: Journalism & democracy in the digital age. SAGE.

Fidler, R. (1997). Mediamorphosis: Understanding new media. Thousands Oaks: Pine Forge Press.

Flick, U., Kardorff, V.E. & Steinke, I. (2004). A companion to qualitative research. London, Thousand Oaks, New Delhi: Sage.

Flick, U. (2005). An introduction to qualitative research (2nd ed). London. Thousand Oaks and New Delhi: Sage

Fortunati, L. (2005a). The medialization of the net and internalization of the mass media. International Communication Gazette, 67(1), pp. 44–27. (http.//gaz.sagepub.com/cgi/content/abstract/67/1/27)

Francis, M. (2009). Doing digital media in Africa: Prospects, Promises and Problems. Konrad-Adenauer-Stiftung, Johannesburg, South Africa.

Fulton, K. (1996) 'A tour of our uncertain future', Columbia Journalism Review March–April, URL (consulted March 2001): http://www.cjr.org/year/96/2/tour.asp

Gane, N. & Beer, D. (2008). New media: The key concepts. New York, Oxford. www.bergpublishers.com

Geser, H. (2004). Sociology of the mobile phone. URL (consulted Jan. 2009): http://socio.ch/mobile/t_geser1.htm

Geser, H. (2005a). Towards a sociology of the mobile phone. In Z. et al (Ed.) E-Merging Media: Communication and the Media Economy of the Future. Heidelberg: Springer (pp. 235-261).

Gilder, G. (1994) Life After Television. New York: Norton.

Giddens, A. (2004) Sociology. 4th ed. Cambridge: Polity Press.

Gitlin, T. (1994) On Media Studies as a Breath of Air Across the Field of Sociology. In Hamelink, C.J. & Linné, O. (Eds.) Mass Communication Research. On Problems and Policies. Amsterdam: Greenwood Publishing Group.

Gordon, R. (2003). The meanings and implication of convergence. Ink. Kawamoto, Ed., Digital Journalism: Emerging Media and the Challenging Horizons of Journalism. New York: Rowman & Littlefield.

Greene, J.C., & Caracelli, V.J., & Graham, W.F (1989). Toward a conceptual framework for mixed- method evaluation designs. Educational Evaluation and Policy Analysis, 11(3), 255-274.

Green, N. (2003). Outwardly mobile: Young people and mobile technologies.

Grimstveit, L., and Myhre, H. (1995) . A history of Mobile Communication in Norway." Telektronikk 91(4):15-20.

Grix, J. (2004). The foundations of research. Palgrave Macmillan, China.

Haddon, L. (1997). Communications on the Move: The Experience of Mobile Telephony in the 1990s. Farsta; Telia.

Hanson, et al (1998). Mass Communication Research Methods. New York: New York University Press.

Hanson, J. (2007). How Cell Phones and the Internet Change the Way We Live, Work and Play. London: Praeger Publisher.

Herkman, J. (2003) "Mediaconvergence, Intermedial Relations and the Role of Ideology", Landborough University. URL (consulted Jan. 2009): http://www.lboro.ac.uk/research/changing.media/YS%20London/media

convergence-Juha.htm

Holloway, S. L. & Valentine, G. (2003) Cyberkids – Children in the Information Age. London and New York: RoutledgeFalmer, Taylor & Francis Group.

Holmes, D. (2005). Communication Theory. Media, Technology and Society. London: Sage.

Hoplamazian, G. J. and Feaster, J. C. (2009, May). Different News Media, Different News Seeking Behaviors: Identifying College Students' Patterns of News Media Use. Paper presented at the annual meeting of the International Communication. Association, Marriott, Chicago, Retrieved from http://www.allacademic.com/meta/p300223_index.html

Ito, M. (2004, October). Personal portable pedestrian: Lessons from Japanese mobile phone use. Paper presented at Mobile Communication and Social Change, the 2004 International Conference on Mobile Communication in Seoul, Korea, Retrieved from http://www.itofisher.com/mito/archives/ito.ppp.pdf

Jane Stokes. (2003). How to do media & cultural studies. London. EC2A 4PU, SAGE

Jenkins, H. (2004) The Cultural Logic of Mediaconvergence. International Journal of Cultural Studies 2004: 7(1), pp. 44–33.

