

*Investigation into Social Media Effects on Digital News Reporting:
The case of Ethiopian News Agency (ENA)*



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



**ADDIS ABABA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION**

**INVESTIGATION INTO SOCIAL MEDIA EFFECTS
ON DIGITAL NEWS REPORTING:
THE CASE OF ETHIOPIAN NEWS AGENCY (ENA)**

**BY
ESKINDER LEMMA**

JUNE, 2021

ADDIS ABABA, ETHIOPIA

*Investigation into Social Media Effects on Digital News Reporting:
The case of Ethiopian News Agency (ENA)*

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

**Investigation into Social Media Effects on Digital News Reporting:
The case of Ethiopian News Agency (ENA)**

**By
Eskinder Lemma**

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

Advisor:- Mekuriya Mekasha (Assistant Prof.)

June, 2021

Addis Ababa, Ethiopia

DECLARATION

I the undersigned, Eskinder Lemma, declare that this thesis entitled: **Investigation into Social Media Effects on Digital News Reporting: The case of Ethiopian News Agency (ENA)**, is my original work submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communications. It has not been presented for any other university and that all sources of materials use for the thesis have been duly acknowledged.

Name: Eskinder Lemma

Signature: _____

June, 2021

Approval for Board of Examiners

_____	_____	_____
Chairman, Department Graduate Committee	Signature	Date
_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
Internal examiner (Name)	Signature	Date
_____	_____	_____
External examiner (Name)	Signature	Date

Acknowledgments

I would like to express my deepest thanks to my Advisor Mr. Mekuriya Mekasha (Assistant Prof.) for his guidance and giving me the opportunity to do my thesis in a very interesting field of research.

I would like to extend my heart-felt gratitude to journalists of Ethiopian News Agency, especially Mr. Gezahegn Workineh, Ms. Betelhem Bahiru, Ms. Workinesh Feyisa, Mr. Miftah Ahmed, Mr. Elyas Ahmed, Mr. Shambel Tilahun and Mr. Barkilign for their cooperation in distributing and collecting questionnaire besides their commitment in providing me data from many angles.

I honestly appreciate and give special Thanks to Senait Kassahun, Meseret Kebede, Fekredin Redi, Amha, Yohannes, Betre, Haimi, Dr. Adam, Dr. Kibrework, Addisu, Seife, Nati, Ashie, Danyat, and all the new generations.

My gratitude also goes to Nairobians! Mulle, Ermi, Baya, Emmi, Abiy, Adam, Anjella Nancie, Mr. Karl, Daniel K. in Uganda and many more. Asante Sanna!!! On a more personal note I want to thank Bashu, Beti, Yezih Alem and all my classmates for an enjoyable and educative time I had during the making of this thesis.

Finally, I would like to thank my families who encourages and assist me morally and financially in order to complete my education and this study.

Dedication

This research work is dedicated to my beloved mother, for her enthusiasm and passion for education, **W/ro Etabezahu Wolde Mariam**, without her caring support and praying for all of us it would not have been possible. This paper is also dedicated to all my social media friends across the globe.

Table of Contents

Acknowledgments.....	i
Dedication.....	ii
List of Table.....	vii
List of Figures.....	viii
List of Acronyms.....	ix
Abstract.....	x
Definitions of Terms.....	xi
CHAPTER ONE.....	1
I. Introduction.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	3
1.3 Objective of the Study.....	6
1.3.1 General Objective:.....	6
1.3.2 Specific Objectives.....	6
1.4 Research Questions.....	6
1.5 Significance of the Study.....	7
1.6 Scope of the study.....	7
1.7 Limitations of the Study.....	7
1.8 Organization of the Thesis.....	7
CHAPTER TWO.....	9
REVIEWS OF RELATED LITERATURE AND THEORETICAL FRAMEWORK.....	9
2.1 Overview of Social Media.....	9
2.1.1 Definition of Social Media.....	10
2.1.2 Types of Social Media.....	11
2.1.3 Characteristics of Social Media.....	11
2.2 Digital News Reporting.....	12
2.3 Social Media and Journalism.....	13
2.4 Credibility of online news.....	14
2.5 Advantages and Disadvantages of Social Media.....	15
2.5.1 Advantages of Social Media.....	15
2.5.2 Disadvantages of Social Media.....	16

2.6 Trends in Online Media Environment.....	16
2.6.1 Fake News	16
2.6.2 Deepfake.....	17
2.6.3 Hate Speech.....	19
2.6.4 Digital Divide.....	19
2.6.5 Users Generated Contents (UGC).....	20
2.6.6 Software Generated Contents (SGU)	21
2.7 Theoretical Framework	21
2.7.1 Agenda Setting Theory (AST)	22
2.7.2 Uses and Gratification Theory (UGT).....	23
2.7.3 Technological Determinism (TD).....	24
CHAPTER THREE	26
RESEARCH METHODOLOGY.....	26
3. Introductions	26
3.1 Research Design.....	26
3.1.1 Quantitative research method.....	26
3.1.2 Qualitative research method.....	26
3.2 Participants of the Study	27
3.3 Sampling Techniques and Procedures.....	27
3.4 Data Source and Instruments of Collection.....	28
3.4.1 Data Source	28
3.4.2 Instruments of Data Collection	28
3.4.2.1 Questionnaire	28
3.4.2.2 In-depth Interview	29
3.4.2.3 Document Analysis	29
3.5 Validity and Reliability of the Instruments of the Study	29
3.6 Data Analysis and Interpretation.....	30
3.7 Ethical Issues.....	30
CHAPTER FOUR.....	31
DATA PRESENTATION, ANALYSIS, DISCUSSION AND FINDINGS	31
4. Introduction.....	31
4.1 Background of the Respondents.....	32

4.1.1 Respondents gender.....	32
4.1.2 Respondents Across Age	32
4.1.3 Education Level of the Respondents	33
4.1.4 Respondents Occupation.....	34
4.1.5 Work Experiences of Respondents.....	35
4.2 Social Media Trends of Journalists and ENA	36
4.2.1 Respondents Social Media Preference	36
4.2.2 Respondents Average Hours Usage of Social Media per Day	38
4.2.3 Social Media Usage Experience	40
4.2.4 Social Media Followers of Respondents.....	41
4.2.5 Sentiment analysis of Facebook and Twitter accounts of ENA	42
4.2.5.1 Sentiment analysis of Facebook	42
4.2.5.2 Sentiment analysis of Twitter	43
4.3 Purpose of Social Media in Journalistic Practice	43
4.4 Material to Access Social Media.....	44
4.5 Social Media for News Source	45
4.6 Fact Checking Methods in Social Media.....	46
4.7 ENA Usage of other news organizations.....	47
4.8 Social Media and Journalistic Practices in ENA.....	49
4.8.1 Social Media purpose of usage and Journalistic Practices in ENA.....	49
4.8.2 ENA has guideline or rule of social media usage for journalists of ENA.....	50
4.8.3 ENA engages training of new media technologies for journalists of ENA.....	51
4.8.4 Suitable conditions of infrastructures for using social media in ENA.....	52
4.8.5 Social media affects digital news writing and reporting of ENA.....	53
4.8.6 ENA concern of fake news, fake accounts, false documents and deepfakes on social media.....	55
4.8.7 Speed of news post on social media regarding your planned news topic.....	56
4.9 Social Media Opportunities and Challenges	58
4.9.1 Social media as an opportunity of ENA journalistic practice.....	58
4.9.2 Social media as a challenge of ENA journalistic practice	59
4.10 Summary of Findings	60

CHAPTER FIVE	64
CONCLUSIONS AND RECOMMENDATIONS	64
5. Introduction.....	64
5.1 Conclusions	64
5.2 Recommendations	65
References.....	66
Appendix 1 English version of the questionnaire	76
Appendix 2 Interview Guidelines	79
Appendix 3 Sentiment data from Facebook account of ENA.....	80
Appendix 4 Sentiment data from Twitter account of ENA	81

List of Tables

Table 1. Respondents gender	32
Table 2. Respondents Social Media Platform preference	37
Table 3. Respondents response towards the main purpose of social media	43
Table 4. Respondents response towards material used to access social media	45
Table 5. Respondents response towards social media usage for news source	46
Table 6. Respondents towards fact checking usage in social media.....	47
Table 7. Respondents towards ENA usage of other news organization news	48
Table 8. Respondents agreement on social media usage purpose.....	49
Table 9. Respondents agreement on guideline of social media usage for journalists.....	50
Table 10. Respondents agreement on trainings of new media technologies	51
Table 11. Respondents agreement on infrastructures of using social media in ENA.....	53
Table 12. Respondents agreement on social media impact on news writing.....	54
Table 13. Respondents agreement on fake accounts in ENA's name	55
Table 14. Respondents agreement on the speed of news.....	56
Table 15. Social media opportunities for Journalistic Practice.....	58
Table 16. Social media challenges for Journalistic Practice	59

List of Figures

Figure 1. Pie Chart of respondents' age33

Figure 2. Educational Levels of respondents34

Figure 3. Job position of Respondents in ENA.....35

Figure 4. Work Experiences of Respondents.....36

Figure 5. Average Hours Usage of Social Media per Day39

Figure 6. Social media usage experience of respondents40

Figure 7. Total number of friends and followers of respondents in social media41

List of Acronyms

- AI - Artificial Intelligence
- AST - Agenda Setting Theory
- DJ - Digital Journalism
- ENA - Ethiopian News Agency
- ICT - Information and Communication Technologies
- SA - Sentiment Analysis
- SGU - Software Generated Contents
- TD - Technological Determinism
- UGC - Users Generated Contents
- UGT - Uses and Gratification Theory

Abstract

Social media is rapidly changing the communication setting of today's World. It creates a shared view of the world to the world. The emergent of social media is significantly influencing professional life of journalists. The main purpose of the study was to assess "Investigation into Social Media Effects on Digital News Reporting: The case of Ethiopian News Agency (ENA)". Data was collected using quantitative and qualitative (mixed) methods. Questionnaire, In-depth interview and document analysis were deployed in the study. Sentiment analysis on Facebook and Twitter platforms of ENA accounts were organized in the study during April 1-April 30, 2021. Based on purposive sampling technique, in-depth interviews were applied to collect data from three editors and director of the New Media and Website Department of ENA. According to the findings, 41 (85.4%) have experience of using social media more than 5 years. More than half of respondents spend at least 2 hours per day on social media. ENA has rich potential capacity and access to disseminate news for more than half a million audiences at once in its social media accounts. The finding shows respondents prefer using smart phones to access social media. The study reveals journalists mostly use social media for news sources, current affairs, and news releases. The finding shows the infrastructures of ENA are suitable for using social media. This is fact that social media is part of them especially in this era of emerging technology. From the finding, social media have opportunities and challenges in journalistic practices. Most Journalists are interested and they are using different social media platforms as an opportunity. There are many direct and indirect factors related to advancement of both coding in computer application programs and tools in digital media having various levels of consequences. According to the study, social media supported respondents in information gathering, reporting and disseminating as a new media opportunity for journalists. It is a new way of communication with different professionals without geographical border barriers; social media facilitated to clarify current affairs in different perspectives from different places without interference. Further the study shows social media in creating new media business, very fast feedback, and audience interactions. The study reveals negative aspects of social media according to the respondents. The respondents think social media affected their journalistic practices broadly categorized in lack of trust and credibility, ethical and legal issues, fake news, deepfake, hate speech and savvy technological advancement. The study exposes ENA's lack of necessary training to fill the constraints of journalists. Writing for digital news platforms, media technologies, user generated contents, software generated contents, and deepfakes have changed the journalism environment. The effects can be small, gradual, and indirect but accumulated over a long time. Where as strong effects may only be apparent over the long term. Thus, the study finds out that social media have affected both journalists and ENA as a media organization in exploiting the potential of the social media to the best of journalistic practices and digital news reporting for digital public interest. Therefore, it needs critical training, awareness and guidance from different actors including the media house, journalists, researchers, media experts, educational institutions and policy makers.

Key words: Social media, Digital news reporting, Fake news, Deepfake, Hate speech, Digital divide, Users Generated Contents, Software Generated Contents

Definitions of Terms

Operational definitions of terms in the research are listed as follows:

- **Apps:** is an application, especially downloaded by a user to a mobile device.
- **Bot:** is a software application that runs automated tasks or scripts over the Internet.
- **Crowdsourcing:** is a sourcing model in which individuals or organizations obtain goods or services, including ideas, voting, micro-tasks and finances, from a large, relatively open and often rapidly evolving group of participants.
- **Doxxing:** is the act of publicly revealing previously private personal information about an individual or organization, usually through internet.
- **Post-truth:** is relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.
- **Social networking site:** is an online platform which people use to build social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds or real-life connections.
- **Web 2.0:** refers to websites that emphasize user-generated content, ease of use, participatory culture and interoperability (i.e., compatible with other products, systems, and devices) for end users.

CHAPTER ONE

I. Introduction

1.1 Background of the Study

A social network is a website where people connect with friends, both they know offline and those who are online only friends. Social media are interactive digitally mediated technologies that facilitate the creation, sharing, exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. Kaplan and Haenlein (2011) noted social media as Web 2.0 which is a new way of software developers and end users collaborated. The other commonly used term for ‘social media’ is ‘social networking sites’. Social media platforms in particular have offered unique functionalities and features which have redefined user involvement in news.

Tandoc and Vos (2016) describes digital platforms were being used in newsrooms for monitoring, interacting and promoting. They monitor news stories published by other news organizations to catch the news stories that they might have missed. They stay posted on audiences’ comments on their published stories, their competitors’ published stories, and trending topics on social media. According to Safori (2018) today news agencies are up taking social media and journalists are using Facebook, YouTube, and Twitter to post stories, updates and blogs.

Ebay(2015) describes the invention of the Internet and digital communications has been changing the way of life of people all over the world. The technology has also changed the way people communicate, interact with each other, and entertain them. This is supported by Everett(2011) as a good chance to the media house to disseminate information as quickly as possible and also on the readers users side it facilitates to access breaking news or other latest information timely through PC, laptops, iPads, and smart phones.

Social media platforms provide new opportunities to engage with the news by commenting on stories, sharing them and discussing them with others. Some of the common features that qualify a tool to be considered a social networking site are: enabling users to communicate with each other in an easy way and allowing users to exchange information, pictures and messages (Dijck,2011).Regarding the social media platform Twitter, Hedman & Pierre (2013) states the industry surveys imply that social media, and specifically Twitter, has become part of the everyday toolkit of journalists, though there are variances in the extent of use on a daily basis.

The rise of social media gives a voice to unheard voices, mobilizes citizens, and increased the flow of information and news. Thus, it gives power to audience participation, encourage debate and enhance shared knowledge building. Social media is fast to reach millions of users and have a very strong influence on how users and societies interact with news to formulate their attitudes and practices immediately to set an agenda. Moreover, private messaging, comments and friends features differ from one social media network website to another depending on the feature and user base (Boyd & Ellison, 2007).

Another significant effect of social media can be seen from the perspective of agenda setting. Manga (2003) explains agenda setting theory puts when issues are covered by the media as often as possible, the public would take them to be important. It means that in determining the subjects we think about, social media set our agendas and ultimately shape our decision making on political, economical or other social issues.

Social media, as one of most powerful online networking tools, has been integrated into a part of social and economic life in the real world. Khan & Shahbaz(2015) describes social networking sites have significant influence on the social and political learning of citizens, especially youths. On the other hand, the development of social media technologies and the fragmentation of information have facilitated the spread of misinformation or fake news.

Social media allowed individuals to be much more active in content and agenda creation. The creation and dissemination of disinformation online has become widespread. Shu et al. (2017) argue that fake news has an adverse impact on individuals and society as it deliberately persuades consumers to accept false beliefs that are shared to forward specific agendas.

On the other hand in Ethiopia, regarding fake accounts on Facebook, Assefa (2020) describes that he found more than 20 Facebook accounts, such as #PM abiyahmed, #DrAbiy Ahmed PM, #Pm Abiy Ahmed, #Dr. Abiy Ahmed Ali PM, Ethiopian PM Dr.Abiy Ahmed etc. with a significant number of followers. This implies different fake accounts on different social media can be created easily to disseminate misinformation, disinformation, fake news or other.

There are still social, cultural and economical and technological constraints that journalists are facing and hold back participation in social media effectively. Hermidam (2013) points to a fragmentation of professional norms and practices as journalists seek to shape a new communicative space to fit within prescribed conventions while they are, themselves, shaped by its socio technical traits.

1.2 Statement of the Problem

Social media brings new characteristics like interactive dialogue and social interactions for news channels. Social media, as one of most powerful online networking tools, has been integrated into a part of social and economic life in the real world. Khan & Shahbaz (2015) describes social networking sites have significant influence on the social and political learning of citizens, especially youths.

Social media has changed news consumption and production behaviors profoundly by blurring the contours between professional journalists and users (Deuze et al. 2007). The effect of different social media platforms on journalists and media organizations is hard to ignore. It has both negative and positive sides as many said, it is a coin of two sides. Media organizations and journalists have to consider in both optimistic and pessimistic attitudes.

According to Skejerdal (2011) access to the Internet through smart phone is increased usage of mobile Internet over the last years in Ethiopia. New media in Ethiopia were a new phenomenon before a decade. News websites, social media and mobile apps are increasingly being used today as the preferred source of news information.

Social media is a fast paced world and news can be spread and go viral in a matter of seconds. Social media has favorable conditions to journalists to report facts and share reliable news immediately. In Ethiopia, according to Abraham and Tibebe (2019) social media provides news faster and less-costly than other mediums.

In other words, due to advancements in technology, people expect real time access to news (Boitnott, 2018). Social media become a news source not only for the general public, but for journalists as well. Many journalists are adapting, controlling application features of social media new tools gather, distribute and create news without losing journalistic ethics. Negative experiences of social media carry more weight than positive interactions about news reporting of organizations.

