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**The Percieved Impact of Social Media on Mainstream
Journalism practices: The case of Ethiopian Broadcasting
Corporation and Fana Broadcasting Corporate**

BY BITIMA MILKESSA

June, 2019

Addis Ababa

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SCHOOL OF JOURNALISM AND COMMUNICATION

The Perceived impact of Social Media on mainstream journalism practices: the case of Ethiopian Broadcasting Corporation and Fana Broadcasting Corporate

By

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**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**

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Declaration

I hereby declare that this research project ‘The Perceived impact of Social Media on mainstream journalism professional practices: The case study of Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC), is my origin work and has not been submitted to or examined by any other university. All the sources of materials used for the thesis have been properly acknowledged.

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This is to certify that the thesis prepared by Bitima Milkessa, entitled ‘The Percieved impact of Social Media on mainstream journalism professional practices: The case study of Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC)’ *and* submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

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ABSTRACT

The purpose of this study is to investigate the impact of Social Media on mainstream journalism practices focusing on Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC). Mixed research methods were adopted for the study where survey questionnaire and in-depth interview were used as specific methods for gathering the data. The explanatory sequential mixed methods was deployed to design the research. The data obtained and subsequent data analysis certainly emphasized the fact that social media has had, and continues to have a strong influence on the field of journalism and practitioners'. The notion of the journalist has moved so significantly away from aspects of its mainstream media basis because of favorability social media platform for interactivity with the audience and potential sources. A total sample of 283 journalists was randomly selected to fill the survey questionnaire. Whereas, 13 media professionals like media managers, editors and senior reporters were purposefully selected for the in-depth interview to support the findings from the questionnaire. As a result, the findings from these sources of data revealed that Journalists' rated Social Media as very important in sourcing, processing, disseminating and getting feedback for local news. Similarly, Social Media have impacted on the mainstream journalistic practice to the level of creating new practices. Journalists used social media tools in their daily workflows, the access they each had to suitably reliable computing technologies remains an arguable issue within media organizations. Media organizations were converging and increasingly encouraging the use of social media in the daily work practices and routines of their employees. Both EBC and FBC directly linked to social media to broadcast online in addition to mainstreaming through Television and Radio. This indicates that the impact of internet technology on mainstream media. Unfortunately, both media institutions begun outlet their news with social media tools to attract audience worldwide. Therefore, it is recommended that proper training, attention and leadership needed both from the Media houses, journalists, researchers, educational institutions as well as policy makers.

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List of Acronyms

AAU - Addis Ababa University

EBC - Ethiopian Broadcasting Corporation

FBC - Fana Broadcasting Corporate

SPSS - Statistical Software Packages for Social Science

Operational Terms

The definition of the following terms in the study is as follows:

Journalistic Practice: The practice of journalism in information gathering, reporting, writing, recording and editing, agenda setting, is getting interaction with audiences, editorial meeting, and disseminating programs or news through different platforms.

Information Gathering: the process of collecting information about something.

Mainstream Media: is a term used to refer collectively to the various large mass news media that influence a large number of people, and both reflect and shape prevailing currents of thought or the conventional media like EBC and FBC.

Newsroom: is the central place where journalists, reporters, editors, and producers, along with other staffers are working to gather, edit and produce news to be broadcasted.

Respondents: all the research target journalists who had participated in the research.

Social Media: social networks, like Facebook, YouTube, Twitter and LinkedIn and others.

CHAPTER ONE

1. Introduction

1.1 Background of the study

The fast proliferation of a new category of information technologies, which is commonly supported and possesses interpersonal and interactive communication using the internet-based platform become an option for society to get information.

Dwyer (2010) stated that a reporter had to run as fast as possible back to the newsroom after interviewing and tried to beat the competition to print. With the advent of the digital age, the role of the journalist changed. The inception of information communication technology such as the internet has made it possible to find out about events without actually being there. Journalists can report news across the world over the internet.

Also Franklin (2014) stated the “age of digital media” as witnessing innovation and radical change across all aspects of journalism, creating economic difficulties for legacy media. He also stated that the global recession since 2007 continues to deepen the sense of economic uncertainty arising from a period of unprecedented change with significant and wide-ranging consequences for the journalism industry as well as scholarly research in the field of journalism studies.

DeFleur and Dennis (2002), MacQuail (2005) and Tan (1984) stated that the way the society uses Social Media also shape their adoption and their use. Mass media technologies have a long history and have been evolving over time with each new media threatening to phase out the previous one. While mainstream media lack consistency, instead Social Media become a sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio (Bruce and Douglas; 2008, p.27).

Rudin and Ibbotson (2002) argue that journalism involves editing and commentary. In their expression Journalism involves the sifting and editing of information, comments and events in a form that is recognizably different from the pure form in which it occurred. Journalism is about

putting events, ideas, information and controversies into context. It is about selection and presentation. Above all it is about the assessment of the validity, truthfulness or representativeness of actions or comments.

Every human activity, if it wants to be in the service of the common good must be based on professional and ethical standards. So the central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.

According to the article published by Journalism Network Organization the core principles of ethical journalism set out below provide an excellent base for everyone who aspires to launch themselves into the public information sphere to show responsibility in how they use information. There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. The Knight Citizen News Network sets out "the bedrock foundation of sound journalism is to help citizen reporters master the fundamentals of the craft in a networked age." These five principles accuracy, thoroughness, fairness, transparency, and independence serve as useful guidelines to good journalistic practice.