Jensen, J. F. (1998a) Communication Research after the Mediasaurus? Digital Convergence, Digital Divergence? Nordicom Review 12(1), pp. 52–39.

Jiang, H. (2011).Young People Adoption and Consumption of a Cultural Commodity – iPhone. London

Jonathan, G. (2004). The foundations of research: Palgrave Macmillan

Jones, M., Marsden, G., Mohd-Nasir, N., Boone, K., & Buchanan, G. (1999, May 11-14). Improving Web Interaction on small displays. Proceeding of the Eighth International Conference on World Wide Web, Toronto, Canada.

Jones, S. (2003). Encyclopedia of New Media. (Ed.) An Essential Reference to Communication

and Technology. Thousand Oaks: Sage.

Kasvio, A. (2001). The Emergence of 'Information Society' as a Major Social Scientific Researcg Programme. In Karvonen, E. (Ed.) Informational Societies. Understanding the Third Industrial Revolution. Tampere: Tampere University Press.

Katz, E., Gurevitch, M., & Haas, H. (1973). On the use of the mass media for important things. American Sociological Review, 38, 164–181.

Katz, J.E. (ed.) (2003). Machines that become us: The social context of personal communication technology. New Brunswick, NJ: Transaction Publishers.

Katz, J. E. & Sugiyama, S. (2005). Mobile phones as fashion statements: The co-creation of mobile communication's public meaning. In R. Ling & P. Pederson (Eds.), Mobile Communications: Re-negotiation of the social sphere (pp. 63 – 81). Surrey, UK: Springer.

Kibnesh, C. (2006). Use of internet as a medium of disseminating information by Ethiopian newspapers: A Thesis Submitted to School of Journalism & Communication, Addis Ababa University in Partial fulfillment of Degree of Masters of Arts in Journalism. Addis Ababa.

Kim, L., & Albers, M. J. (2001). Web design issues when searching for information in a small screen display. Proceedings of the 19th Annual International Conference on Computer Documentation, Sante Fe, New Mexico, USA.

King, G., Keohane, O. and Verba, S. (1994). Designing social inquiry: Scientific inference in qualitative research, Princeton, NJ, Princeton University Press.

Kopomaa, T. (2000). City in Your Pocket: Birth of the Mobile Information Society. Helsinki: Gaudeamus.s and Techniques. 2nd Revised edition. Newdelhi.

Kothari, C.R. (2004). Research Methodology: Method

Kozlowski, S., W., J., & Ilgen, D., R. (2006). Enhancing the Effectiveness of Work, Groups and Teams. Psychological Science in the Public Interests. 7(3), (pp. 77-124).

Lindmark, S. (2002) Evolution of techno-economic systems: An investigation of the history of Mobile Communication. Doctorial Dissertation. Department of Industrial Management, Economics, Chalmers University of Technology, Gothenburg, Sweden.

Ling, R. (2004). The Mobile Connection: The cell phone's impact on society. Morgan Kaufmann Publishers. United states.

Ling, R. (2007) SMS og hvor eldre blir utestengdt. [Exclusion of Elderly in the Case of Text Messaging] In Proits, L, Luders, M. & Rasmussen, T. (Eds.) Livet i och utenfor Skjermene. Iniverstetsfoslaget: Oslo.

Ling, R., and Donner, J. (2009): Mobile Communication: Digital Media and Society Series. Polity Press.

Ling, R. & Yttri, B. (2001). Hyper – coordination via mobile phones in Norway. In Katz & Aakhus (eds.). Perpetual Contact: mobile communication, private talk, public performance. Cambridge University Press. New York, USA.

Livingstone, S. (2003). Children's Use of the Internet: Reflections on the Emerging Research Agenda. New Media & Society 5(2), pp. 166–147.