One of the negatives about using social media in reporting is that we never really know if it is all that factual. However, someone spreading the story is not necessarily aware that it is false. Verifying it may be more difficult for some than for others, depending on various internal and external factors (Lewandowsky et al. 2012).

Social media platforms, however, have the ability to control which aspects of the information and news that the viewers' see. The circulation of fake news poses significant challenges for organizations and brands. Eastin (2001) found that characteristics of a message often hold a greater influence on credibility judgments than sources do.

While all the news agendas set in the social media, there are also individuals to set a story of fake news in the social media agendas. This shift from a media landscape dominated by journalists who acted as gatekeepers of information to one which is characterized by huge amounts of user-generated content has diversified the available information but also simplified the dissemination of fake news (Lewandowsky et al. 2012).

Fake news is a new challenge and it is a news stories or hoaxes created to deliberately misinform or deceive readers. The existing trend has developed into deepfake supported by softwares to create videos and audios without the presence of actual news object. The term "fake news" is not new and often refers to viral posts based on fictitious accounts made to look like news reports (Tandoc, Lim & Ling, 2018).

Fake news disseminating has no border or types of society. In the United States and the other World, the narrative about social media changed dramatically after the 2016 election of President Donald J. Trump, which brought to the fore concerns about widespread malfeasance on social media from "fake news," propaganda, and coordinated disinformation to bot-based media manipulation and alt-right trolling and misogyny (Marwick & Lewis, 2017).

Many parts of the world are facing the direct and indirect consequence of fake news and deepfakes. Fake news often uses sensationalist language and is regularly presented with the help of clickbait characteristics (Chen, Conroy, and Rubin 2015).

Fake news and its circulation have become a serious concern of social media. Social media helped the spread of series fake news, fake accounts, hoaxes and deep fakes that can just easily pass misinformation. Anonymity, user generated content and geographical distance may encourage fake news sharing behavior. On the other hand, the development of social media technologies and the fragmentation of information have facilitated the spread of misinformation or fake news. In Ethiopia, according to Christian (2017a) misinformation and

the dissemination of fake news are other challenges that impede the internet's ability at bringing about democratization.

The rise of ubiquitous deepfakes, misinformation, disinformation, propaganda and post-truth, often referred to as fake news, raises concerns over the role of internet and social media in societies. Such false information may be spread by accounts controlled by humans as well as those run by algorithms, called social bots (Stieglitz et al. 2017). Gathering online news, data, facts and graphics for news requires interpreting and checking in detail. This has an effect on the output of the news and audiences on the social media. The effects of any social media experiences are hard to determine since they vary depend on individual users' experience.

Since journalists of Ethiopian News Agency are highly motivated in using social media sites, the majority of them are using social media for their journalistic needs. On the other hand, as a major news source having branches throughout the country, ENA is using different social media platforms to disseminate news. Using different social media platforms has its own effects either positively or negatively. Currently, the expansion of social media has created speed, competition and creativity of presenting news in different platforms in various levels for diverse audience. ENA as a news organization have to snatch social media sites for better use as source of information and reach wider social media users than before in an organized manner.

There is a need of journalists using social media as information resources or materials that would motivate and help them perform well in their journalistic performance. On the other hand, lack of pressure to examine the constraints of journalists of ENA is a major challenge. Craig (2000) posits that technological changes are reshuffling the levels and functions of communication. Technology has turned the world into a global village, making communication easier, faster and possible through many different channels.

Ethiopian News Agency is a state-owned media institution. ENA is the oldest news organization in the country and mostly gather and supply news stories to both local and international media institutions. The news agency gathers news from various parts of the country through its regional desks as well as Addis Ababa and Foreign Desks (Chala, 2012).

Social media has changed news consumption and production behaviors profoundly by blurring the contours between professional journalists and users (Deuze et al.

2007). Therefore, the researcher focused on ENA because it is the oldest news agency in the country and the major news provider of government owned media. Social networking has already completely changed the way journalists interact in the news world, but also it is advancing more to make it easier to access. This research is intended to investigate the social media effects on digital news reporting of ENA to fill the gap focusing on the existing discourse of the social media usage and digital news reporting of Ethiopian News Agency (ENA).

1.3 Objective of the Study

1.3.1 General Objective:

The general objective of this research is to investigate social media effects on digital news reporting of Ethiopian News Agency in the efforts of raising awareness on the issue of social media challenges and opportunities.

1.3.2 Specific Objectives

Specific objectives of the study are:

- To investigate the advantages and disadvantages of social media on news reporting of ENA.
- To find out to what extent digital online news reporters of ENA effectively use of social media for digital news reporting.
- To identify factors affecting the effectiveness of the existing digital online news gathering and reporting of ENA.

1.4 Research Questions

The study will try to seek answers to the following main questions:

1. What are the advantages and disadvantages of social media for ENA digital journalism reporting?
2. To what extent journalists of ENA has been utilizing social media in news reporting?
3. How social media affects and influence ENA's digital online news gathering and reporting?

1.5 Significance of the Study

The rise of social media brought a global impact on journalists and media organizations. This study helps for news media organizations in order to establish comprehensive digital news reporting in an integrated form of website and social media. Further, the study would also be helpful for journalists, media managers, policy makers, researchers and online digital media experts. The study will also provide relevant material for other researchers who are interested in similar research.

1.6 Scope of the study

According to the data obtained from the informant, ENA has 85 journalists working on content producing at the head quarter of ENA. This research is designed to investigate social media effects, the opportunities and major challenges of social media for journalists working in Ethiopian News Agency. The study does not include other professionals and their practice as well as regional offices to make the research manageable. Therefore, the study is delimited to the head quarter of ENA.

1.7 Limitations of the Study

Social media platforms are new technologies and the researcher couldn't find enough researches and materials in harmony with social media effects in Ethiopian social media context as per the need. Therefore, lack of secondary sources has limited the opportunity to cross triangulate the findings of various research outputs.

During data collection, some of journalists were at field work and it has made difficult to gather more data. Besides, the study did not include all journalists inside ENA. This research also faced some hindrance time constraint in collecting, analyzing and interpreting the data.

1.8 Organization of the Thesis

This study consists of five chapters. The first chapter gives an introduction on background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study.

The second chapter reviews the literatures, i.e. the theoretical framework of the study and issues that are related to journalists and social media utilization for their journalistic practice.

The third chapter presents discussions on the methodology employed to conduct this study. The fourth chapter discusses the analysis and presentation of the data. The chapter discusses all the data collected from respondents, interviewees and sentiment analysis. The chapter includes the summary of findings. Finally, chapter five provides the conclusions and recommendations.

CHAPTER TWO

REVIEWS OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Overview of Social Media

Social media refers to the interaction among people in which they create, share, and exchange information and ideas in virtual communities and networks. According to Nielsen (2017) social media is not media, but platforms for interaction and networking. Thus, social media refers to computer-mediated technology facilitating the growth and sharing of ideas, awareness, career interests, information, and other methods of expression through social networks and virtual communities.

Social media is the collective of online communication channels dedicated to community based input, social interaction, content-sharing, and collaboration; it consists of the tools, services, and communication facilitating connections among people with common interests. Kaplan and Haenlein (2010) observe social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.

Social media includes social networking and professional networking sites. According to Chafey (2013) social media refers to internet and mobile-based social networking platforms build on the foundations of web 2.0 that allow users to produce, consume and exchange information, socialize and interact with each other, share opinions and content, it involves building of communities or networks and encourages participation, engagement and content creation.

Social media is the use of web-based and mobile technologies including applications to turn communication into interactive dialogue. Other scholars Singh et al. (2008) share the same view posit that social media is just a new channel like TV and Radio. Further to the advantages of the old media, social media reaches a large audience at a lower cost.

McQuail (2010) states the principles of social responsibility to include media acceptance of obligations to the society; ownership as public trust; truth, accuracy, fairness and objectivity;

professional ethical compliance and self-regulation. By implication, media personnel and organizations are to be self-censored in their services to the society.

In addition, Hermidam (2012) contends the rise of social media has a consequence on the editorial and ethical standards of traditional journalism. He puts three challenges:

1. The process of Verification: the use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism's principles. And this has the power to cost the big asset of media organization- credibility.
2. The Interpretation of Objectivity: objectivity, one of the key values in journalism gets challenge with the use of social media. Thus, media organizations are drafting social media guidelines to fight partiality that has come with the use of opinions by journalists on social media networks. Thus, journalists are getting hardened on the very social nature of social media.
3. The Professional/Personal balance: either to use social media for personal or professional purpose is igniting a debate among scholars. News organizations and journalists are developing frameworks to negotiate the hazy line between the personal and professional use of social media. However, news organizations have varied viewpoints towards this.

According to Bercovici (2010) while there are disputed claims as to who coined the term "social media," the term appears to have emerged in the early 1990s in reference to emerging web-based communication tools that facilitated online interaction. Now social media is the fastest growing type of media in the history of the world (Meyer, 2012).

2.1.1 Definition of Social Media

Henderson and Bowley (2010) define social media or Web 2.0 as a collaborative online applications and technologies that enable participation, connectivity, user generated content, sharing of information and collaboration amongst a community of users.

Kaplan & Haenlein (2010) defined social media as a collection of internet based applications that expand the ideological and technological foundations of Web 2.0 and that permit the creation and exchange of user-generated content.

Also Kietzmann et al. (2011) defined social media with a broad stroke in that social media employ mobile and web based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content.

On the other hand Howard & Parks (2012) defined social media as a source of which people and organizations use to distribute and consume ideas, values, and cultural products in a digital form.

Social media is a set of online applications and tools that provide ways of social interaction and communication between digital media users by facilitating and creating knowledge sharing and ultimately transforming a monologue into a dialog, for instance, by an organization to customers(Hansen et al., 2017).

2.1.2 Types of Social Media

Scholars have created classifications that define social media in terms of different types of communication technologies (i.e. Kaplan & Haenlein 2010; Krishnamurthy & Dou, 2008; Shao, 2009). For example, Kaplan & Haenlein (2010) classify social media in terms of blogs, social networking sites, virtual social worlds, collaborative projects, content communities, and virtual game worlds.

Alternatively Beer (2008) offers the categories social media as wikis, folksonomies, mash-ups, and social networking sites as distinct types of applications that fit within the broader framework of Web 2.0.

2.1.3 Characteristics of Social Media

There are many views and uniqueness of social media. Most of the characteristics associated with social media identified by Mayfield (2008) are:

- Social media encourages contribution and feedback (participation)
- Open to feedback and participation (openness)
- Facilitate two way communication (conversation)
- Facilitate formation of communities (community) and
- Facilitate connections through links to other sites, resources and people (connectedness).

2.2 Digital News Reporting

Emergence of multi-platform news production and delivery through technological innovations challenges the role of the traditional journalistic medium as the sole information provider for society. McQuail (2010) opines new media are internet based activities especially the public use of the internet which includes online news, advertising, broadcasting, the World Wide Web, forums etc.

Because of technological new media platforms, new type of digital journalism emerged. Domingo and Wiard (2016) states digital journalism as a networked production, distribution, and consumption of news and information about public affairs. What a distinctive about DJ is networked settings and practices that expand opportunities and spaces for reporting news.

According to Zemmels (2012) new media technologies have made online communication platforms and immediate international communication possible. Morrison (2017) explains more that people are also able to make their contributions to news coverage by uploading media and commenting on news websites and social media, thus adding an extra dimension to the news as a whole.

Typical tools available online include text-based forums like chat rooms, bulletin boards, searchable databases and biographical information about reporters and columnists in addition to links for contacting journalists through email (Dibean & Garrison, 2001; Dimitrova et al., 2003; Himmelboim, 2010). Online news sources enable website visitors to respond and interact with or even customize stories. In the context of online news, interactivity facilitates the active consumption of information (Kopper, Kolthoff, & Czepek, 2000)

Moreover Rabby, Saiful & Hoque (2014) describes new media calls for new ethics because the issues online journalists are confronting different from those that traditional journalists face. Online news consumers or online readers mean people who use online news sources regularly or occasionally to meet their need for information. Hayes, Singer, & Ceppos (2007) remark in the digital environment, old assumptions about journalistic roles and values can no longer be accepted uncritically nor old approaches to them continued indefinitely.

Krumsvik (2018) has identified four ways in which publishers, journalists and news organizations can interact with their audiences to derive mutual benefit from internet

distribution of news. At first, audiences can participate in the production of news content. Secondly, journalists and their audiences can share news stories, and users can interact with other users. Thirdly, online discussions can be directed to social networks and be separated from editorial content to in order to more effectively manage participation and finally, user interactions can be gathered to better enable the more effective targeting of news content.

2.3 Social Media and Journalism

Social media has become an important source of news. It has changed the way people communicate and the way information is produced, consumed and distributed. Harrington & McNair (2012) reflects that various news channels tweet or give updates on significant happenings all over the world and the news quickly gets passed around the networks in ways never experienced before. There has been significant change in the news media with journalists competing with social media platforms to report news.

The rise of social media in news reporting has twisted journalism. Hermida (2010) states social media technologies like Twitter are part of a range of Internet technologies enabling the disintermediation of news and undermining the gatekeeping function of journalists. According to Chen (2012) innovations in digital media continue to change the way we think, act and live.

With the advent of social media platforms, citizens are producing news and engaging audiences. This has led to the new type of citizen journalism. For Allan(2007) citizen journalism is described variously as “grassroots journalism,” “open source journalism,” “participatory journalism,” “hyper local journalism,” “distributed journalism,” or “networked journalism,” as well as “user-generated content”.

This is also supported by other scholars. The emergence of news consumers acting also as influential news providers has given rise to the establishment of journalistic terms such as 'interactive journalism', 'citizen journalism' and 'participatory journalism' (Nip, 2006).

Online media, digital technology, and the interactivity of social media have all contributed to the paradigm shift towards participatory journalism. Biggs (2007) considers this new way of reporting a collaborative effort between journalists and audiences using via methods such as crowdsourcing and distributed reporting.

Deuze (2003) explains journalists must make decisions as to which media format(s) best convey a certain story, consider options for public response and user interaction or customization (interactivity), explore opportunities to connect the piece to other stories, archives, and resources through hyperlinks.

Social media technology is rapidly evolving the media industry and the practices of mass communications. Today's audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions. Harper (2010) describes this shift, sometimes called the social media revolution is not the death of journalism; it's the birth of a democratic movement that emphasizes some of journalism's key factors: transparency, honesty, and giving a voice to the person who doesn't have one.

Deuze (2005) proposes five fundamental distinctive values could well describe journalism's ideology: public service, credibility, autonomy, immediacy, and legitimacy. On the other hand, social media is a platform that is too young, but has yet brought a global impact. However, such kind of challenges to journalistic norms are not new as the profession has debated on commercialization, bureaucratization, new media technologies, seeking audiences, and concentration of ownership.

2.4 Credibility of online news

Leach (2010) emphasis that credibility is the most important issue in the ethical practice of online journalism. Online media blurs the line separating personal opinion and unverified information from what journalists are reporting.

On the other hand Deuze and Yeshua (2001) have stated although the essence of journalism remains basically unchanged, it is obvious that the Internet shapes and redefines a number of moral and ethical issues confronting journalists when operating online or making use of online resources.

Ethical issues are even more notable regarding users generated contents. Wasserman (2012) explains internet has changed audience behaviors and thus pushed news organizations to change how they work. He raises the issue of "standard of veracity": how journalists define truth when reporting online and the necessity of applying traditional standards of verification

to new media. Regarding the online trends Sundar (2016) explains everybody thinks of themselves and their friends as trustworthy sources.

At the same time, while everybody can claim that what they know is true, the trust in expert opinion has drastically declined. Davies (2018) predicts journalists, judges, experts and various other 'elites' are under fire today.

2.5 Advantages and Disadvantages of Social Media

The social media proved to be a major communication vehicle that spread across the globe. The advent of social media has come forth with an assortment of opportunities and challenges as far as the conventional media is concerned (Bruhn, Schoenmueller & Schäfer, 2012).

Social media use is an ever increasing phenomenon of the 21st century. In the United States, about 7 of 10 individuals use social media to connect with others, receive news content, share information, and entertain themselves (Pew Research Center, 2018).

According to Solis and Deirdre (2009) social media is the democratization of content and the shift in the role people play in the process of reading and disseminating information and thus creating and sharing content. Social Media represents a shift from a broadcast mechanism to a many to many model, rooted in a conversational format between authors and peers within their social channels.

2.5.1 Advantages of Social Media

Social media changed the way in which individuals interact and find information. According to Gilpin, Palazzolo, & Brode (2010) social media create an environment of intimate interaction regardless of time and space which fosters a connection between individuals and groups with organizations.

Users usually share their daily life activities and events, but also their ideas, thoughts, likes and comments about what people care about. Moreover, social media allows interpersonal dialogue between and among users and has offered new opportunities for both institutions and individuals to connect with stakeholders and each other (Ibid.).

2.5.2 Disadvantages of Social Media

There are several concerns on disadvantages to social media usage in different societies around the World. Supporting this, Palfrey (2010) describes the inappropriate use of technology, absence of privacy, sharing of private data, and dropping testimony on user sites, vulnerable teenagers for threats and notable hazard. The hacker can reach users of data that the user leaves on the sites browses continuously this allows the hacker to be able to get the registry data from one site to enforce threats.

The effect of social media is now being re-evaluated for its social impact, amid broader questions about data privacy, hacking, and government surveillance, as well as doxxing, harassment, and hate speech online(Gillespie,2018).

Moreover Johnson & Kaye (2010a) describes a common criticism is that Web-based information often does not reach sufficient levels of factual substantiation or analysis, and there is little pressure to present truthful and unbiased information. Based on Alcott & Gentzkow (2017) this is because social media has come with a lot of adverse effects on media content such as the distribution of fake news. This makes people very vulnerable to fake news, lies and propaganda.