Longoria, R. (2001). Designing Mobile Applications: Challenges, Methodologies, and Lessons Learned. In Usability Evaluation and Interface Design: Cognitive Engineering, Intelligent Agents and Virtual Reality (pp. 91-95). New Jersey: Lawrence Erlbaum Associates Inc.

Lunt and Livingstone (1996). Rethinking the Focus Group in Media and Communication Research. In Journal of Communication 46(2), 79-98.

Manning, P.K. (1996). "Information technology in the police context: The 'sailor' phone."

Information System Research 7(1):52-62.

Manovich, L. (2001). The Language of New Media. Cambridge, MA: MIT Press.

Marshall, C. & Rossman, G. B. (1999). Designing Qualitative Research. Thousand Oaks: Sage Publications.

Masatake, Y. (2011). The role of mobile-enabled social media in social development:

Matanhelia, P. (2010). Mobile Phone Use by Young Adults in India. University of Maryland, College Park.

Matsuda, M. (2005). Discourses of Keitai in Japan. In M. Ito, D. Okabe, & M. Matsuda (Eds.), Personal, Portable, Pedestrian: Mobile phones in Japanese Life (pp. 19-40). Cambridge, MA: The MIT Press.

Mdlongwa, F. (2009). Doing Digital Media in Africa: Prospects, Promises and Problems. Johannsberg, South Africa

Melinda, R. (2001). New Technologies: Convergence, the New Way of Doing Journalism. Romania, University of Bucharest. Anul VI, nr, 1.

Morgan, D. (1998). Practical strategies for combining qualitative and quantitative methods: Applications to health research. Qualitative Health Research, 8(3), 362-376.

Murdoch, G. (2000) "Digital Futures: The Age of Convergence." In Wieten, J., Murdoch, G. & Dahlgren, P. (Eds.) Television Across Europe; A Comparative Introduction. London: Sage. Pp. 58–35.

Nayyar, D. (2007). Modern mass communication: Concepts and processes. Oxford Book Company.

Nilsson, A., Nuldén, U., Olsson, D. (2001) 'Mobile Media: The Convergence of Media and Mobile Communications', Convergence 7(1), pp. 38–34.

Oksman, V. (2006c) Young People and Seniors in Finnish Mobile Information Society. Journal of Interactive Media in Education 2006(2). http://www-jime.open.ac.uk/2006/02/

Oksman, U. (2010). The Mobile Phone: A medium in itself. Finland. VTT Publication.

Papacharissi, Z. (2007). The blogger revolution? Audience as media producers. In Tremayane (Ed.), Blogging, citizenship, and the future of media (pp. 21-38. New York: Routledge.

Poster, M. (1995) Second Media Age. Cambridge: Polity Press.

Ragin, C.C. (1994). Constructing social research: The unity and diversity of method, Thousand Oaks, CA, Pine Forge Press.

Rakkolainen, I., & Vainio, T. (2001). A 3D City Info for mobile users. Computers & Graphics, 25, 619-625.

Roos, J.P. (1993) Sociology of cellular telephone: The nordic model (300 000 Yuppiers? Mobile Phones in Finland) Telecommunication Policy, (17)6. URL.

Rosengren, K. E. (1974). Uses and gratifications: A paradigm outlined. In J. G. Blumler & E. Katz (Eds.), The uses of mass communications: Current perspectives on gratifications research (pp. 269–286). Beverly Hills, CA: Sage.

Rosengren, K.E,. & Windahl,S. (1972). Mass media consumption as a functional alternative. (P: 166-194). Middlesex, England; Penguin.

Rubin, A. M. (1985). Uses of day time television soap opera by college students. Journal of Broadcasting & Electronic Media, 29,241-258.

Rubin, A. M. (1994). Media users and effects: A uses-and-gratifications perspective. (P: 417-436). Hillsdale, NJ: Lawrence Erlbaum Associates.

Rubin, A. M., & Windahl, S. (1986). The uses and dependency model of mass communication. Critical Studies in Mass Communication, 3, 184–199.