2.6 Trends in Online Media Environment

2.6.1 Fake News

Alcott & Gentzkow (2017) defines fake news as intentionally and verifiably wrong or false news produced for the purpose of earning money and/or promoting ideologies. Fake news is specifically designed to plant a seed of mistrust and exacerbate the existing social and cultural dynamics by misusing political, regional and religious undercurrents (Wardle and Derakhshan, 2017).

The fake news threat of further distraction is compounded against truth by the power of social media. The development of digital media technologies and the fragmentation of information have facilitated the spread of misinformation or fake news. Fake news has become a buzzword, especially after the 2016 presidential election in the United States (Grinberg et al., 2019).

Tandoc, Lim, and Ling (2018) used levels of facticity and deception to provide a typology of fake news definitions for different types of information, such as negative advertising, propaganda, manipulation, fabrication, news satire and news parody. Bode & Vraga (2015) asserts many questions related to fake news and misinformation in the “post-truth” era remain unanswered.

There are various types of fake news prevalent today. According to Lazer et al. (2018) the most prominent types of fake news are the following:

- Clickbait: involves news stories that are purposely fabricated to gain more website visitors and increase advertising revenue for websites.
- Satire or Parody: news stories created purely for entertainment purposes with no intention to cause any harm, but may possibly fool the reader.
- False connection or misleading headings: include news stories or articles that contain genuine and accurate content but make use of misleading or sensationalist headlines.
- Propaganda: involves news stories that are deliberately created with the intended purpose to mislead audiences or promote a biased point of view or particular political cause or agenda.
- Biased or Slanted news: includes news stories that rely on the biases and beliefs of the readers.
- Sloppy journalism: involves news stories constructed using unreliable information or untrusted sources that can mislead readers.
- Manipulated news: includes news stories that manipulate the content of genuine and factual stories to deceive the readers.
- Fabricated news: involves news stories containing 100% false content created to deceive and perform harm.
- Sponsored content: are news stories or advertising that is disguised as editorial content but can mislead the readers.

2.6.2 Deepfake

A deepfake is a video, photo, or audio recording that seems real but has been manipulated with artificial intelligence (AI). Davies (2018) explains that deepfake technology is rapidly becoming more realistic and accessible. Social media further aggravates this nervous

environment. Llorente (2017) explains traditional institutions losing authority over facts, fake news, misinformation and lies have become a common place, side lining the truth in the process.

According to Davies (2019) deepfake is based on machine learning, usually deep learning techniques, which is used to produce or alter video to make it look like something happened that did not. The term “deepfake” is an amalgamation of both “deep learning” and “fake” and is a manipulation method that has been used in the studios of Hollywood for years.

The underlying technology can replace faces, manipulate facial expressions, synthesize faces, and synthesize speech. In the past, creating fake videos was an expensive task that required an extensive amount of skill, time, and money. However, today all it takes to create fake videos is a gaming laptop, an Internet connection, and a rudimentary knowledge of neural networks. There even exist applications that offer face-swapping in videos with a single click (Thaware & Agnihotri, 2018).

Deepfakes can depict someone appearing to say or do something that they in fact never said or did. From a negative perspective, deepfake videos can easily be used to create fake sex scandals for political figures, business leaders, celebrities and well-known people in the public eye(Davies, 2019).

Fikse (2018) describes available deepfake videos can be categorized into one of the following groups:

- Technology Demonstration: include deepfake videos that are created as examples to demonstrate how the technology works.
- Satirical/Meme: involve deepfake videos that are humorous or mocking, created as a form of political or social commentary.
- Pornographic: involve deepfake videos that often carry the face of well-known celebrities on the body of pornographic actors.
- Deceptive Deepfake: fake videos made of political actors or an authority figure with the intention of creating a scandal.

2.6.3 Hate Speech

Foxman and Wolf (2013) describes hatred in the context of human interaction as extreme dislike of persons or groups on the ground of their racial, ethnic, and religious or gender orientation or affiliation. According to Hernandez (2011) when hate speech is permitted to be propagated, it encourages a social climate in which particular groups are denigrated and their discriminatory treatment is accepted as normal.

Hernandez (2011) also states that hate speech expresses, advocates, encourages, promotes or incites hatred of a group of individuals distinguished by a particular feature or set of features creates discord in the community, harms the target group, and infringes upon equality.

The European Court of Human Rights (2018) reports in its facts sheet that: tolerance and respect for equal dignity of all human beings constitute the foundations of a democratic, pluralistic society. The court identifies the forms of hate speech to include ethnic hate, racial hate, religious hate, threat to democratic order, verbal violence and incitement to hostility, expressions condoning terrorism, expressions condoning war crimes, expressions denigrating national identity, display of a flag with controversial historical connotations, incitement to ethnic/racial/national hatred, incitement to religious intolerance and insult of state officials.

Furthermore Waltman and Haas (2011) observe hate speech could serve social and political functions in a democratic society with implications on intimidation of members of an out-group on the basis of their racial, ethnic, and religious or sexual orientations.

2.6.4 Digital Divide

Organization for Economic Cooperation and Development (2001) defines digital divide as the gap between individuals, households, business and geographic areas at different socio-economic levels with regard both to their opportunities to access information and communication technologies (ICTs) and their use of the internet for a wide variety of activities.

Regarding this Wilson (2004) defines the digital divide as an inequality in access, distribution, and use of information and communication technologies between two or more

populations. McQuail (2005) explains digital divide means the various inequalities opened up by the development of computer based digital means of communication.

There are eight aspects of the digital divide: physical access, financial access, cognitive access, design access, content access, production access, institutional access, and political access(Wilson, 2004). On the other hand Friedman(2001) describes philosophical and sociological sides of the digital divide are because of a potential missed opportunity on the part of millions of people to obtain desirable jobs and enhance their lives by using computers and the Internet.

Fuchs & Horak (2007) explain technological material access is the availability of hardware, software, applications, networks, and the usability of ICT devices and applications; usage and skill access is the capabilities needed for operating ICT hardware and applications, for producing meaningful online content, and for engaging in online communication and co-operation.

On the other hand Bonfadelli (2002) found out that digital divide exists between the affluent, better-educated young adults and their less affluent, less educated peers since the rich and educated obtain the internet and use it regularly for information while the poor and less-educated either do not have access to the internet or they use it only for entertainment. Furthermore Yuguchi(2008) states the digital divide problem has geographic, demographic, and socio-economic dimensions.

2.6.5 Users Generated Contents (UGC)

One of the most interesting characteristic of social media is represented by the term user-generated content. According to Kaplan and Haenlein (2010) UGC refers to different forms of media content, publicly available and created by end users. Information Resources Management Association (2015) explains social media has changed the way its users communicate and utilize internet-based sites as a means of dispersing content among digital media and internet users.

UGC as the contents generated by social media users, such as comments, posts, digital photos, video sharing, and all online interaction data, are critical and represent the lifeblood of social networking and social media sites (Russell, Maksut, Lincoln& Leland, 2016).

Social media gives its users a sense of identity and community in producing contents. Zemmels (2012) noted users are able to become active agents in new media environments and produce their own content.

Users are highly attracted by the ways of social media. Sundar (2008) states due to interactive features of digital technologies, the media experience transforms from a passive into active and engaging behaviors; media users can engage with content in a personal way.

2.6.6 Software Generated Contents (SGU)

The dynamics of news media are changing towards a heavily business oriented journalism through the use of algorithm. Clerwall (2014) describes computers are programmed to produce standard stories that are almost impossible to distinguish from articles written by humans. Thus Lundsten (2016) added that the use of algorithms in news practice is a new milestone in the evolution of mass media institutions.

The World knows how computers produce news. But the clarity comes after 2016. Marwick& Lewis (2017) explain the public narrative about social media in the World changed dramatically after the 2016 election of President Donald J. Trump, which brought to the fore concerns about widespread malfeasance on social media from “fake news,” propaganda, and coordinated disinformation to bot based media manipulation and alt-right trolling and misogyny.

2.7 Theoretical Framework

Agenda Setting Theory (AST), Uses and Gratification Theory (UGT) and Technological Determinism (TD) are basics theoretical frameworks for this research.

Agenda Setting Theory describes the ability of the news media to influence the salience of topics on the public agenda. Uses and gratification is concerned with how people use media for gratification of their needs. The theory attempts to explain the uses and functions of the media for individuals, groups and society. Technological Determinism deals with the improvements in technology both in new products and better, more innovative ways of producing goods can be achieved by either creating a truly new technology or by adopting a technology that has already been developed.

Therefore, the researcher based these theoretical frameworks for the approach to this research because the models lead to distinctly different, but complementary, knowledge about the case.

2.7.1 Agenda Setting Theory

Agenda setting theory is one of the mass communication theories concerned with the ability of the media to influence the significance of events in the public's mind. It refers to how the media news coverage determines which issues becomes the focus of public attention.

Jorgensen & Hanitzsch (2009) stated that even if he never used the term agenda setting theory, Lipmann has laid the founding stone to generate the concept of the agenda setting theory in the year 1922. Lippmann (1922) argued political images received by the public are not direct pictures of events, experiences or theories. They are, instead, pictures in people's heads.

Rogers (2004) describes the theory of agenda-setting is all about the formation of public awareness and concern of most important issues by the news media. The media cue the public to see certain issues as important by the prominence such issues are given and by both the extensiveness of stories in a given day and duration of coverage over time (Grossberg, Wantella, Whitney & Wise,2006).

Scholars' levels agenda setting theory as first level agenda setting theory and second level agenda setting theory. According to McCombs (1992)the first-level of agenda setting deals with the transfer of object salience from the mass media to the public. It mainly focuses on the issues, events or political figures of the media agenda, and how the media agenda impacts audience perceptions about what issues are worthy of attention. Nowak (2018) also stated in the first level, the media have the ability to impose on public opinion the belief about the importance of certain topics, issues and problems.

Where as in relation to the second level of the agenda setting, scholars stated that, in the second level agenda setting, the focus shifts from coverage of objects to coverage of attributes of those objects. According to Griffin (2006) major news editors, public relation professionals, these are individuals working for government agencies, corporations and interest groups. These individuals give their news agenda through their press releases and

press conferences. Others are the "interest aggregations", these are individuals who are creating platforms which must be reported by the media institutions.

2.7.2 Uses and Gratification Theory (UGT)

According to Severin and Tankard (2001) the Uses and Gratification theory was first used in an article anchored by Katz (1959) where it debunked the claim by Berelson (1959) that the field of communication research was dead. He observed that most communication research up to that time was geared at probing what do media do to people. Katz, therefore, suggested attention should shift to what people do with the media.

McQuail (2010) asserts the central question posed under UGT is why do people use media, and what do they use them for. The theory grants only a limited effect to the media, suggesting instead that individuals have much control over what they consume (Littlejohn & Foss, 2009).

Williams (2003) explained the 'uses and gratifications' approach argued the audience brought its own needs and desires to the process of message reception, which structured the way in which the message is received.

The uses and gratifications approach therefore shifted focus from the purposes of the communicator to the purposes of the receiver. This approach, according to Blake & Haroldsen (1975) contends the interaction of people with the media can most often be explained by the uses to which they put the media content and/or the gratification which they receive.

The theory postulate that media consumption is a deliberate choice that people make to satisfy their specific needs, but their needs vary from person to person. According to Williams (2003) UGT focused on what people do with media. For Sparks (2012) media doesn't have a uniform effect on the audience as effects vary from individual to another based on the reasons of media use.

Sundar and Limperos (2013) argued new media and their development have not only created new gratifications but also made the already existing ones more visible. Ruggiero (2000) asserted the emergence of computer-mediated communication has revived the significance of

uses and gratifications theory. As new technologies present people with more and more media choices, motivation and satisfaction become even more crucial components of audience analysis (Ibid.).

Whiting and Williams (2013) identified ten uses and gratifications for using social media: Social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing and surveillance or knowledge about others.

2.7.3. Technological Determinism (TD)

Technological determinism implies diminished human choice and responsibility in controlling technology. It documents that we are moving towards an increasingly digital, mobile, and social media environment with more intense competition for attention.

According to Adler (2006) technological determinism (TD) is the idea that technology has important effects on our lives. This idea figures prominently in the popular imagination and political rhetoric, for example in the idea that the Internet is revolutionizing economy and society. TD has also had a long and controversial history in the social sciences in general and in organization studies in particular. This particular view of technological impacts often leads to technological determinism of which there are various forms, all related to traditional notions of determinism.

According to Feenberg(1992) there are two positions or premises of this determinism. First, technical progress appears to follow a unilinear course, a fixed track, from less to more advanced configurations; and second, technological determinism also affirms that social institutions must adapt to the imperatives of the technological base.

More and more people get news via digital media, they increasingly access news via mobile devices and rely on social media and other intermediaries in terms of how they access and find news. Friesen (2008) also discusses in relation to models of technology diffusion. In this, he differentiates between optimistic and pessimistic determinism, the former characteristic of enthusiasts who focus on positive aspects of technical change and the latter associated with laggards or luddites who see it more negatively, or even as destructive.

Technology and culture will continue to affect each other. Technological devices will continue to shape the culture, while cultural forces and circumstances will choose what technologies to be developed. This process eventually will continue to effect, e.g, mobile phones has made the communication through the media increasingly unlimited. People can contact other people anytime and anywhere. Communications technology, in essence, have the same developmental path that is, toward the technology to reach a wider range, carry more information and faster, and involves a lot of people (Thurlow et al., 2004).

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

This chapter presents the methodological aspects of the study. The chapter details the particular design used in this research including methodological choices, data collection instruments and procedures of data collection as well as data analysis.

3.1 Research Design

In order to meet the objective, the researcher applied mixed research method that includes collecting, analyzing and interpreting data using both quantitative and qualitative research methods in order to investigate a phenomenon or attempt to answer research questions. To obtain quantitative results from a population in the first phase, and then refine or elaborate these findings through an in-depth qualitative exploration in the second phase (Creswell, 2012).

3.1.1 Quantitative research method

Quantitative data is often gathered through surveys and questionnaires that are carefully developed and structured to provide you with numerical data that can be explored statistically and yield a result that can be generalized to some larger population.

Quantitative research refers to the systematic investigation of quantitative properties and phenomena and their relationships. Quantitative research methods describe and measure the level of occurrences on the basis of numbers and calculations. Quantitative research method includes the true experiments and the less rigorous experiments called quasi-experiments, correlation studies, and specific single-subject experiments (Campbell & Stanley, 2009).

According to Creswell (2012) the rationale for this approach is that the quantitative data and results provide a general picture of the research problem; more analysis, specifically through qualitative data collection, is needed to refine, extend, or explain the general picture.

3.1.2 Qualitative research method

Qualitative research is a flexible approach that seeks to generate and analyze holistic data on an issue of interest using sufficiently rigorous, trustworthy and ethical methods and

techniques. According to Robert (2011) qualitative research first involves studying the meaning of people's lives, under real-world conditions. People will be performing in their everyday roles or have expressed themselves through their own diaries, journals, writing, and even photography entirely independent of any research inquiry.

3.2 Participants of the Study

The participants of the study are journalists in Ethiopian News Agency ENA. The study does not include other professionals and regional offices ENA to make the research manageable. This is for the fact that not to be biased while selecting participants of the study. Therefore, the participants of the study are journalists working only at the head quarter of ENA at Addis Ababa. Thus, the researcher purposely selected the participants of the study and the justification will be discussed ahead.

3.3 Sampling Techniques and Procedures

The samples in quantitative content analysis should be carefully selected in line with the research topic and the unit of analysis or content. According to Davies and Mosdell (2006) sampling refers to the selection of subjects for a study among the total population in a given research work.

In this research, for the qualitative method, snowball sampling technique was employed. Purposive sampling focuses on selecting information-rich cases whose study illuminate the questions under study (Patton,2002).

For quantitative method simple random sampling was employed. According to the data obtained from the informant at the head quarter, during the research period, ENA has 85 journalists actively working on content producing at the head quarter. The researcher decided and tried to have the margin error 5% and the confidence level 95%.

Therefore, after identifying the targeted samples, 52 questionnaires were distributed and 4 In-depth interviews were held to explore details on issues relevant to the study.

3.4 Data Source and Instruments of Collection

3.4.1 Data Source

The study used primary data source. A combination of various data collection instruments were constructed to access first hand information in questionnaire and in-depth interview. Also social media official sentiment documents of Facebook and Twitter accounts of ENA were analyzed.

3.4.2 Instruments of Data Collection

The data collection instruments for this research was used are questionnaire to collect quantitative data from journalists and in-depth interview to gather qualitative data from editors. Furthermore, data from the official social media accounts ENA is used for sentiment analysis.

3.4.2.1 Questionnaire

A questionnaire is a series of written questions a researcher supplies to subjects, requesting their response. Usually the questionnaire is self-administered in that it is posted to the subjects, asking them to complete it and post it back. In order to collect first hand data, the researcher used questionnaire (Appendix1). A questionnaire allowed the researcher to collect the most complete and accurate data in a logical flow. This was done in order to reach reliable conclusions from what the researcher was planning to examine.

The questionnaire aimed and designed to acquire demographic information of respondents. It was designed to get information that helped to know the social media and technological preference of journalists. Also it helped to know the journalists experience in using social media to perform their professional practice efficiently. The questionnaire had a Likert scale method basically focused to find out their agreement and disagreement levels on different issues related to social media usage of ENA. The last part had open ended questions leads to describe their views of social media to their practice and media houses. Thus, the 52 questionnaires were prepared in Amharic language and disseminated to news reporters and editors after piloting with other media experts and editing them based on the feedback.

3.4.2.2 In-depth Interview

Interview is a conversation between two or more people for the purpose of obtaining data on a given topic. According to Jensen & Jankowski (1991) the interview has a number of advantages. One is that it can cover a wide range of outlooks on a given subject.

According to Kothari (2004) interviews can be structured, semi-structured or unstructured. If the interviewer uses a set of predetermined questions and in order prescribed, the interview would be called structured interviews.

In-depth interviews are useful when you want detailed information about a person's thoughts and behaviors or want to explore new issues in depth. Thus, the researcher held in-depth interviews with three news Editors and one Editor in chief of the New Media & Website Department.

3.4.2.3 Document Analysis

Existing personal or public records often provide insights into the issue under study. While public records are often writings about the setting, people, issue under study, personal records are accounts of an individual including diaries. Public as well as personal records may be incomplete, inaccurate; questionable of its authenticity. Yet, such documents provide to assess the sentiment in an insight to the researcher and may help in raising additional questions that may help to generate more information.

3.5 Validity and Reliability of the Instruments in the Study

Validity determines whether the research truly measures that which it was intended to measure or how truthful is the research result. Validity can be applied to the logical tightness of experimental design, the ability to generalize findings outside a study, the quality of measurement, and the proper use of procedures.

Reliability refers to how consistency of a method measures something. In order to assure the reliability of the methods used in the study the researcher had employed a pilot study before the actual data collection. Therefore, the data collection instruments were primarily applied to selected journalists and media experts of different media houses. As a pilot test and

appropriate feedback have been taken into consideration. Thus, the data collected in both the questionnaire and interview techniques were reviewed and checked for its accuracy, correctness, validity and as much as possible error free by the researcher.

3.6 Data Analysis and Interpretation

Data analysis in qualitative research consists of preparing and organizing the data for analysis, then reducing the data into themes through a process of coding and condensing the codes, and finally representing the data in figures, tables, or a discussion. According to Creswell (2012) analysis initially consists of developing a general sense of the data, and then coding description and themes about the central phenomenon.

The researcher employed both qualitative and quantitative approaches. The data was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that were collected using questionnaires were entered into the computer using IBM SPSS 23 package software. Coding and analyzing of these data were carried out using this software package. The interview was conducted in Amharic language to make respondents feel comfortable and express the issues in better ways. Then, the data was transcribed and translated into English.

3.7 Ethical Issues

The necessary precaution was taken to make the study ethical. Ethics refers to the moral principles that guide research from inception through to its completion & publication of results. Respondents were informed ahead about the purpose of the data they were providing. They were told that the information they provide via the questionnaire or interview is going to be used only for the purpose of academic study and remain confidential.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, DISCUSSION AND FINDINGS

4. Introduction

In this part, the research data are presented, analyzed and discussed in line with the research questions. As it has been clearly outlined in the previous sections, the main objective of this paper was to investigate social media effects on digital news reporting and identify problems so as to recommend some corrective measures that curb the problems. Therefore, major findings of the research from the data presented, analyzed and discussed are written.

In order to meet the objectives, both quantitative as well as qualitative methods were used to collect data. Thus, 52 questionnaires were prepared and dispatched among the journalists of ENA respondents found in the head quarter of Addis Ababa. Out of them, 50 questionnaires were collected and 48(92.3%) of the questionnaires got completely filled and directly taken for the research.

In addition, three editors and one editor-in-chief were purposively selected and interviewed. Facebook and Twitter Social media accounts of ENA was also analyzed to support and correlate the data found from questionnaire and in-depth interview.

The collected data with the objectives and a careful review of relevant literature were coded, entered and analyzed using appropriate statistical techniques. The documents from social media accounts of ENA, questionnaires and in-depth interviews discussions of the findings were classified in to different major themes.

The first part was assessing journalists' background. The second part deals with their social media experience. This helped to find out whether ENA journalists were using the potential of social media practically related to Agenda Setting and Uses and Gratification Theories.

The third part was focused on journalistic practice and social media. It was more focused on how social media was changing the ways of news gathering, agenda sharing, news tips, media technologies, new media infrastructures, fake news and new media technologies training of ENA. The discussion looks deep in details with opportunities and challenges

journalistic practices. Furthermore, the discussion is about journalists' correlation to social media advantages and disadvantages in their journalistic practices.

4.1 Background of the Respondents

4.1.1 Respondents gender

Table 1. Respondents gender (N = 48)

	Item	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	38	79.2	79.2	79.2
	Female	10	20.8	20.8	100.0
	Total	48	100.0	100.0	

(Organized by the researcher)

From Table 1 above, 38 (79.2%) of the respondents were male and 10(20.8%) of them were females. This indicates that more than half of the respondents were male respondents. Though the number of female respondents was few in number.

4.1.2 Respondents across Age

The overall participants' of respondents' age is ranged from 20 to 40 years old and above; the age range of in the above pie chart for both sex shows that the majority of the respondents inclined to youths.

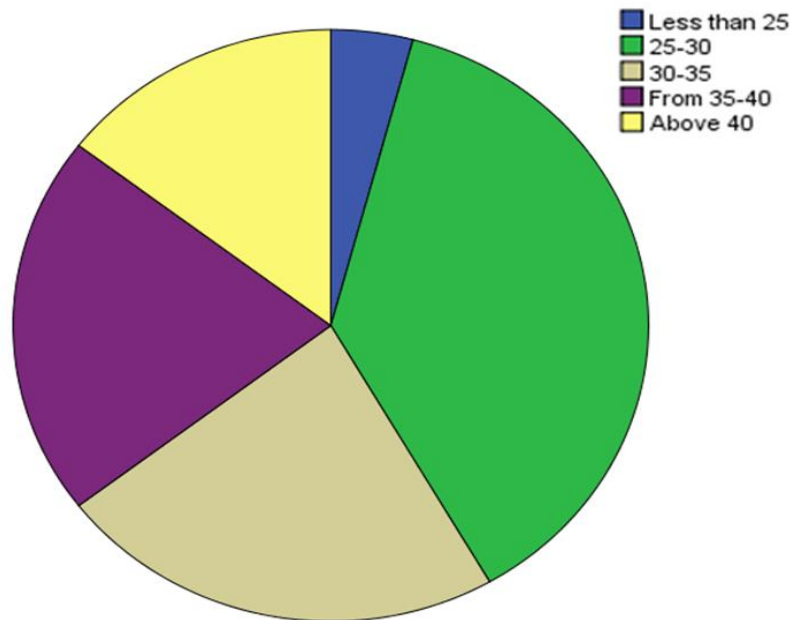


Figure 1. Pie Chart of respondents' age

Among the total respondents, 18 (37.5%) of them were aged from 25-30 years old. 11 (22.9%) of respondents were aged 30-35 years old. 10 (20.8%) of respondents were aged 35-40. 7(14.6%) of respondents were aged above 40 and 2 (4.2%) of respondents aged 20-25. This shows that most of the study respondents were youths. The next big number could be observed between ages from 31-45 years old that were 36 (27%).

According to a recent study, young individuals pervasively use social media for a variety of reasons including entertainment, identity formation, social enhancement (augmenting offline social status through online interactions), and maintaining interpersonal connections (Ifinedo, 2016).

4.1.3 Education Level of the Respondents

Graduating and professional education is the main quality and responsibility of journalists to make them effective and qualified.

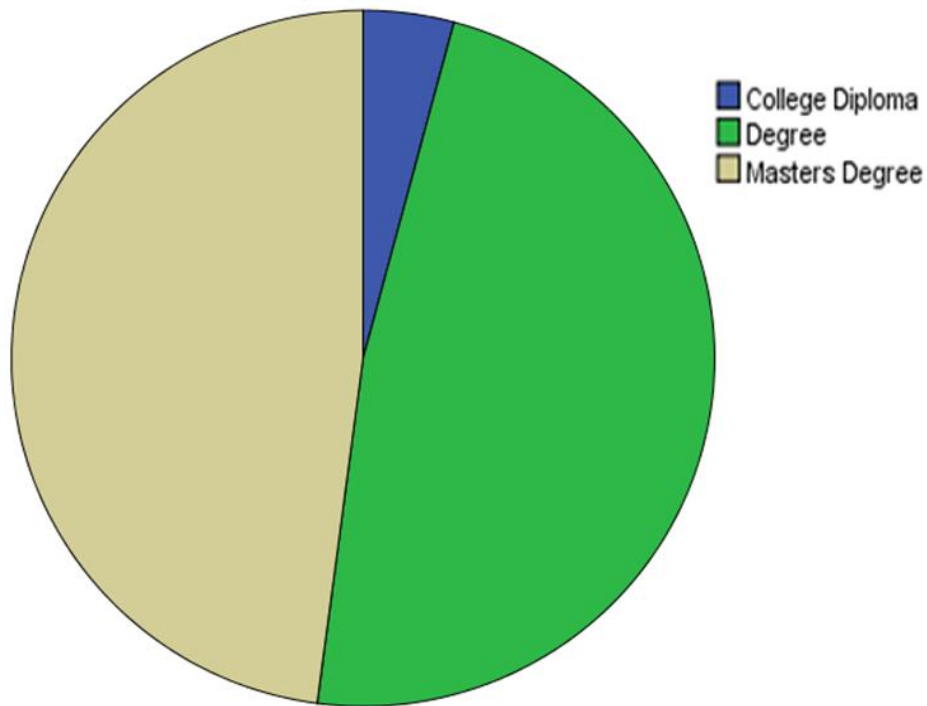


Figure 2. Educational Levels of respondents

General information about respondents obtained from the questionnaires indicates that 23 of the 48 journalists (47.9%) have bachelor degree, while 23 (47.9%) have second degree level and only 2 (4.2%) have a college diploma.

4.1.4 Respondents Occupation

The data of the respondents shows that they are mixed from different positions of ENA which is good for the input from different directions. Moreover, it can be used to share experience between journalists.

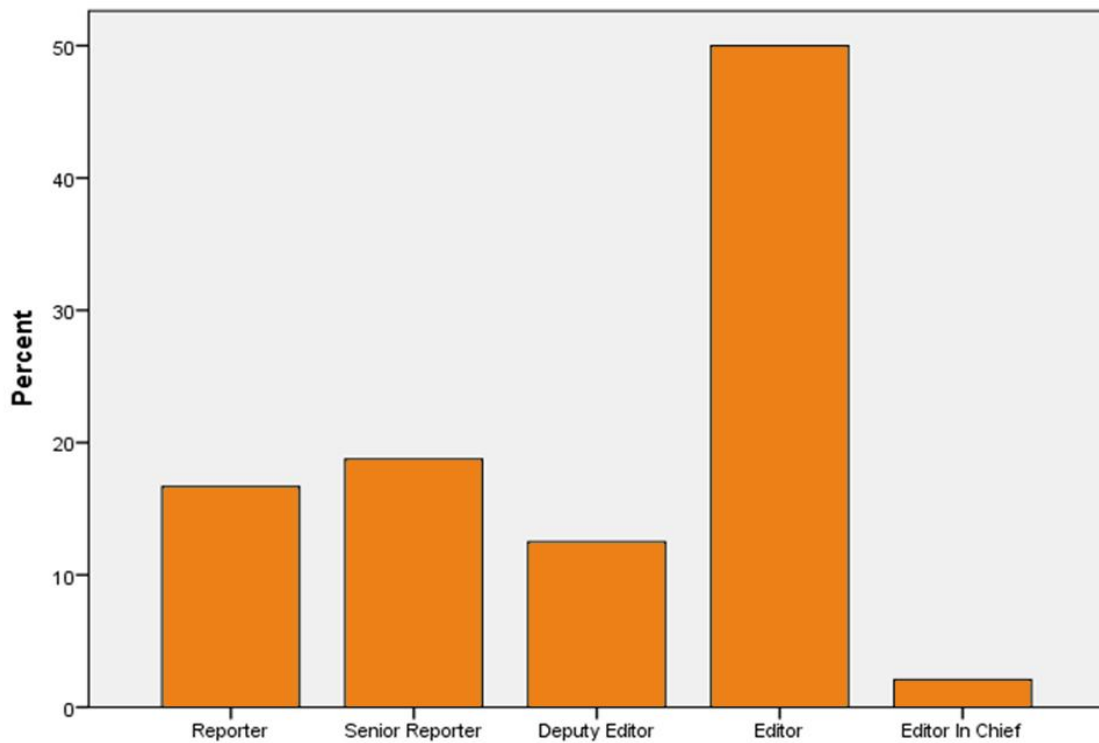


Figure 3. Job position of Respondents in ENA

From the bar graph above, 8(16.7%) of respondents are reporters. 9 (18.8%) respondents are Senior Reporters. 6 (12.5%) of respondents are Deputy Editors. 24 (50.0%) of respondents are Editors and 1 (2.1%) respondent is Editor-in-Chief.

4.1.5 Work Experiences of Respondents

Experience of employees in an organization has an impact on job performance. According to the data obtained via the questionnaires, work experience of the respondents is presented in the pie chart below.

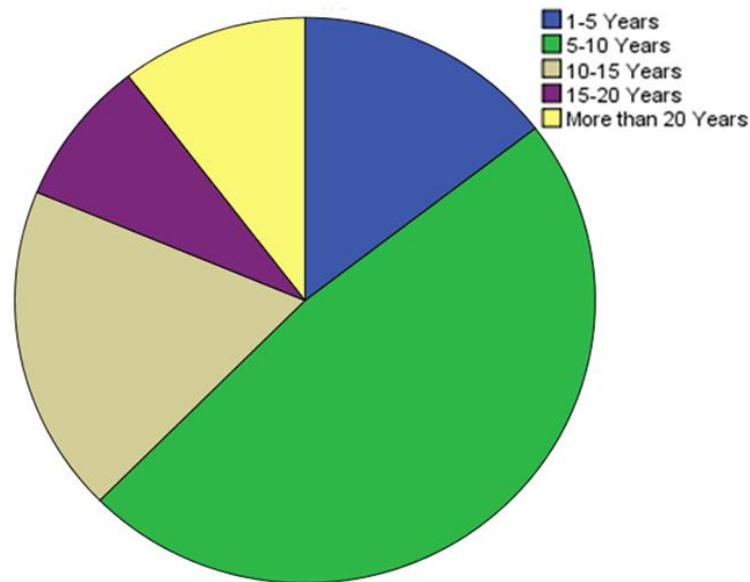


Figure 4. Work Experiences of Respondents

The data of respondents shows that, 7(52%) of the respondents have work experience of 1-5 years. 23(47.9%) of respondents have work experience of 5-10 years. 9 (18.8%) of them have work experience of 10-15 years. 4(8.3%) of them have 15-20 years of work experience. The rest 5(10.4%) of respondents have work experience above 20 years. This data indicates that 41(85.4%) of respondents have work experience more than 5 years.

4.2 Social Media Trends of Journalists and ENA

4.2.1 Respondents Social Media Preference

The preference of social media is based on personal interest and the ways of availability, more appropriate and interactive options for users. In order to regulate the new social media environment, journalists should be able to understand the purpose of each social platform.

Table 2. Respondents Social Media Platform preference (N = 48)

Social Media Platform	Frequency	Percent	Total Number
Facebook	48	100	48
Twitter	19	39.6	48
YouTube	38	79.2	48
Instagram	10	20.8	48
LinkedIn	7	14.6	48
Telegram	32	66.7	48
Tik Tok	14	29.2	48
Other Platform	5	10.4	48

(Organized by the researcher)

As can be clearly seen in the above table, all respondents 48 (100%) have Facebook accounts. It means that every respondents use at least one social media platform. Most of them use more than 2 social media platforms. Greitemeyer (2016) describes that one of the world’s largest and most popular social networking site is Facebook.

As it is clearly seen in the table, YouTube 38 (79.2%) is the second most preferable social media platform next to Facebook. Figures from the questionnaire shows Telegram 32 (66.7%) is the third preferable social media platform of the respondents. 19 (39.6%) journalists use Twitter. 14 (29.2%) of respondents prefer Tik Tok social media platform. Instagram takes the next rank in social media preference of 10 (20.8%) journalists. From the respondents, 7 (14.6%) journalists uses the professional networking platform, LinkedIn. According to an open ended data found from the questionnaire, 5 (10.4%) of respondents use other platforms Viber, Messenger, IMO and WhatsApp.

Greitemeyer (2016) describes the use of internet and social networking has become a centralized part in peoples’ everyday life.

Interviewee I-1 describes ENA is using two local and two International languages in its digital news reporting.

I-1 said "We use the website <http://www.ena.gov.et> for digital news reporting in four languages Amharic, Afan Oromo, English and Arabic languages. ENA also disseminate news on social media platforms and select social media platforms to use based on the current situation of outshined platforms having great acceptance of users especially youths" (Personal Interview,I-1, on May 4th, 2021).

This is also supported by scholars Holcomb, Gottfried, & Mitchell (2013) that younger news audiences are turning to social media to follow current events at a higher rate than other demographic groups. McLuhan (1964) cited on Safori (2018) is best known for his theory of the differential impact of modalities. By means of his aphorism, "the medium is the message," he argued that media affect individuals and society not by the content delivered, but primarily by their modalities.

The deliberate choices people make in using media are presumably based on the gratifications they seek from those media. Thus, uses and gratifications are inextricably linked (Sparks, 2012).

4.2.2 Respondents Average Hours Usage of Social Media per Day

There are many people who belong to digital communities and spend many hours each day online, communicating with other members of their virtual community.