Ruggiero, T.E. (2000) Uses and gratification Theory in the 21st century. Mass Communication & Society 3(1):3-37.

Seale, C. (2004). Research society and culture. (2nded). London, Thousand Oaks, New Delhi: Sage.

Sears, A., & Jacko, J. A. (2000). Understanding the Relation Between Network Quality of Service and the Usability of Distributed Multimedia Documents. Human-Computer Interaction, 15, 43-68.

Semeyi, M. (2010). Media convergence : An Analysis of consumer engagement. A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration at the Nelson Mandela Metropolitan University.

Sieber, S.D. (1973). The integration of field work and survey methods: American Journal of Sociology, 78, 1335-1359.

Shao, G. (2009). Understanding the appeal of user-generated media: A uses and gratification perspective. Internet Research, 19(1), 7-25.

Shin, D.-H. (2010) understanding e-book users: Uses and gratification expectancy model. New Media & Society, 13(2), 260-278.

Steckler, A., & et al (1992). Toward integrating qualitative and quantitative methods: An Introduction. Health Education Quarterly, 19(1), 1-8.

Strassoldo, R. (2005) The Meaning of Localism in a Global World. In Nyíri, K. (Ed.) A Sense of Place. The Global and the Local in Mobile Communication. Vienna: Passagen Verlag.

Taniar, D. (2009). Mobile Computing: Concepts, Methodologies, Tools, and Applications. Monash University, Australia.

Tashakkori, A., & Teddlie, C. (Eds). (2003). Handbook of mixed methods research in the social

and behavioral sciences. Thousends Oaks, CA:Sage.

Turkle, S. (1995) Life on the Screen: Identity in the Age of the Internet. New York: Simon & Schuster.

Verclas, K. & Mechael, P. (2008). Mobile Voice. The use of mobile phones in citizen media. Mobileactive.org. Retrieved from http//mobileactive.org/mobile-voice-use-mobile-phones-citizen-media.

Ward, D., & Ayalew, S. (2011). Audience Survey Ethiopia Electoral reform International Services, 2011

Webster, F. (2002). Theories of the Information Society. 2nd ed. London: Routledge.

Westlund, O. (2008). From mobile phone to mobile device: News consumption on the go. Canadian Journal of Communication, 33, 443-463.

Wimmer, R.D. & Dominick, J.R. (1997). Mass media research an introduction. (5th ed). USA, Wadsworth Publishing Company.

Yamamichi, M. (2011). The Role of Mobile-Enabled Social Media in Social development. /www.worldbank.org/ICT/

http://theendofjournalism.wdfiles.com/local--files/davidcameron/David%20Cameron.pdf

www.itu.int/en/ITU_D/statistics

International Telecommunication Unit (ITU) and UN-Habitat: http://undesadspd.org/Youth.aspx

(http://pewinternet.org/reports/2010/Social-Media-and-Young-Adults.aspx Feb. 3, 2010)

Appendix A: Survey Questionnaire

SURVEY QUESTIONNAIRE

I am a third year postgraduate student at Addis Abba University in School of Journalism and Communication. I am doing my thesis on ***Accessing Information and Expressing Opinions via Mobile Phone: The Case of Sheger FM 102.1 Radio Station in Ethiopia.*** This survey questionnaire aims to get your opinion and say, which makes my study alive and complete. Hence, I kindly request you to fill this questionnaire. Personal details are not needed.