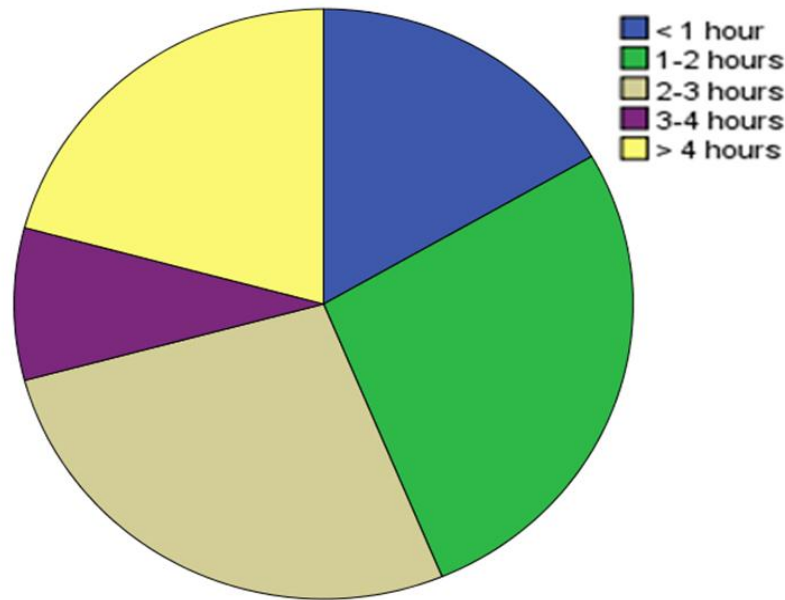


Figure 5. Average Hours Usage of Social Media per Day

Figure 4 above shows that, 8 (16.7%) of the journalist spend their time on social media. 13(27.1%) of the respondents spend their time 1-2 hours per day. 13(27.1%) of the respondents spend 2-3 hours per day to access social media. 4 (8.3%) of the respondents spend 3-4 hours in social media per day. 10 (20.8%) of respondents spend more than 4 hours per day on social media. This implies that journalists' time spending on social media is increasing. From the total respondents, 27(56.2%) of the respondents spend more than 2 hours per day on social media.

Berger (2003) states that people could use the internet to the extent of taking it as a replica of actual social interaction with the development of the internet, new "virtual" kinds of community are evolving-for people with shared interests.

Journalists are gradually accepting and using social media for news gathering and reporting. According to Santana &Hopp (2016) since social media are tools for news professionals, individual journalists increasingly use the digital outlets, those who were initially wary about using the sites for work have gradually accepted them as news gathering and reporting tools.

4.2.3 Social Media Usage Experience

Many social networking sites like Facebook are suitable to journalists in sharing news, create room for discussion, upload photos, videos, create a blog, post events, join groups, and send messages. The following bar graph shows social media experience of respondents.

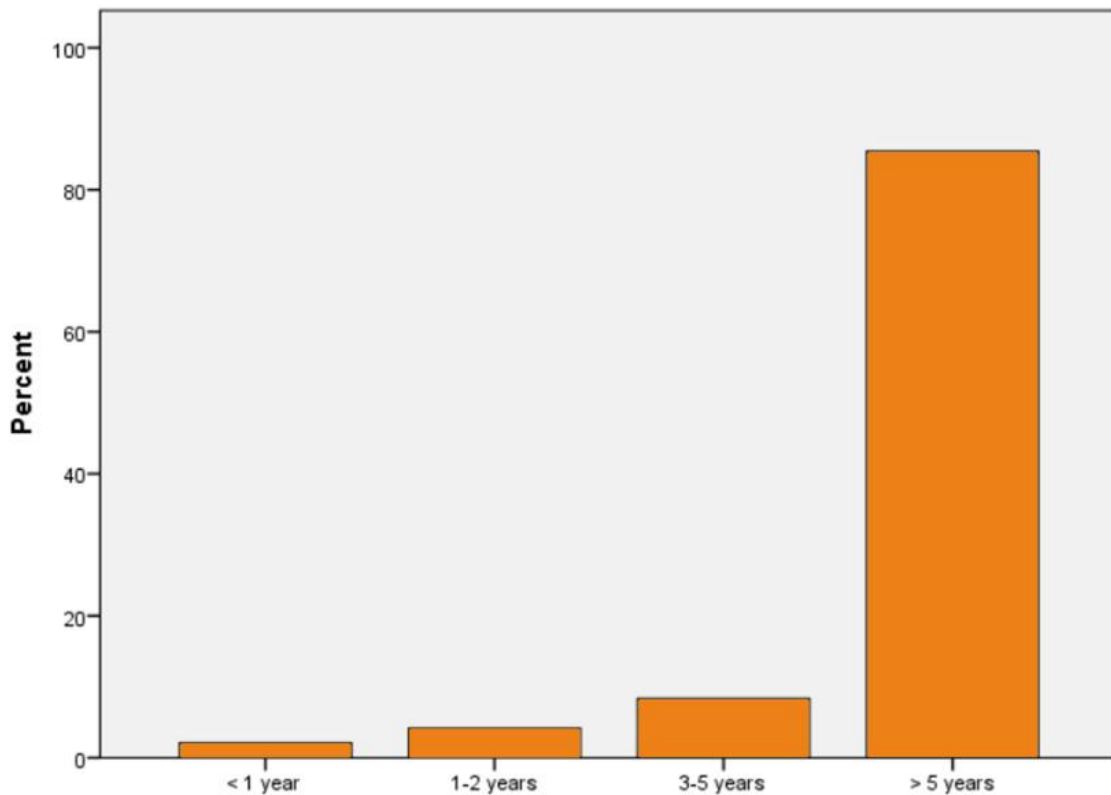


Figure 6. Social media usage experience of respondents

Out of the contestant who returned the questionnaires, 41 (85.4%) have experience of using social media more than 5 years. 4 (8.3%) of the total respondents, were on the social media for 3-5 years. 2 (4.2%) journalists stayed on the social media 1-2 years. Only 1 (2.1%) respondent has an experience of social media less than a year.

This indicates that most of the respondents have experienced in using the social media particularly Facebook and YouTube. Such characteristic of Facebook became available for every individual. This is a potential and opportunity of utilizing journalists for ENA. According to Deuze (2005) journalism is a profession that continuously reinvents itself with the changing trends.

4.2.4 Social Media Followers of Respondents

Social media removes the boundaries of meeting and forming bonds beyond boundaries. From the bar chart of Figure 6 below, 11 (22.9%) of respondents have less than 500 total number of friends in social media. 13 (27.1%) of journalists have friends between 501 and 1000. 5 (10.4%) of respondents have friends 1001-2000 friends. 12 (25 %) of respondents have 2001-5000 friends in social media. 7 (14.6%) of them have more than 5000 friends in different social media platforms.

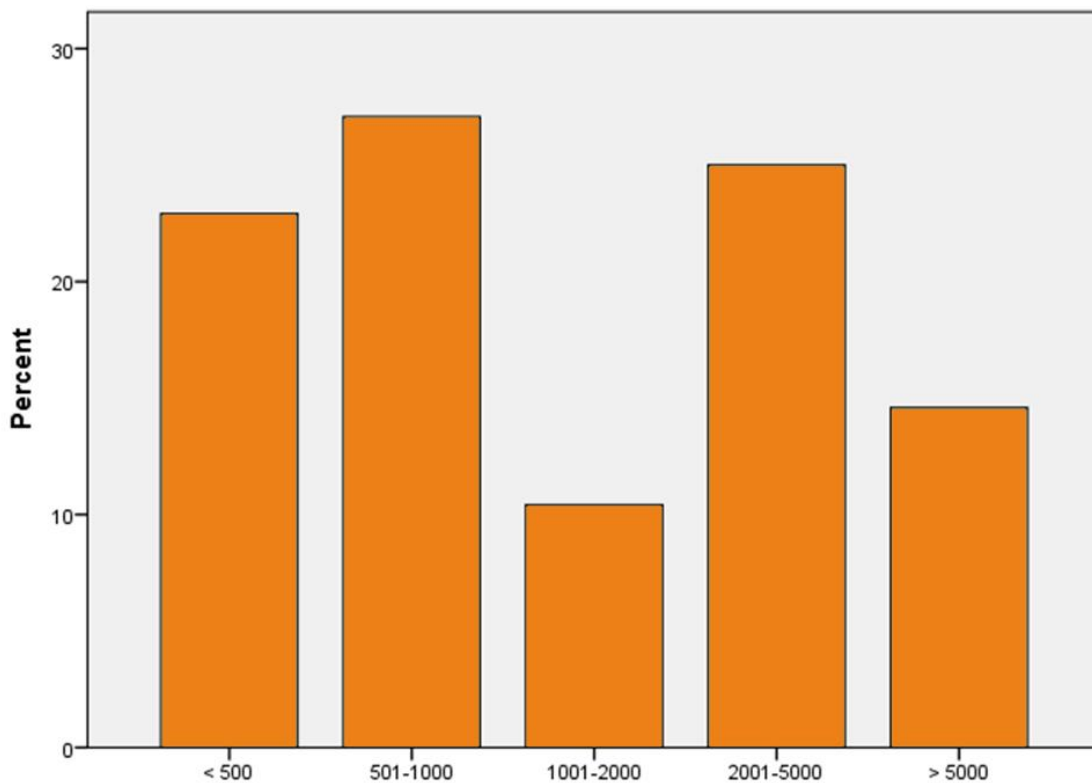


Figure 7. Total number of friends and followers of respondents in social media

Ellison et al. (2007) found that apart from the bonding (within a group) and bridging (across groups) forms of social capital, online network tools enable people to remain in touch with a social network after physically disconnecting from it and thereby benefit from a form of social capital called maintained social capital.

Regarding this Frick (2010) states that when you share content on social profiles and your network of friends in turn share it as well, the potential for reaching huge numbers of people with little effort and in a small amount of time.

4.2.5 Sentiment analysis of Facebook and Twitter accounts of ENA

Sentiment Analysis (SA) or opinion mining can be described as a set of techniques used to analyze opinionated text that contains people's opinion towards different entities such as products, services, organizations or individuals, among others (Gandomi & Haider, 2015).

The data of different official social media accounts of ENA shows that, ENA has 531,706 followers on Facebook, 56.3K followers on Twitter and 7.7K subscribers on YouTube. The total sum of followers and subscribers of ENA in the social media is 595,706. This implies that journalists of ENA and the organization as institution have great potential and asset of reaching large number of social media users. Media organizations will need to fundamentally redefine what media audiences mean to them (Napoli, 2012).

Documents collected in relation with this research were reviewed during April 01-April 30, 2021. Sentiment analysis were done for 30 days of two social media accounts of ENA, on Facebook (Ethiopia News Agency) and Twitter (@EthiopianNewsA) accounts.

4.2.5.1 Sentiment analysis of Facebook

During the research period of time, ENA had a total number of 531,706 followers on Facebook. The sentiment analysis on Facebook data shows, ENA posted 517 news stories in Amharic language during April 01-April 30, 2021 (accessed on May 05, 2021).

On Facebook, ENA had a total 114,350 likes, 8,980 Comments and 9,268 shares, and 275,050 views. On average, ENA had 17.2 posts, 3811.7 likes, 308.9 shares, 299.3 comments and 9168.3 views per day. (Refer to Appendix C)

Since ENA has 531,706 followers on Facebook, assuming that different individuals have interacted, ENA has reached a total sum 13,588.2 followers have interacted in its post by like, share, comment and views per day. This means 2.55% of its followers on Facebook.

The Pew Research Centre (2015) describes the current trend about social media Facebook as the most popular social media site is Facebook and is access at least once a day. Three of four global Internet users are on Face book, possibly affirming the popularity of this social networking site (Garcia Domingo et al. 2017).

4.2.5.2 Sentiment analysis of Twitter

The data of ENA account on Twitter (accessed on May 6, 2021) shows that ENA joined Twitter on December 2015 and tweeted a total of 7,137 tweets and had 56,300 followers.

The Twitter page account data shows during April 01-April 30, 2021 ENA had a total of 102 tweets in English language, 121 replies, 1034 retweets, and 1838 likes. On average, ENA had 3.4 tweets, 4.03 reply, 34.5 retweets and 61.3 likes per day (Refer to Appendix D).

On Twitter, ENA has a total of 56,300 followers. Assuming that different individuals have interacted, it has a total sum of 99.83 individuals reacted in likes, replies and retweets per day. This means 0.18 % of its followers have interacted on Twitter account of ENA. The researcher noticed and believes that individuals can visit the accounts without reacting which is insignificant in number.

4.3 Purpose of Social Media in Journalistic Practice

The purpose of social media in journalistic practice inclined mostly for news gathering, searching current affairs and information sharing which is for professional purposes.

Table 3. Respondents response towards their main purpose of social media (N = 48)

Purpose of Social Media	Frequency	Percent	Valid Percent	Cumulative Percent
News gathering, searching current affairs and Information sharing	43	89.6	89.6	89.6
Valid Chatting with Family and Friends	3	6.3	6.3	95.8
For Business and Training	2	4.2	4.2	100.0
Total	48	100.0	100.0	

(Organized by the researcher)

However, as shown on Table 3, there are some numerical differences between journalists purpose of social media, 43(89.6%)of respondents mainly use social media for news gathering, searching current affairs and information sharing purpose. 3(6.3%) of journalists

uses social media for chatting with family and friend purpose. 2(4.2 %) respondents uses social media for different purpose of business and training.

The researcher also tried to check whether the Interviewees are also using social media, for purposes mentioned above or not. All four of the interviewees agreed mainly that when they were new to social media, they were using for entertainment and chatting with friend or family members. But now, they are using social media mainly for gathering news and sharing information purpose in most cases.

I-4 said "In social media, I think mainly our citizens' trend depends on emotions based on racial concepts than contents. Moreover, those social media influencers are deeply rooted on race or religious issues. If we ignore social media influencers topics on social media, sometimes the issue can be the public agenda. On the other hand, if we assess the issue and pick that as agenda from social media, sometimes it can't get our standard of news and editorial policy. Sometimes it needs more clarification and sometimes it is useless. But in our context, it has the attention and power to impose the agenda on journalists and media organizations"(Personal Interview,I-4, on May 8th 2021).

Since social media emerge as news tools, their benefits for journalism have received significant attention of getting current affairs and agenda setting. The usefulness of the sites as news gathering and reporting tools is one of the major benefits.

Social media is constructed upon our interaction and reflects in both how we are regarded and considered. Concerning social media usage, many scholars describes the purpose in many angles. Using social media, such as Facebook and Twitter, journalists can find story ideas, check what other news organizations do, utilize crowd sourced information, and report on breaking news (Ahmad, 2010; Armstrong &Gao, 2010; Gleason, 2010; Vis, 2013).

4.4 Material to Access Social Media

Journalists use different media devices to gather and disseminate news agenda, current information and news. These individual technical devices are now evolving into one another.

Table 4. Respondents response towards the material used to access social media

(N = 48).

Item	Frequency	Percent	Valid Percent	Cumulative Percent
Smart Phone	29	60.4	60.4	60.4
Laptop Computer	4	8.3	8.3	68.8
Valid Desktop Computer	15	31.3	31.3	100.0
Total	48	100.0	100.0	

(Organized by the researcher)

Respondents were asked on the type of ICT devices that they are mostly use and familiar to access social media. The biggest number of participants conversant with the four devices namely Smart phones, Laptop Computer, Desktop Computer Tablets or iPad indicates that 29(60.4%) are using Smart phones. 15 (31.3%) of respondents are using Desktop computer and 4 (8.3%) are using Laptop Computer to access social media. The data shows that most of journalists are not using Tablets or iPad to access social media or websites.

More and more people get news via digital media, they increasingly access news via mobile devices especially smart phones. They are more attracted on the uses and pleasure of smart phone and wireless technologies. Buckingham (2008)states more emphasizing that the mobile is a ubiquitous, pervasive communication device which young people find difficult to be without, whether they like it or hate it, or feel something in between.

As Kaplan and Haenlein (2010) states the smart phone replaced traditional journalistic tools. Mobile Phones are more affordable way to access social media and let most of the people to be engaged, it seems that mobile phones could help bridge the gap between people with access and people without and contribute to close the digital divide.

4.5 Social Media for News Source

Social media has the media power to establish what news we see or hear and what part of the news is important to see or hear.

Table 5. Respondents response towards social media usage for news source (N = 48)

Item	Frequency	Percent	Valid Percent	Cumulative Percent
Always	20	41.7	41.7	41.7
Often	19	39.6	39.6	81.3
Valid Sometimes	8	16.7	16.7	97.9
Never	1	2.1	2.1	100.0
Total	48	100.0	100.0	

(Organized by the researcher)

Generally, 20(41.7%) respondents said they are always using social media to get news release, social public agendas, and current affairs. 19(39.6%) of respondents use often. 8(16.7%) respondents use sometimes and 1(2.1%) respondent never used.

Majority of the journalists are using social media often or always. This shows the ability of agenda setting theory to the news media to influence the salience of topics on the public agenda. It means, if news on a particular item is covered more frequently and prominently the audience will take the issue as more important. So, they have to strive in making significant social media interaction and give relevant information for the public.

4.6 Fact Checking Methods in Social Media

Journalism is an essence discipline of verification. In most countries, social media continue to present an unbalanced and distorted picture of issues that needs enormous efforts of fact checking of journalists in the society. Journalists need to take closer look regarding verification of news and information.

Table 6. Respondents towards fact checking usage in social media (N = 48)

Item	Frequency	Percent	Valid Percent	Cumulative Percent
Always	20	41.7	41.7	41.7
Often	16	33.3	33.3	75.0
Valid Sometimes	12	25.0	25.0	100.0
Never	0	0	0	100.0
Total	48	100.0	100.0	

(Organized by the researcher)

From Table 6, 20 (41.7%) respondents use fact checking methods for news of social media always. 16 (33.3%) use often and 12 (25%) uses fact checking methods for news of social media sometimes.

Social media mostly disseminate fake news and distorted information. Davies (2018) explains on the internet information moves like a virus through a network, includes misinformation. In such a climate images and words are used as tools to engage and mobilize people, very often ignoring the validity of the information they provide or its correspondence with the objective reality. Graves(2016) discuss while fact-checks provide a reliable way to identify timely pieces of misinformation, fact-checkers cannot address every piece of misinformation and their professional work necessarily involves various selection biases as they focus scarce resources.

Despite this, fact-checking is a scarce resource. Fact-checkers have limited access to misinformation spreading in every individual’s posts and tweets, private channels, by email, in closed groups, and via messaging applications in offline conversations. Lewandowsky et al. (2012) explains in order to correct disinformation, news media have to repeat it and repeating lies often makes it more difficult to correct them.