I thank you very much for you time and consideration in advance. Wendwesun Berhanu

You can reach me via wendwesunb@yahoo.com

Please put click in the box (√)

1. **Age** 19 ☐ 20 ☐ 21 ☐ 22 ☐ 23 ☐ 24 ☐ 25 ☐

2. **Sex**: Male ☐ Female ☐

3. **Your educational status**

High School ☐ College Diploma ☐ BA/ BSc. ☐ MA/M.Sc ☐

4. Which of the following functions does your mobile phone work? (**Tick in each functions that your mobile phone works).**

Radio ☐ SMS Text Messaging ☐ Voice and Audio ☐ Photos ☐ Videos ☐ Internet ☐

5. When there is big news in the country, which one of the following means do you hear first?

a. TV
b. Radio
c. News paper
d. Computer Internet

e. Cell phone Internet
f. Cell phone radio
g. Text message (SMS)
h. Word of mouth

6. Do you follow Sheger FM 102.1 Radio Station via Mobile phone?

   Yes _____ No _____

7. If you follow from Sheger FM 102.1 Radio Station using mobile phone how often do you visit?
   a. Once an hour _____
   b. Once a day _____
   c. Once a week _____
   d. Once a month _____
   e. It varies _____
8. In which of the following forms do you often access news from the Radio Station? (**Tick all that apply**)
   a. Radio _____
   b. Mobile Radio (Listening via air phone) _____
   c. Visiting Social media _____
   d. SMS Text Messages_____
   e. Checking their website _____
   f. Others / please specify _____
9. From the above question No 8 which form(s) do you use more to access information and express opinion? **(Rank from 1 up to 5**)
   a. Radio _____
   b. Mobile Radio (FM Chip) _____
   c. Social media _____
   d. SMS updates _____
   e. Website _____
10. Do you think having mobile phone in your hand has changed the medium that you already use?

    Yes _____ No _____

11. If you say **Yes** in Q. No 18, how is it better? Please specify_____

_____

12. Do you think that you are better accessing information and expressing opinion because of mobile phone? (**Tick one that apply)**
    a. Strongly agree _____
    b. Agree _____
    c. Disagree _____
    d. Strongly disagree _____
13. How much do you trust news/ information that you access using your mobile Phone?
    a. I strongly trust
    b. I trust
    c. I trust somehow
    d. I don't trust at all
14. When you hear news via traditional radio and new media cell phone, which one do you trust more?
    a. The traditional radio _____
    b. cell phone _____
    c. both _____
    d. doesn't matter any of the two_____
15. How do you express your opinion about an issue that you get from the Radio Station? (**Tick all that apply**)
    a. By sending SMS text Messages to the Radio Station _____
    b. By posting pictures, voice and videos on the social media _____
    c. By commenting on issues which are raised by the radio station _____
    d. By sharing the issues on the social media _____
    e. By making direct call and participate on the issues _____

16. If you access news on cell phone from the Radio Station, then what kind of news do you access on your cell phone? **(Tick all that apply)**

a. Current events
b. Politics
c. Business

d. Sports
e. Fashion
f. Entertainment
g. Others/ please specify_____

17. What difficulties do you face when you access information and express opinion using your cell phone? **(Tick all that apply)**
    a. Application problem _____
    b. Network problem _____
    c. how to access the media _____
    d. how to express opinion or participate _____
    e. language usage _____
    f. others / please specify _____
18. Do you participate or express your opinion on issues that you get about?
    Yes _____ No _____
19. Do you think mobile phone is better means of accessing information and expressing opinion than Radio?
    Yes _____ No _____
20. Are you satisfied with the information that you get via mobile phone from Sheger Radio Station?
    a. Very satisfied _____
    b. Satisfied _____
    c. Not Satisfied _____
21. What do you think Sheger Radio station has to in satisfying the need of its audience via Mobile phone? _____
22. Is there any program that you regularly follow and actively participate via cell phone from Sheger FM 102.1 Radio Station? If so, which program(s)? And why?_____

Adopted from Matanhelia, P. (2010). Mobile Phone Use by Young Adults in India. University of Maryland, College Park.

Appendix B: Interviews for Journalists & Reporters

Interview Questions for Journalists

1. What functions or roles does your mobile phone have in making news?
2. Do you think that mobile phone has brought good opportunities to the main stream media such as Sheger FM? If so, how?
3. Is there any challenge that mobile phone has brought to the main stream media?
4. Do you use your mobile phones to access as well as express media products?
5. In terms of reaching large audience, do you think that mobile phone has played great role? If so, how?
6. Do you use any application to better use of mobile phone for media production?
7. Have you ever taken any kind of training(s) or courses to improve your new media usage or help yourself achieve your professional goals?
8. As a professional journalist what kind of verification techniques do you apply before you publish the information?

Interview Questions for Chief of Reporters

1. Do you think that audiences' means of accessing radio programs is changed because of mobile phone introduction? If so, how?
2. Have you ever given a mobile phone usage in media houses training(s) to your journalists?
3. What kind of changes or modification has Sheger FM 102.1 Radio Station done because of new media?
4. Do you think mobile phone is an opportunity for reaching the large audience better or a challenge to the mainstream media?
5. Can you give me an incident which is recorded by audiences' mobile phone and broadcasted by the radio station?
6. Is there any kind of special news (SMS) that you make for mobile phone users?
7. From the means that Sheger FM provides which one is more used by mobile phone users?

Appendix C: Interviews for Key Informants

Key Informative Interview

1. What do you think mobile phone has contributed in the media industry?
2. Do you think that Ethiopian main stream media have understood the use mobile phone for media purpose and used it accordingly?
3. What are the basic reasons for young adults to use mobile phones to access information and express opinion?
4. Do you think that Ethiopian FM Radios have system that addresses those who consume media via mobile phone?
5. What do you think the role(s) of mobile phones in enhancing journalism and maximizing the size of audience?

Amharic Version

1. የሞባይል ስልክ በሚዲያ ኢንዱስትሪ ውስጥ አንድ የመረጃ መከታተያ መሳሪያ (Medium) ሆኖ መግባቱ ምን ጥቅም ሰጥቷል ብለው ያስባሉ?
2. በእርሶ እምነት በአገራችን ያሉ ሚዲያዎች ሞባይል ለሚዲያ የሚሰጠውን አገልግሎት ተገንዝበው ሞባይልን እንደ መረጃ ማግኛ መሳሪያ (Medium) ተጠቅመውበታል ብለው ያምናሉ?
3. አብዛኛው አድማጭ ሞባይል ስልክን ለመረጃ ምንጭነት ለመጠቀማቸው መሠረታዊ ምክንያቶቹ (needs & motives) ምንድነው ብለው ያምናሉ?
4. በእርሶ እይታ የኢትዮጵያ FM ሬዲዮኖች ሞባይል ስልክን በአግባቡ ተደራሽ የሚያደርግ አሠራር አላቸው ብለው ያምናሉ?
5. ሞባይል ስልክ የመረጃ ተደራሽነት ከማስፋት እንዲሁም የጋዜጠኝነት ሙያን ከማነልበት አኳያ ምን ሚና በዚህ አገር ተጫውቷል ብለው ያስባሉ?

Appendix D: FGD Questions

Focus Group Discussion Questions

1. How much do you think having that mobile phone has helped you to better access media?
2. What are your main reasons to prefer mobile phone to access media than other medium?
3. What do you think mobile phone has played in accessing information and expressing opinion?
4. While you are using your mobile phones for media purpose, what are the challenges you face?
5. According to your observation, do you think Sheger Radio Station provides information which considered mobile phone formats?
6. What do you think Sheger Radio Station has to do to satisfy the needs and wants of mobile phone users?
7. What are the main programs that you follow and participate from Sheger Radio Station via mobile phones? What is you reason to follow them better?