4.7 ENA Usage of other news organizations

News source determines what information journalists obtain from whom is critical in affecting the news of a media organization disseminates.

Table 7. Respondents towards ENA usage of other news organization news(N=48)

Item	Frequency	Percent	Valid Percent	Cumulative Percent
Always	0	0	0	0
Often	9	18.8	18.8	18.8
Sometimes	28	58.3	58.3	77.1
Never	11	22.9	22.9	100.0
Total	48	100.0	100.0	

(Organized by the researcher)

The statement describes the spread of social media platforms in an increased number of users have forced ENA to disseminate the news of other institutions rather than its planned regular news. 28 (58.3%) of the respondents claim sometimes. This number is more than half of the respondents. 9 (18.8%) respondents believe often and 11 (22.9%) respondents said never.

The researcher has cross checked this idea with interviewee I-1.

I-1 said that "Sometimes we can use when we get immediate news releases and news. But normally we give assignment or use out sourcing for writing article on a sensitive topics, current affairs or professional articles and use them in our different platforms" (Personal Interview,I-1, on May 4th, 2021).

Regarding this issue, according to I-4, it depends on the agenda and the organization.

I-4 said that "I think the reason of using other organizations news is because of the interest of ENA as news organization and opportunities of technology. Currently many organizations post or tweet their news release in their official social media accounts. Even if every user can get from their social media account, users are not disseminating as media organization. Therefore, we can use the news for our audiences"(Personal Interview, I-4, on May 8th 2021).

According to Hermida, Lewis, & Zamith (2014), Journalism often attracts controversy where news coverage becomes part of the challenge.

4.8 Social Media and Journalistic Practices in ENA

4.8.1 Social Media purpose of usage and Journalistic Practices in ENA

Journalists of ENA use social media as source for news gathering, agenda sharing, and news tips.

Table 8. Respondents agreement level on social media usage purpose

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	10	20.8	20.8
Agree	33	68.8	89.6
Valid Neutral	1	2.1	91.7
Disagree	3	6.3	97.9
Strongly Disagree	1	2.1	100.0
Total	48	100.0	

(Organized by the researcher)

From the above Table 8, 33 (68.8%) of respondents agree that ENA is using social media platforms and different websites to get news, information and public agendas. 10 (20.8%) of respondents strongly agree. 3 (6.3%) of respondents disagree and 1(2.1%) strongly disagree. 1(2.1%) respondent remained neutral.

Another significant impact of social media can be seen from the perspective of agenda setting. Agenda setting theory shows the media power to establish what news we see or hear and what part of the news is important to see or hear. The researcher has cross checked this idea with interviewees.

I-1 said "We are using different social media platforms. There can be similarities of news in our different platforms. So, sometimes we can use when we get immediate news releases and news in social media or news websites. But normally, we give assignment or use professional scholars for writing article on a sensitive topics, current affairs or professional articles and use them in our different platforms" (Personal Interview, I-1, on May 4th, 2021).

Topic choice can be a tool for agenda-setting by establishing what an author or institution deems worthy of discussion (McCombs,2002).

4.8.2 ENA has guideline or rule of social media usage for journalists of ENA

The statement asked in this part was regarding there is a clear rule and regulation for the journalists about social media usage for news reporting inside the organization. ENA has guideline or rule of social media usage for journalists of ENA

Table 9.Respondents agreement level on guideline of social media usage for journalists

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	2	4.2	4.2
Agree	11	22.9	27.1
Neutral	10	20.8	47.9
Disagree	20	41.7	89.6
Strongly Disagree	5	10.4	100.0
Total	48	100.0	

(Organized by the researcher)

From Table 9 above, 20 (41.7%) respondents disagree and 5(10.4%) respondents strongly disagree. 11(22.9%) respondents agree and 2 (4.2%) respondents strongly agree. 10 (20.8%) respondents remained neutral.

However there are researchers who question the extent to which such arguments can be supported as a general rule, all media institutions depending on their aim of establishment and their editorial policy set a guideline to implement and address their respective audience in various formats of the media house.

Regarding this issue, Carim and Warwick (2013) stated that in various industries, managing behavior of employee's use of social media on workplace has become increasingly common and media organizations may also develop guidelines to control the journalist’s behavior regarding social media.

In this view, it is possible to draw some gap on why all journalists are not directly active on the official different social media accounts of ENA. In fact that all journalists' are using different social media platforms. But, the participation in different social media platforms of ENA is rare and marginal. Interviewee I-1 told the researcher about ENA writing on digital news reporting.

I-1 said "As an organization, we have no guideline to social media or rule of style to write and interact for online news or other formats. But we have our editorial policy"(Personal Interview, I-1, on May 4th, 2021).

According to Lee (2016) from news agencies (e.g., AP, Reuter), to newspapers (e.g., The New York Times, The Washington Post), to broadcasting companies (e.g., BBC, NPR), media news rooms have put and expanded set of guidelines for journalists' use of social media. These guidelines recognize the vital role social media play in journalism, while warning journalists against expressing partisan opinions or editorializing on issues that is being covered.

4.8.3 ENA engages training of new media technologies for journalists of ENA

The ways social media focus on issues, structure the exchange of ideas, and control the discussion has changed. The statement focused on availability of trainings about new media technologies and social media based on journalistic ethics and profession used to update the journalists of ENA.

Table 10. Respondents agreement on trainings of new media technologies

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	0	0	0
Agree	10	20.8	20.8
Neutral	3	6.3	27.1
Disagree	23	47.9	75.0
Strongly Disagree	12	25.0	100.0
Total	48	100.0	

(Organized by the researcher)

From Table 10 above, 10 (20.8%) of respondents agree on availability of the training, 23 (47.9%) of respondents disagree and 12 (25.0%) of respondents strongly disagree. 3(6.3%) of respondents remained neutral and surprisingly no one strongly agree with the statement.

Journalism is constantly evolving and the professional need continuous updates on technologies. As Nunez (2016) noted, Facebook has been accused of employing journalists to train its algorithms to select stories for the news feed that might interest people.

The current trend of story packages that can be delivered across website and social media needs greater emphasis to train journalists. The researcher also tried to check whether ENA organize training or not. Interviewee I-1 believes that training is necessary to update and clarify new technologies for journalists.

I-1 said that "We deliver training in journalism profession for our journalists. But we didn't give only for social media issues. Regarding this we have a knowledge gap. We are using social media just to use. Many organizations began to use social media recently. We began to use Facebook on 2014. Just it looks like a try and error nature. But we are searching a professional trainer regarding social media and new media for journalists" (Personal Interview,I-1, on May 4th, 2021).

Today, a lot of attention is focused on the click through rate, page views and on the behaviors of readers on the website. Social media requires greater transparency and redefining objectivity. In ordinary discourse, journalists and ENA have to arrange the website able to keep visitors of the website and make them come back again.

According to Wing (2006), journalists need some basic training in computational thinking which refers to a way of solving problems, designing systems, and understanding human behavior that draws on concepts fundamental to computer science.

4.8.4 Suitable conditions of infrastructures for using social media in ENA

The statement posed to the respondents was about ENA's technological infrastructure and conditions favorable to use social media for them.

Table 11. Respondents agreement on infrastructures of using social media in ENA

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	10	20.8	20.8
Agree	24	50.0	70.8
Neutral	4	8.3	79.2
Disagree	6	12.5	91.7
Strongly Disagree	4	8.3	100.0
Total	48	100.0	

(Organized by the researcher)

As Table 11 shows, the response of the respondents inclined positively. 10 (20.8%) of respondents strongly agree that the infrastructures of ENA are suitable for using social media. Half of the respondents 24 (50 %) agree to the statement, nearly one third of the respondents are on the opposite side. 6(12.5%) of the respondents disagree and 4(8.3%) strongly disagree to the claim. While 4(8.3%) remained neutral.

The most fundamental aspect of information and communication technology (ICT) is probably the fact of digitalization, the process by which all texts (symbolic meaning in all encoded and recorded forms) can be reduced to a binary code and can share the same process of production, distribution and storage (McQuail, 2010).

The availability of technological infrastructures in ENA leads to the uses and gratification assertion of technology to journalistic practices. According to Zeller & Hermida (2015) the development and growth of networked technologies, have provided more opportunities for more people to create, communicate and consume news and information.

4.8.5 Social media affects digital news writing and reporting of ENA

The practice of digital news reporting presupposes teamwork and sharing expertise. Respondents were asked that social media affects digital news writing and reporting of ENA.

Table 12. Respondents agreement on social media impact on news writing

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	14	29.2	29.2
Agree	20	41.7	70.8
Neutral	4	8.3	79.2
Disagree	8	16.7	95.8
Strongly Disagree	2	4.2	100.0
Total	48	100.0	

(Organized by the researcher)

From the data of Table 12 above, 34(70.9%), more than half of the respondents agreed that social media has created an impact on digital news writing and reporting. 10 (20.9%) of respondents disagree with the idea and 4(8.3%) of the respondents are neutral.

Therefore, most of the research participants replied as social media has an impact to their practice; it is possible to assume that the social media platforms have affected ENA journalists.

Interviewee I-1 noticed that visitors and audiences of social media are increasing than the website of ENA. She told to the researcher:

I-1 said “We use social media frequently because website doesn’t target youths at current situation. Our news reporting on website is mostly used for hard news, other documents and information” (Personal Interview,I-1, on May 4th , 2021).

Interviewee I-2 believes in the ways of traditional news writing styles. According to I-2 users of social media are interested in catchy headlines rather the content.

I-2 said "We are using traditional ways of writing on social media news reporting. Even we don’t use abbreviations when we write news. People who get their news info from social media scroll through either just the first few lines or only the title, headlines are fundamental. Based on our country context, the current trend of social media has imposed on news providers 24/7 breaking news style and catchy headlines for audiences" (Personal Interview, I-2, on May 4th , 2021).

It is clear that ENA journalists are facing this difficult process of writing for social media and news reporting on websites. The increasing speed of publication as well as the use of multimedia and interactive features may also affect the news selection processes (Kovach and Rosenstiel, 2010).

4.8.6 ENA concern of fake news, fake accounts, false documents and deepfakes on social media

On the statement about the spread of fake news, deepfakes and fake accounts in different social media has concern in ENA, respondents have different perspectives.

Table 13. Respondents agreement on fake accounts in ENA's name

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	2	4.2	4.2
Agree	16	33.3	37.5
Neutral	10	20.8	58.3
Disagree	18	37.5	95.8
Strongly Disagree	2	4.2	100.0
Total	48	100.0	

(Organized by the researcher)

From Table 13 above, 18(37.5%), respondents disagree and 2 (4.2%), respondents strongly disagree on the issue. 16(33.3%), respondents agree and 2(4.2%), respondents strongly agree. 10 (20.8%) respondents remained neutral.

A process of news in social media involves crucial omission of trust and credibility which is a major aspect of its influence. Looking ahead, currently, news organizations are intentionally spreading falsehoods and conspiracy engagement among social media users.

Interviewee I-2 thinks the verification of fake news and deepfakes is the duty of the journalist personally.

I-2 said that "There is lots of fake news, and especially young people are struggling to differentiate news from real and fake. We don't need and have no plan to evaluate fake news as organization. But as an individual journalist, we can try the best to verify and check fake news and accounts by themselves" (Personal Interview,I-2, on May 4th, 2021).

Today there are many challenges and opportunities in various media outlets. Fake information in every direction, the quality, inaccurate and unfair information can be taken as a challenge for the media and the consumer as well (Eijaz, 2011).

Interviewee I-1 told to the researcher how fake news affects the journalism practices.

I-1 said that "There is a big number of fake news on social media that can affect our audiences. On the other hand, we disseminate actual and credible news. Our community needs odd news than the credible news in social media. But, fake news is a challenge that can be disseminate from other place and has a power to give us an assignment here. That is a big impact on us to disprove and change the attitudes of the public. That is another assignment for ENA as we are the news agency of the country"(Personal Interview, I-1, on May 4th, 2021).

Compounding the problem, disinformation producers seized intentional creation or sharing of false or misleading information as a way to advance their goals and agendas by accelerating chaos online in social media targeted users. Foxman and Wolf (2013) describes hatred in the context of human interaction as extreme dislike of persons or groups on the ground of their racial, ethnic, religious, gender orientation or affiliation.

4.8.7 Speed of news post on social media regarding your planned news topic

The statement for the respondents was the speed of disseminating news on social media has created on the issue of your planned news reporting.

Table 14. Respondents agreement level on speed of news

	Item	Frequency	Percent	Cumulative Percent
Valid	Strongly Agree	12	25.0	25.0
	Agree	30	62.5	87.5
	Neutral	3	6.3	93.8
	Disagree	3	6.3	100.0
	Strongly Disagree	0	0	100.0
	Total	48	100.0	

(Organized by the researcher)

From Table 14 above, 12 (25.0%) of the respondents strongly agree and 30 (62.5%) of the respondents agree on the issue. 3 (6.3%) of respondents disagree and no respondent strongly disagree. 3 (6.3%) of respondents remained neutral.

Weiner (2006) highlighted how news can be spiral in the age of social media before the company knows about the incident, cameras are on the scene. In the absence of real information, an organization cannot respond meaningfully. However, that doesn't stop the media from reporting on it live, minute by minute.

Interviewee I-1 believes ENA is a conventional news media agency in the industry.

I-1 said "Even if that we have access to get news immediately, we will not post in our digital news platforms until the news is delivered to our customer news organizations. So that, we disseminate or post news on social media or our website either lately or equally with our customers. In general I think that speed does not correspond to the quality of news"(Personal Interview, I-1, on May 4th, 2021).

Interviewee I-2 describes to be influencer in social media users of our country is not easy as a trend to post or tweet.

I-2 said "one can easily take a picture and writes headline tips and disseminate on social media as breaking news. That is why big media organizations lack impact on social media users as their budget, man power and responsibility. ENA is one of this in social media usage"(Personal Interview, I-2, on May 4th, 2021).

Most of the respondents agree on the speed of news delivery on social media. Among the popular social media, Facebook is the most preferred social media for news on Ethiopian politics and other related issues.

Rusbridger (2011) describes the Observer writes that in the past journalists were considered figures of authority because they had the access to news sources. They were the gatekeepers and the public trusted them to set the news agenda and to tell the important stories of the day

accurately, fairly and quickly. Now many readers want to make their own judgements, create their own content and learn from peers as much as from traditional media sources.

Further scholars think that social media platforms have been endorsed, used and gratified by journalists' day to day activities. Industry surveys imply that social media, and specifically Twitter, has become part of the everyday toolkit of journalists, though there are variances in the extent of use on a daily basis (Hedman & Pierre, 2013).

4.9 Social Media Opportunities and Challenges

4.9.1 Social media as an opportunity of ENA journalistic practice

In an open ended question of questionnaire part, respondents reflect many directions of opportunities and advantages of social media towards journalistic practice.

Table 15. Social Media Opportunities for Journalistic Practice (N = 48)

	Item	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	83.7	90.9	90.9
	No	4	8.3	9.1	100.0
	Total	44	91.7	100.0	
Missing		4	8.3		
Total		48	100.0		

(Organized by the researcher)

From Table 15 above, out of 48 respondents who have completely filled the questionnaire, 40 (83.7%) of respondents said 'Yes', 4 (8.3%) said 'No' and 4 (8.3%) of respondents didn't answer this question. Out of the 44 respondents, the majority of respondents, 40 (90.9%) voted that social media has opportunities in journalistic practices and 4 (9.1%) respondents think that it has no advantage which is insignificant.

Interviewee I-2 strongly believes that social media are new waves and chances for journalistic practices.

I-2 said "Website and social media are alternative ways of news gathering, reporting and disseminating. If we use it properly, it is an opportunity for journalistic practices" (Personal Interview, I-2, on May 4th, 2021).

Most of respondents agree that social media is a new media opportunity for journalists in information gathering, reporting and disseminating. It is also a new way of communication with different professionals without geographical border barriers. Most of the respondents think that social media helps to clarify current affairs in different perspectives from different places. According to the respondents, social media created new media business, very fast feedback opportunities for journalists within its online communication of audience interactions.

4.9.2 Social media as a challenge of ENA journalistic practice

In an open ended question part of the questionnaire, the respondents raised different challenges and disadvantages of social media. The responses are broadly categorized in lack of trust and credibility, ethical and legal issues, agenda setting, fake news, hate speech and savvy technological advancement.

Table16. Social Media challenges for Journalistic Practice (N = 48)

	Item	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	79.2	90.5	90.5
	No	4	8.3	9.5	100.0
	Total	42	87.5	100.0	
Missing	0	6	12.5		
Total		48	100.0		

(Organized by the researcher)

From Table 16 above, 38 (79.2%) of respondents said 'Yes', 4 (8.3%) said 'No' and (12.5%) of respondents didn't respond to this question. Out of the 42 respondents, 38(90.5%) respondents voted that social media has disadvantages in journalistic practices and 4 (9.5%) respondents voted that it has no disadvantage.

Interviewee I-2 also sticks challenges of social media with journalistic ethics and national interest of the country.

I-2 said "There are racial and political overtones to most aspects of social media users. However, politics is a common subject of discussion, journalists should be very careful in the risks involved in public of social media. Audiences of social media interpret messages on the basis of journalist's background and social situation. As a journalist, I have

responsibility of my profession. Social media has no space for this condition in the current trends of our society" (Personal Interview, I-2, on May 4th, 2021).

Regarding the disadvantages of social media, Interviewee I-3 noticed many issues in social media.

I-3 said "Social media mostly depends on audience interest. The current attention of audience is based on racial activities. One can see the divided society on the ground also has divided too much on social media. No one thinks about trust and credibility of news. Fake news and distorted information are trending here and there which are difficult to verify in social media. The defamation challenges professional journalists" (Personal Interview, I-3, on April 28th, 2021).

From Table 9 and Table 10, the majority of respondents declined to social media have both challenges and opportunities in journalistic practices.