Amharic Version

1. **የሞባይል ስልክ ሁልጊዜ በእጃችን መኖሩ ሚዲያን ለመከታተል ምን ያህል ጠቅሞናል ብላችሁ ታምናላችሁ?**
2. **ሞባይል ስልክን ከሌሎች መረጃ ማግኛ መንገዶች በተለየ ለመረጃ ምንጭነት እንድትጠቀሙበት የሚያደርጋችሁ መነሻ ምክንያታችሁ ምንድነው?**
3. **ሞባይል ስልክ ወቅታዊ ጉዳዮችን በተሻለ ከማግኘት ብሎም ሃሳብን በነፃነት ከመግለፅ አኳያ የተጫወተው ሚና ምንድነው ትላላችሁ?**
4. **የሞባይል ስልካችሁን መረጃን ለማግኘት በምትጠቀሙበት ወቅት የሚያጋጥሟቹ ችግሮች ወይም ፈተናዎች ምንድናቸው? ችግሮቹን በምን መንገድ ነው የምትፈቱት?**
5. **በእናንተ ምልከታ ሸገር ሬዲዮ ጣቢያ በሞባይል ስልክ የሚከታተሉትን አድማጮች መሠረት ያደረገ ዜናዎች፣ የመልዕክቶች ወይም ፕሮግራሞችን ያዘጋጃል?**
6. **ሸገር ሬዲዮ ጣቢያ በሞባይል ስልክ የሚከታሉትን ሰዎች ፍላጎት ለማሟለት ምን ማደርግ አለበት ብለው ያምናሉ?**
7. **በሸገር ኤፍ ኤም 102.1 የሬዲዮ ጣቢያ ከሚተላለፉት ፕሮግራሞች መካከል በሞባይል ስልክዎ አዘውትረው የሚከታተሉት እና የሚሳተፉበት ፕሮግራሞች አሉ? ካሉ የትኞቹ ናቸው? ለምንድን ነው ፕሮግራሞቹን የምትከታተሉት?**

Appendix E: Key Informants Background Information

Table 2. Sheger Radio's Key Informative Background Information

KII No	***Names of Key Informative***	***Sex***	***Work Position***	***Work Experience***
KII.1	Asfaw Sileshi	M	Reporter	8 Years
KII. 2	Yeneneh Sisay	M	Reporter	12 Years
KII. 3	Meseret Bezu	F	Reporter	9 Years
KII. 4	Nigatu Mulu	M	Reporter	11 Years
KII. 5	Eshete Asefa	M	Editor in Chief	18 Years
KII. 6	Mintesnot Fikre	M	ICT Consultant	10 Years

Table 3. Key Informative from Other Media Institutions

KII No	***Names of Key Informative***	***Sex***	***Institution***	***Work Position***	***Work Experience***
KII.7	Wegene Alemayehu	M	EBC	Producer	8
KII. 8	Bekire Nasir	M	EBC	Online Monitoring Directorate Director	12
KII. 9	Mekoya Hailemariyam	M	FBC	Editor in Chief for Website Department	9

Table 4. FGD Participants Background Information

Group	Participants	Age	Sex	Education Status	Area of Study	Kind of Mobile	Social media or other they visit	Application they use
1	1	23	F	2nd Year B.A Degree Student	Accounting	Samsung	Facebook Radio	-
	2	25	F	3rd Year B.A Degree Student	Business Management	Techno	Facebook Radio	-
	3	24	F	2nd Year B.A Degree Student	Management	Samsung	Facebook Twitter Youtube Website Radio	-
	4	24	M	3rd Year B.A Degree Student	Accounting	NOKIA	Facebook Youtube Website Radio	BBC, CNN
	5	24	F	3rd Year B.A Degree Student	Computer Science	Samsung	Facebook Twitter Youtube Radio	CNN, BBC
	6	25	M	4th Year B.A Degree Student	Social Science	Smart Phone	Facebook Twitter Youtube Website Radio	News Letter, BBC, CNN
2	7	25	F	B.A Degree	Economics	Huwei	Facebook Twitter Youtube Website Radio	-
	8	25	F	M. SC	Sociology	IPhone	Facebook Twitter Youtube Website	-
	9	23	M	4th Year B.A Degree Student	Mining Engineering	Huwei	Facebook Twitter Youtube SMS Radio	Sheger App
	10	25	M	B.A. Degree	Architecture	Samsung	Facebook Twitter Website Radio	P.interest

	11	21	F	4th Year B.A degree Student	Computer Science	Smart Phone	Twitter Youtube Radio	Google plus
	12	21	F	4th Year B.A degree Student	Computer Science	Samsung	Facebook Youtube Radio	-