Regarding challenges and opportunities of social media, scholars reflect different ideas. According to Eijaz (2011) today there are many challenges and opportunities in various media outlets. Fake information in every direction, the quality, inaccurate and unfair information can be taken as a challenge for the media and the consumer as well.

4.10 Summary of Findings

The research has investigated and identified different levels of social media effects on digital news reporting of ENA. The field of media effects can be characterized as having a strong micro level point of reference typically in the individual media user, and the focus is on relatively narrow question of whether exposure to a particular item or media message impact and depend on the user's attitudes, beliefs or behaviors.

According to the summary of the findings, the following are positive effect of social media towards the journalists' digital news reporting practices of ENA:

- Most of journalists are youths, well-educated and have best experience on journalistic profession
- According to the findings, 41 (85.4%) they have experience of using social media more than 5 years. Social media is a vital tool of functioning journalistic practices professionally.
- From the respondents' data, both female and male journalists participate in different social media platforms at different journalistic purpose and levels.
- The minimum total number of friends of journalists in different social media is 70,530 and the list maximum total number of friends of the respondents is 123,500. The maximum number of friends can be greater than 123,500 because 7 (14.6%) have more than 5000 friends. It gives chance to interact with audiences and followers.
- ENA has the capacity and the access to disseminate news for more than half a million audiences at once in its social media accounts. The number of followers and social media platform is increasing.
- ENA can reach to mobilize more than half a million of individuals at a time in social media interaction beyond boundaries of time, place and social context.
- 29(60.4%) are using smart phones. 15 (31.3%) of respondents are using Desktop computer and 4 (8.3%) are using Laptop Computer to access social media. This implies respondents are more interested in using wireless and movable technological materials to access news and other information. Smart phones and social media are changing the user habits.
- In general, 39(81.3%) of the journalists of ENA think that they are using social media for news sources, current affairs, and news releases. Thus, social media gives power of participation and interaction.
- 43(89.6%) of respondents think that ENA uses social media as source for news gathering, agenda setting, and news tips. It can be used to mobilize journalists and audiences, create communities and increase credibility.
- More than half of the respondents agreed that the infrastructures of ENA are suitable for using social media. The technology has changed the way people communicate and interact with each other.
- ENA has traditionally delivered news contents for other media organizations. Nowadays, it is trying to change its approach and utilizing website and social media

for digital news reporting. The influences of technology and social media have attracted ENA to participate in different platforms. This can be used to expand the digital news reporting horizons and focus of interest of ENA.

- 40 (83.7%) of respondents voted that social media has opportunities in journalistic practices. It has significant advantages focusing to contain stories that have meaning to audiences and friends.
- Journalists' awareness of the opportunities and the power of the social media used to contribute creativity to their professional practice.

According to the summary of the findings, the following are negative effect of social media towards the journalists' digital news reporting practices of ENA:

- 35(72.9%) of respondents agreed that trainings used to update journalists about social media are not available. ENA didn't give serious attention for trainings on new media technologies and social media platforms. Most of the journalists do not have the appropriate technical training in new media technologies and social media rather they have been working with the skill they developed through time.
- The current trend of online and social media participation needs guideline which can serve as a bridge between the journalists, audiences of ENA and ENA as media organization.
- 42 (87.5%) of respondents agreed and think that the speed of disseminating news on social media has created troubles in angle of perspective and informing the issue of their planned news reporting. This is difficult to prove the stories they covered in a very short period of time.
- ENA is using social media for news gathering, agenda setting, and news tips purpose. Selecting the news sources and agenda in social media requires more accuracy than before. Journalists have to dig into all sides of the story to balance and fairness in the content of the story truthfulness.
- Currently, the ways of writing for digital news reporting has changed. Because of rapid change of media technologies and social media, ENA as media organizations has faced challenges. Digital news reporting of ENA tends to be unrecognized, undervalued and ignored by professional journalists and the media organization management.

- ENA can reach more than half a million followers in social media. Currently, ENA has lack of using its potential to lead in different social media platforms as a pioneer news agency of the country.
- All journalists use fact checking methods in using social media news in different manner. Thus, many questions of truthfulness are unanswered.
- ENA is the country's major news agency media organization; ENA didn't give attention and didn't clarify for journalists the ways of ambiguities about fake news, deepfakes, and fake accounts having difficult consequences.
- News, current affairs and agendas can be found in social media easily. But the verification is difficult.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5. Introduction

The conclusions drawn and recommendations are based on the findings obtained from the analysis of questionnaires, documents and interviews. It is based on the findings and the fast moving towards of an increasingly digital, mobile, and social media environment with more intense competition for attention of media organizations.

5.1 Conclusions

Social media gives people a voice, increases participation and facilitates the creation of new digital online communities. It is also a new way of communication with different professionals without geographical border barriers.

Social media is a new media opportunity for journalists in information gathering, reporting and disseminating. Social media allows space to lack of trust and credibility, ethical and legal issues, agenda setting, fake news, hate speech and savvy technological advancement.

Social media allowed individuals to be much more active in content and agenda creation. It is enabling every individual to participate and interact in speeding up the dissemination of news. Journalism also insists the news has to be in a fair, balanced and impartial manner. Verification is a back bone of journalism. It needs time and knowledge.

Moreover, social media tools have direct and indirect negative effects on users. These factors includes lack of critical thinking to differentiate deepfakes, unequal new media usage, waste of time on social media, disrupted writing skills, examines online social connectivity, increases cyber bullying, creates anxiety and it has problematic communications if users cannot control the applications properly.

In general, online social media activities affect offline journalistic practices of journalists. ENA must take seriously the need to adopt and allow all journalists to participate in the new media technologies and social media platforms in this digital age of 21st century. The knowledge of the past is no longer enough to interpret the future.

5.2 Recommendations

In the light of the findings, the following recommendations are made:

- Trainings have to be organized in various professionals of new media technologies to enlighten journalists more about the possible ramification of new styles and languages of writing for social media on their journalistic performance.
- Journalists have to be sure they use social networking sites thoughtfully to ensure trust and credibility that do not become unfavorable to their professions.
- The power of social media depends on the ability of the users. Therefore, the management of ENA has to adopt new strategies into social media platforms. Encouraging journalists to participate in the tendency of online media gives ENA more potential opportunity in different social media platforms for professional practice.
- Journalists have to maximize the time they spend on social media to avoid errors, security of data, and verification of information on news reporting whenever they use news, select agenda and promote issues on social media.
- The management of ENA has to revise and arrange guideline to use the potentials of journalists in social media and online interactions that journalists can make a difference in direct interactive comprehensive and proportional digital news reporting from everywhere at any time ethically. Developing guideline, new code of practice and forms of regulations can protect journalists.

References

- Abreham, G. & Tibebe, B. (2019). *The Role of Social Media in Citizens' Political Participation*. Addis Ababa University. Addis Ababa.
- Adler, S. (2006). Technological Determinism. Draft entry for *The International Encyclopedia of Organization Studies*. Edited by Clegg, S. & Bailey, R. Sage.
- Ahmad, A. (2010). Is Twitter a Useful Tool for Journalists?. *Journal of Media Practice*, 11(2), 145–155.
- Allan, S. (2006). *Online News, Journalism And The Internet*. New York: McGraw Hill International.
- Allcott, H. and Matthew, G. (2017). *Social media and fake news in the 2016 Election*.
- Armstrong, L., & Gao, F. (2010). Now tweet this, How news organizations use Twitter. *Electronic News*, 4(4), 218–235.
- Assefa, M. (2020). *The Role of Social Media in Ethiopia's Recent Political Transition*. Addis Ababa University. Addis Ababa.
- Bennett, L., & Segerberg, A. (2012). *The logic of connective action. Digital media and the personalization of contentious politics*. Department of political science, Stockholm University. Stockholm, Sweden.
- Bercovici, J. (2010). Who coined social media? Web pioneers compete for credit. *Forbes*.
- Biggs, J. Tang, C. (2007). *Teaching for Quality Learning, SRHE and Open University Press* Imprint. McGraw-Hill Companies.
- Blake, R. & Haroldsen, E. (1975). *Taxonomy of Concepts in Communication*. New York. Hastings House Publishers.
- Bode, L. & Vraga, K. (2015). In related news, that was wrong. The correction of misinformation through related stories functionality in social media. *Journal of Communication*. 65(4), 619–621.
- Boitnott, J. (2018). *Tech Is Changing the Way We Get Our News and It's Not Stopping*. Retrieved (On 7th March 2021), from: <https://www.inc.com/john-boitnott/techis-changing-the-way-we-get-our-news-and-it-s-not-stopping.html>.
- Bonfadelli, H. (2002). The Internet and Knowledge Gaps. A theoretical and Empirical Investigation. *European Journal of communication*. 17, 65 – 85.
- Boyd, D. & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230.

- Bruhn, M., Schoenmueller, V, & Schäfer, B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management Research Review*, 35(9), 770-790.
- Campbell ,T. & Stanley,C. (2009). *Experimental and Quasi-Experimental Designs for Research*.Palo Alto London.
- Carim, L. and Warwick, C. (2013).Use of social media for corporate communications by research-funding organisations in the UK. *Public Relations Review*, 39(5), 521-25.
- Chaffey, G., & Smith,P. (2013). *Emarketing Excellence, Planning and Optimizing your Digital Marketing*. Routledge.
- Chala, G. (2012). *A Cooperative study of the coverage of development Issues in the Ethiopian Herald and the Reporter*: Addis Ababa university. Addis Ababa Ethiopia.
- Chen, G. (2012). The impact of new media on intercultural communication in global context.*China Media Research*, 8(2).Retrieved from <http://www.chinamediaresearch.net> [Accessed 10 April 2021].
- Christian Tesfaye (2017a, March 18). Pitfalls to Freedom of Speech. *Addis Fortune*.
- Clerwall, C. (2014). Enter the robot journalist. *Journalism Practice*, 8(5), 519-531.
- Craig, T. (2000). “Communication.”In *Encyclopaedia of Rhetoric*, 3/9/00 version. Oxford University Press.
- Creswell,W. (2013).*Qualitative inquiry and research design. Choosing among five approaches* (3rd ed.). Thousand Oaks, CA,Sage.
- Davies, M., & Mosdell, N. (2006). *Practical research methods for media and cultural studies: making people count*. University of Georgia Press.
- Davies, S. (2019). Deepfakes are the evolution of fake news and equally as dangerous. Available: <https://www.stedavies.com/deepfakes/>. [Accessed 10 April 2021].
- Davies, W. (2018). *Nervous states: How feeling took over the world*. London: Jonathan Cape.
- Deuze, M. & Yeshua, D.(2001).Online Journalists Face new Ethical Dilemmas. Lessons from the Netherlands.*Journal of Mass Media Ethics*. 16 (4), 273-292.
- Deuze, M. (2003). The web and its journalisms: considering the consequences of different types of news media online. *New media & society* , 203-211.
- Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism*, 6(4): 442-64.

- Dibeau, W., & Garrison, B. (2001). How six online newspapers use Web technologies. *Newspaper Research Journal*, 22(2), 79-93.
- Dijk, J. (2011). 'You'as in 'YouTube': Defining user agency in social media platforms. In Z. Vukanovic, & P. Faustino (Eds.), *Managing media economy, media content and technology in the age of digital convergence* (pp. 291-317).
- Dimitrova, R., Daniela, V., Colleen, A., Andrew, W., Lynda, K., & Amanda, R. (2003). Hyper Linking as Gatekeeping. *Online Newspaper Coverage of the Execution of an American Terrorist. Journalism Studies* 4(3), 403-14.
- Domingo, D., David F., and Victor W. (2016). News networks. In *The SAGE Handbook of Digital Journalism*, edited by Witschge, T., Anderson, W., Domingo, D., and Hermida, A. Thousand Oaks, CA. SAGE.
- Ebay, M. (2015). The way the Internet has changed the way we communicate. Friedberg, A. (2002). CD and DVD. In Harries, D., *The new media book*. London: British Film Institute.
- Eijaz, A. (2011). Media Affecting Upon or Affected By Foreign Policy. The Case of Pakistan. *Journal of Alternative Perspectives in the Social Sciences*. Vol. 5 No 1.
- Ellison, B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "Friends:": Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12, 1143-1168.
- Everett, E. (2011). Transformation of Newspapers in the Technology Era. *Journalism and Media Arts & Entertainment*. Elon University.
- Feenberg, A. (1992). Subversive Rationalization, Technology, Power and Democracy. *Inquiry*, 35, p3-4.
- Fikse, D. (2018). *Imaging Deceptive Deepfakes - An ethnographic exploration of fake videos*. University of Oslo.
- Foxman, H., & Wolf, C. (2013). *Viral hate. Containing its spread on the Internet*. New York: Palmgrave Macmillan.
- Frick, T., (2010). *Return on engagement: Content, strategy, and design techniques for digital marketing*. Taylor & Francis.
- Friedman, H. (2001). The digital divide. *Proceeding of Seventh Americas Conference on Information Systems*, 2081-2086.

- Friesen, N. (2009). *Re-Thinking e-Learning Research. Foundations, Methods and Practices.* PeterLang, NewYork.
- Fuchs, C., & Horak, E. (2007). Informational capitalism and the digital divide in Africa. *Masaryk University of Law and Technology*, 1(2), 11-32.
- Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. *International Journal of Information Management* , 35 (2), 137–144.
- Gillespie, T. (2018). *Custodians of the Internet. Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media.* New Haven, CT: Yale University Press.
- Gilpin, D., Palazzolo, E., & Brody, N. (2010). Socially mediated authenticity. *Journal of Communication Management*, 14(3), 258-278.
- Gleason, S. (2010). Harnessing social media. News outlets are assigning staffers to focus on networking. *American Journalism Review*, 32(1), 6–7.
- Graves, L. (2016). *Deciding What’s True. The Rise of Political Fact-Checking in American Journalism.* New York: Columbia University Press.
- Greitemeyer, T. (2016). Facebook and people’s state self-esteem. The impact of the number of other users’ Facebook friends. *Computers in Human Behavior*, 59, 182-186.
- Griffin, A. (2014). *Crisis, issues and reputation management.* CIPR/Kogan Page.
- Griffin, M., (2006). *Echinochloa polystachya management in Louisiana rice.* In PhD dissertation, Dpt Agron. Env. Management, Louisiana State Univ.
- Grinberg, N., Joseph, K., Friedland, L., Thompson, B., & Lazer, D. (2019). Fake news on Twitter during the 2016 US presidential election. *Science* ,363(6425),374–378.
- Grossberg, L., Wartella, E., Whitney, C., & Wise, M. (2006). *Media making. Media in a popular culture.* California. Sage Publication Inc.
- Harper, A. (2010). The social media revolution: Exploring the impact on journalism and news media organizations. *Inquiries Journal*. Vol. 2, No. 03.
- Harrington, S., & McNair, B. (2012). The ‘New’ News. *Media International Australia*, 144, 49- 51.
- Hayes, S., Singer, B., Ceppos, J., (2007). Shifting roles, enduring values: The credible journalist in a digital age. *Journal of Mass Media Ethics*, 22(4), 262– 279.
- Hedman, U. & Pierre, D. (2013). *The Social Journalist.* *Digital Journalism*, 1 (3). Henderson, A., & Bowley, R. (2010). Authentic dialogue? The role of “friendship” in a social media recruitment campaign. *Journal of Communication Management*.

- Hermida, A. (2010). TWITTERING THE NEWS: The emergence of ambient journalism. *Journalism Practice* , 297-308.
- Hermida, A. (2012). Social Journalism: Exploring How Social Media is Shaping Journalism. In: Siapera, E. & Veglis, A. (Eds.), *The Handbook of Global Online Journalism* (PP. 309-328). West Sussex, UK. John Wiley & Sons, Inc.
- Hermida, A. (2013). #Journalism.Reconfiguring Journalism Research about Twitter, One Tweet at a Time. *Digital Journalism*, 1(3), 295-313.
- Hermida, A., Fletcher, F., Korell, D., & Logan, D. (2012). Share, like, recommend: Decoding the social media news consumer. *Journalism Studies*,13(5-6),815-824.
- Hermida, A., Lewis, C., & Zamith, R. (2014).Sourcing the Arab spring: A case study of Andy Carvin's sources on twitter during the Tunisian and Egyptian revolutions. *Journal of Computer-Mediated Communication*, 19(3), 479–499.
- Hernandez, K. (2011). Hate speech and the language of racism in Latin America. A lens for reconsidering global hate speech restrictions and legislation models. *University of Pennsylvania Journal of International Law*, 32(3), 805-841.
- Himmelboim,I.(2010).The international network structure of news media: An analysis of hyper links usage in news websites. *Journal of Broadcasting &Electronic Media*,54(3), 373–390.
- Holcomb, J., Gottfried, J., & Mitchell, A. (2013).News use across social media platforms.Pew Research Journalism Project.
- Howard, N., & Parks,R. (2012). Social Media and Political Change: Capacity, Constraint, and Consequence. *Journal of Communication*, 62(2), 359-362.
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36, 192-206.
- Information Resources Management Association.(2015). *Social Media and Networking*.Concepts, Methodologies, Tools, and Applications. IGI Global: Hershey, PA, USA, 2015.
- Jensen, B. & Jankowski, W. (1991).A Handbook of Qualitative Methodologies for Mass Communication Research.London & New York.Routledge. Japan.
- Johnson, T. & Kaye, B. (2010a). Choosing is believing? How web gratifications and reliance affect Internet credibility among politically interested users. *Atlantic Journal of Communication*,18,1–21.

- Jorgensen.K & Hanitzsch.T. (2009).The handbook of journalism studies. New York. Routledge.
- Journal of Economic Perspectives. 31(2), 211-236.
- Kaplan, A. & Haenlein, M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. Paris: Elsevier; Business Horizons. 40.
- Kaplan, M. and Haenlein, M. (2010). Users of the world unite! The challenges and Opportunities of social media. Indiana University, Business Horizons 53: 59-68.
- Khan, A. & Shahbaz, Y. (2015).Role of social networking media in political Socialization of youth of Multan. Pakistan Journal of Social Sciences, 35.
- Kietzmann et. al. (2011).Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. Indiana university, US
- Kopper, G., Kolthoff, A., & Czepek, A. (2000).Online journalism-a report on current and continuing research and major questions in the international discussion. Journalism Studies, 1, 499–512.
- Kothari, R. (2004). Research methodology: Methods and techniques. New Delhi: New Age International Publishers Ltd.
- Kovach, B. & Rosenstiel, T. (2014). The Elements of Journalism: What News people Should Know and The Public Should Expect, Revised And Updated. Third Edition. New York, USA: Three Rivers Press.
- Krishnamurthy, S., & Dou, W. (2008). Advertising with User-Generated Content: A Framework and Research Agenda. Journal of Interactive Advertising, 8(2), 1-7.
- Krumsvik, H. (2018). Redefining user involvement in digital news media. Journalism Practice, 12(1), 19–31.
- Lazer, J., Baum, A., & Benkler, Y. (2018).The science of fake news. Science, vol. 359, no. 6380, pp. 1094-1096.
- Leach, J. (2009).Creating ethical bridges from journalism to digital news. Nieman Reports, 63,42-44.
- Lee, J. (2016). Opportunity or risk? How news organizations frame social media in their guidelines for journalists. The Communication Review, 19(2), 106–127.
- Leedy,P. &Ormord, J. (2001). Practical Research Planning and Design. 7th Ed. Merrill Prentice Hall and SAGE Publications. Upper Saddle River.NJ and Thousnds Oaks.

- Lewandowsky, S., Ecker, K., Seifert, M., Schwarz, N., & Cook, J. (2012). Misinformation and its correction: Continued influence and successful debiasing. *Psychological Science in the Public Interest*, 13(3), 106–112.
- Lippmann, W. (1922). *Public opinion*. New York, Macmillan.
- Littlejohn, S. & Foss, K. (2009). *Encyclopaedia of Communication Theory*. London, UK, SAGE Publications.
- Llorente, J. (2017). The post-truth era, Reality vs. perception. *UNO. The Post-truth Era: Reality vs. Perception*. 17, p. 9.
- Lundsten, L. (2016). Emerging categories of media institutions. In Juliet Floyd & James E. Katz (eds.), *Philosophy of Emerging Media: Understanding, Appreciation, Application*, 361-371. UK: Oxford University Press.
- Manga, J. (2003). *Talking Trash. The cultural politics of Day Time TV Talk Shows*. New York and London. New York University Press.
- Marwick, A., & Lewis, R. (2017). *Media manipulation and disinformation online*. New York. Data & Society Research Institute.
- Matseketsa, B. & Mapolisa, T. (2013). The effect of terrorism on international peace and security and educational systems in Africa and beyond: A new millennium perspective. *International Journal of Advanced Research*. Vol.1 (8), P. 694-710.
- Mayfield, A. (2008). What is Social Media? Available at: http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_ebook.pdf. Accessed on March 02, 2021.
- McCombs, M. (2004). *Setting the agenda. The mass media and public opinion*. Cambridge. Polity.
- McCombs, M. (1992). Explorers and Surveyors: Expanding Strategies for Agenda-Setting Research. *The Journalism Quarterly*. 17, 117.
- McLuhan, M. (1962). *The Gutenberg Galaxy: The making of Typographic Man*. Toronto: University of Toronto Press.
- McQuail, D. (2005). *Mass Communication Theory* (5th ed.). London: Sage Publications.
- McQuail, D. (2010). *Mass Communication Theory* (6th ed.). London: Sage Publications.
- Morrison, J. (2017). Finishing the ‘Unfinished’ Story, Online Newspaper Discussion-Threads as Journalistic Texts. *Digital Journalism* 5 (2): 213–232.
- Napoli, M. (2012). *Social Media and the Public Interest, Media Regulation in the Disinformation Age*. Columbia University Press.

- Nielsen, W. (2017), Computer-mediated communication and self-awareness. A selective review. *Computer Hum. Behave.* 76, 554–560.
- Nip, M. (2006). Exploring the Second Phase of Public Journalism. *Journalism Studies* 7 (2): 212–236.
- Nowak, E. (2018). Agenda setting theory and the new media. Maria Curie- Sklodowska University.
- Organization for Economic Cooperation and Development (OECD). (2001). Understanding The Digital Divide. Paris Cede 16, France.
- Palfrey, U. (2010). Empowering Parents and Protecting Children in an Evolving Media Landscape. Response to FCC, pp. 4-94.
- Patton, Q. (2002). *Qualitative research & evaluation methods* 3rd ed. London: SAGE Publications.
- Persily, N. (2017). The 2016 US election: Can democracy survive the internet?. *Journal of Democracy*, 28(2), 63–65.
- Pew Research Center. (2015). 15 Striking findings from 2015. Report.
- Pew Research Center . (2018). Social media fact sheet. Retrieved from <https://www.pewinternet.org/fact-sheet/social-media/> . (Accessed on May 14, 2021).
- Robert, K. (2011). *Qualitative Research from start to finish*. The Guilford Press, A Division of Guilford Publications, Inc. New York.
- Rogers, E. (2004). Theoretical Diversity in Political Communication. In Kaid, L., Ed. *Handbook of Political Communication Research*. Lawrence Erlbaum Associates Inc.
- Ruggerio, E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication & Society*, 3(1), 3-37.
- Rusbridger, A. (2011). Does Journalism Exist?. In D. Folkenflik (Ed.), *Page One: Inside the New York Times and the Future of Journalism* (1 ed., pp. 85-94). Philadelphia. Participant Media.
- Russell, S., Maksut, L., Lincoln, R., & Leland, J. (2016). Computer-mediated parenting education: Digital family service provision. *Child Youth Serv. Rev.* 62, 1–8.
- Safari, O. (2018). Social media impact on a journalists role . *Journal of Science Education*, 19(1): 148-62.
- Santana, A. & Hopp, T. (2016). Tapping into a new stream of (personal) data: assessing journalists different use of social media. *Journalism & Mass Communication Quarterly* 93 (2), 383-408.

- Severin, W. & Tankard, J. (2001). *Communication Theories. Origins, Methods and Uses in the media*. New York , Addison Wesley Longman Inc.
- Shao, G. (2009). Understanding the Appeal of User-Generated Media, A Uses and Gratification Perspective. *Internet Research* 19(1),7-25.
- Shu, K., Sliva, A., Wang, S., Tang, J., & Liu, H. (2017). Fake News Detection on
- Singh, S. & Sonnenburg, S. (2012). Brand performances in social media. *Journal of Interactive Marketing*, 26(4), pp.189-197.
- Skjerdal, S. (2011). Journalists or activists: Self-identity in the Ethiopian diaspora online community *Journalism*. vol.12.pp 727–744.
- Solis, B., & Breakenridge, D. (2009). *Putting The Public Back in Public Relations*. FT Press.
- Sparks, G. (2012). Uses and Gratifications of Elihu Katz. In Griffin, E, *A first look at Communication theory* (8th ed., pp. 357-365). New York, NY McGraw-Hill.
- Sundar, S. & Limperos, M. (2013). Uses and grats 2.0, new gratifications for new media. *Journal of Broadcasting & Electronic Media* 57(4): 504–525.
- Sundar, S. (2008). The MAIN model, A heuristic approach to understanding technology effects on credibility. In M. J. Metzger & A. J. Flanigan (Eds.), *Digital media, youth, and credibility* (pp. 72–100). Cambridge, MA. The MIT Press.
- Tandoc, C., & Vos, P. (2016). The Journalist is Marketing the News, Social media in the gatekeeping process. *Journalism Practice*, 10(8), 950–966.
- Tandoc, C., Lim, W., & Ling, R. (2018). Defining “fake news”. *Digital Journalism*, 6(2), 137–153.
- Terdiman, D. (2009). Photo of Hudson River plane crash downs. TwitPic, CNET.
- Thaware, V. ,& Agnihotri, N. (2018). *AI Gone Rogue, Exterminating Deep Fakes Before They Cause Menace*. Blackhat Europe, London.
- The European Court of Human Rights. (2018). *Annual Report 2018 of the European Court of Human Rights*. Council of Europe.
- Thurlow, C., Lengel, L., & Tomic, A. (2004). *Computer Mediated Communication, Social Interaction and the Internet*. New Delhi. Sage Publication.
- Valkenburg, M., Peter, J., & Walther, B. (2016). Media effects, Theory and Research. *Annual Review of Psychology*, 67.
- Vis, F. (2013). Twitter as a reporting tool for breaking news. *Digital Journalism*, 1(1), 27–47.

- Waltman, S., & Haas, W. (2011). *The communication of hate*. New York, Peter Lang Publishers.
- Wardle, C., & Derakhshan, H. (2017). *Information Disorder, toward an Interdisciplinary Framework for Research and Policy Making*. Report to the Council of Europe.
- Weiner, B. (2006). Crisis communications, Managing corporate reputation in the court of public opinion. *Ivey Business Journal*, 1-6.
- Whiting, A. & Williams, D. (2013). Why people use social media: a uses and gratifications Approach. *An International Journal*, 16 (4), pp. 362-369.
- Williams, K. (2003). *Understanding Media Theory*. London, Arnold.
- Wilson, J. (2004). *The information revolution and developing countries*. Cambridge, MA, MIT Press.
- Yuguchi, K. (2008). The digital divide problem, An economic interpretation of the Japanese experience. *Telecommunications Policy*, 32, 340-348.
- Zeller, F., & Hermida, A. (2015). When Tradition Meets Immediacy and Interaction: The Integration of Social Media in Journalists' Everyday Practices. *Sur le journalism, About journalism, Sobre jornalismo*, 4(1), 106-119.
- Zemmels, D. (2012). Youth and new media, Studying identity and meaning in an evolving media environment. *Communication Research Trends*, 31(4).

Appendix 1

English version of the questionnaire

Dear Respondents,

I am a student of Addis Ababa University, School of Graduate Studies undertaking Master of Journalism and Communication. As partial fulfillment of my study, I am conducting a research project entitled 'Investigation into social media effects on Digital News Reporting in the case of Ethiopian News agency (ENA)'. You are invited to take part in this research because you can provide me the best information and data. Therefore, I would like to ask you to give me the exact answers for the questions below.

I assure the confidentiality of this study because it is solely used for academic purpose and all respondents will remain anonymous to safeguard their privacy. Your responses will make the paper interesting and its results will be significantly important. I would like to thank you in advance for the time you are willing to devote to fill out this questionnaire.

Thank you very much!

Part 1: General Information

Please circle the letter of your choice from the alternatives.

1. Gender: Male Female

2. Age : Less than 25 25-30 30-35 35-40 Above 40

3. Educational Status : Diploma 1st degree 2nd degree Masters and above

4. Occupation: Reporter Senior Reporter Deputy Editor

Editor Editor-in chief other _____

5. Job Experience: 1-5 years 5-10 years 10-15 years 15-20 years

Above 20 years

Part 2:

Social Media Trends of Journalists

Please choose the best or write according to the options ordered.

1. Which social media you use frequently? /You can choose multiple platforms/

Facebook Twitter YouTube Instagram
LinkedIn Telegram Tik Tok Other _____

2.How long do you spend for social media per day?

A. Less than 1 hour B.1-2 hours C. 2-3 hours D.3-4 hours E. More than 4 hours

3.How many years have conceded using social media?

A. Less than 1 year B.1-2 years C. 3-5 years D. More than 5 years

4.How many total number of friends, and follower do you have in social media?

A. Less than 500 B.500-1000 C. 1001-2000 D. 2001-5000 E. more than 5000

5.For what purpose that you use mainly social media?

A. News gathering, searching current affairs and Information sharing
B. Chatting with Family and Friends C. For Business and Training
D. If other _____

6.Which media device is mostly favorable to access social media for you?

A. Smart Phone B. Laptop Computer C. Desktop Computer D.Tablet or iPad

7. Personal experience of social media to get information for current affairs, news tips and press releases of different organizations

A. Always B. Often C. Sometimes D. Never

8. Personal experience of fact checking methods to verify new in social media

- A. Always B. Often C. Sometimes D. Never

9. The spread of social media platforms and increment in number have forced ENA to

focus on other sources of news rather its planned news.

- A. Always B. Often C. Sometimes D. Never

Part Three

The following are statements organized about Social Media and Journalistic Practices in ENA
Please select the word which expresses your opinion towards the statements and use the
symbol ' X 'in your choice.

N ^o .	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	ENA uses social media as source for news gathering, agenda sharing, and news tips					
2	ENA has guideline or rule of social media usage for journalists of ENA					
3	ENA engages training of new media technologies for journalists of ENA					
4	Suitable conditions of infrastructures for using social media in ENA					
5	Social media affects digital news writing and reporting of ENA					
6	ENA concern of fake news, fake accounts, false documents on SM					
7	Speed of news post on social media regarding your planned news topic					

Part Four

Please select the best options towards your attitude and give your opinion in the space provided.

1. Social media is an opportunity for ENA journalistic practice.
Yes No
2. What is your reason for your answer of question 1 above?
3. Social media as a challenge for ENA journalistic practice.
Yes No
4. What is your reason for your answer of question 3 above?
5. What do you propose to improve ENA's social media usage in the future? Please specify your suggestions.

THANK YOU SO MUCH AGAIN.

Appendix 2

Interview Guidelines

Interview Questions prepared for Editor-in-chief and director of the New Media & Website Department of ENA

1. Why do you prefer Facebook, Twitter and YouTube social media platforms?
2. What are challenges and opportunities of social media for journalistic practices?
3. How do you evaluate fake news, deepfakes, fake accounts and hoaxes in social media?
4. Do you post articles of individuals out of your organization journalists in your digital platforms?
5. What do you propose to minimize the effects of social media on journalism practices?

Interview Questions prepared for editors of ENA

1. How do you select news for social media or website?
2. Do you think social media has affected journalism practices?
3. What are the effects of social media on ENA as news organizations?
4. How ENA evaluates fake news, hoaxes, deepfakes, fake accounts and hoax news?
5. What do you think that ENA has to do in minimizing social media effects on journalists?

Appendix 3

Sentiment data from Facebook of ENA. April 01- April 30, 2021[Accessed on May 6,2021]

<i>(Organized by the Researcher)</i>							
Date	Number of Posts	Number of Likes	Number of Comments	Number of Shares	Number of Pictures	Number of videos	Number of video views
April 01	14	1,780	240	119	24	0	0
April 02	22	3,618	477	453	87	1	1,800
April 03	13	2,121	182	179	21	5	16,600
April 04	15	2,940	218	227	39	0	0
April 05	12	1,899	248	144	19	2	1,488
April 06	15	1,486	214	259	19	3	27,773
April 07	16	4,559	946	406	27	1	2,700
April 08	18	3,582	99	346	34	3	4,217
April 09	7	839	26	46	9	2	3,400
April 10	11	4,827	290	607	14	3	95,600
April 11	7	2,372	243	254	15	0	0
April 12	17	3,698	110	199	35	1	2,400
April 13	16	3,875	259	264	39	1	1,000
April 14	11	1,947	67	66	21	1	595
April 15	18	3,356	116	285	43	4	24,385
April 16	16	6,109	440	717	19	4	3,559
April 17	13	4,303	912	580	29	2	3,300
April 18	14	4,722	377	341	32	2	8,700
April 19	23	5,143	289	321	52	3	5,870
April 20	18	3,626	309	198	34	2	2,136
April 21	25	5,100	325	286	45	4	13,500
April 22	22	5,313	484	454	44	1	16,000
April 23	28	6,634	462	545	52	2	2200
April 24	18	2,988	260	243	27	6	16,500
April 25	14	2,943	248	228	30	1	8,700
April 26	18	3,668	314	339	39	1	1,000
April 27	24	4,811	158	293	43	2	4,700
April 28	21	4,321	195	231	39	3	2,837
April 29	31	6,832	244	354	82	1	1,500
April 30	20	4,938	228	284	71	2	2,590
Total Sum	517	114,350	8,980	9,268	1,084	63	275,050
in April 2021							
Average	17.2	3,811.7	299.3	308.9	36.13	2.1	9,168.3
Minimum	7	839	26	46	9	0	0
Maximum	31	6,832	946	717	87	6	95,600

Appendix 4

Sentiment data from Twitter of ENA. April 01- April 30, 2021 [Accessed on May 6, 2021]

<i>(Organized by the Researcher)</i>					
Date	Number of Tweets	Number of Replies	Number of Retweets	Number of Likes	Number of Pictures
April 01	6	1	19	30	10
April 02	7	11	50	86	9
April 03	1	1	1	3	1
April 04	5	4	26	54	5
April 05	3	5	14	45	3
April 06	2	5	2	4	2
April 07	8	28	199	255	11
April 08	6	13	73	156	7
April 09	3	1	11	21	2
April 10	0	0	0	0	0
April 11	1	0	6	18	1
April 12	2	3	8	30	5
April 13	6	7	174	280	6
April 14	1	1	32	43	1
April 15	10	2	26	53	10
April 16	5	2	48	87	6
April 17	0	0	0	0	0
April 18	3	0	12	40	3
April 19	2	3	6	17	6
April 20	4	5	12	28	4
April 21	3	2	29	52	4
April 22	0	0	0	0	0
April 23	6	1	32	67	6
April 24	6	2	41	90	7
April 25	2	4	67	120	2
April 26	0	0	0	0	0
April 27	2	1	29	62	2
April 28	2	2	30	42	2
April 29	3	8	52	81	4
April 30	3	9	35	74	4
Total Sum in April 2021	102	121	1,034	1,838	123
Average per Day	3.4	4.03	34.47	61.27	4.1
Minimum	0	0	0	0	0
Maximum	10	28	199	280	11