FBC and EBC disseminate information through different social media platforms. Journalists working in both institutions perform their journalism practices for alternative Social Media platforms of the institution's they were working for. Subsequently, these new flows of information that journalists encounter via Social Media websites are impacting upon their work practices, which are consequentially changing the news production process.

Mainstream news media today are facing new challenges; new competitors; new demands and new expectations and opportunities due to the advancement in information gathering, processing and dissemination technologies. Major Broadcasting Industry in Ethiopia like FBC and EBC now a day's faced a great challenge from Social Media to be the first with a breaking News. Thus, this study tried to justify the professionals perception how the social media impacts on mainstream journalism practices within the Ethiopia media system.

1.2 Statement of the Problem

The perceived impact of Social Media on the journalism profession over the last few years, especially since it has become more perceptible Social Media has radically and irreversibly altered the profession from what has been the norm in the twentieth century. The Internet, so central to the effectiveness of Social Media, has brought the world and its inhabitants closer together.

Since its arrival Social Media have certainly changed the way journalists work, how stories are developed and disseminated. Even if Social Media have had positive impacts in disseminating information, but there are also concerns about their impact on productivity and the distraction it could have on journalists working patterns. Browne (2013) stated more than one billion people on Facebook, the potential for searching keywords around a breaking news event that have been Geo-tagged could quickly give journalists the inside track on finding sources. Social Media offer a novel platform for reaching audiences and have become part of news gathering and news-processing routines. But, as they develop in sometimes unpredictable directions, as O'Sullivan and Heinonen (2008) point out, they raise an array of new questions about practices and values, some of which go to the declared defining essentials of journalism.

As journalists and media professionals increasingly incorporate Social Media in their work practices, a new demand for up-to-date technology arises. The technological infrastructure made available within newsrooms to journalists and media professionals has what Singer (2006) described as a 'significant effect on the adoption of social media as sources of news'.

While it appears that media organizations are promoting the use of Social Media amongst their employees, particularly when it comes to new source in doing so, journalists and media professionals are facing uncertainty regarding efforts to incorporate the use of Social Media websites into current journalistic workflows. This uncertainty has led to a sense of defensiveness amongst journalists toward what seems like a push by the media organizations they work for to further incorporate Social Media in their daily work practices (Ngyuen & Western 2006; Deuze 2007).

As Ameyu (2016) quoted in his study, the use of the Internet in Ethiopia began in 1993 at UN Economic Commission for Africa. It is in the following year that medical School of Addis Ababa University had accessed the internet with the help of US based NGO (Jensen and Sarrocco, 2002). This shows, from the onset, internet was a luxurious service for the mass in Ethiopia as it used to improve communications among organizations. Even though the service was very limited it was not open for the wide use until 1997, a year internet service began to be delivered by the defunct organization called Ethiopian Telecommunication Corporation (ETC). However, after two decades of service, the state of the internet in Ethiopia still is one of the most undersized in the world despite the diplomatic hub of the nation. This shows that Ethio-telecom has done little to target the wider population in accessing the internet.

Recently, Ethio Telecom has launched fourth generation (4G) mobile service that let users access to high speed internet connection and help the nation catch up neighboring nations (Aaron, 2015).

Previous studies show that media outlets and journalists use social media for different purposes. Media institutions use social media to improve their relationship with audiences and to distribute their products (for instance; Hermida, 2010; Pew, 2011; Phillips, 2012). Some others use it to ignite audiences for participation (Hermida, 2009). The social media networks are also used as a source of information (Broersma and Graham, 2013). For this, many media institutions are hiring social media editors (Broersma and Graham, 2012). Whereas, journalists use social media as a reporting tool for breaking news (Vis, 2013). A study finds out that journalists' commonly use Facebook and Twitter as a source of information and to remaining relevant with breaking news. They do believe that social media has an impact on mainstream media for the fact that it relay information faster than mainstream ones (Tomno, 2012).

However, the above mentioned preliminary studies didn't investigate how social media influence the practice of mainstream journalism. Thus, the current study made an attempt to investigate how FBC and EBC news media are using Social Media as an information gathering, promotional tool for content on TV, using new media tools either as a complementary tool for their mainstream platforms, live coverage of events and post short news with a short video. Both media organizations also have set out an agenda to become more engaged, encouraging user comments and feedback in formal and informal ways.

In general, the current study is intended to investigate the impact of social media on the practice of mainstream journalism practices. Specifically, this study is concerned with how FBC and EBC journalists perceive the impact of social media on the mainstream journalism practice.

1.3 Objectives of the Study

1.3.1 General Objective

The fundamental objective of this thesis is to identify the perceived impact of social media on mainstream journalism practice and journalists perception about Social media in Ethiopia media landscape.

1.3.2 Specific Objectives

The specific objectives of the study are:-

- ❖ To assess how journalists in FBC and EBC use Social Media for sourcing, processing, sharing, enriching the local news content and getting feedback on the local news.
- ❖ To evaluate the impact of Social Media have on the mainstream journalistic practice work performance in EBC and FBC media organizations.
- ❖ To assess the challenges journalists face if any, as a result of the proliferation of Social Media.

1.4 Research Questions

- ❖ How do local journalists in FBC and EBC use Social Media for sourcing, processing, sharing, enriching the local news content and getting feedback on the local news?
- ❖ What impact Social Media have on the process in which journalists perform their job?
- ❖ What are the challenges journalists faces as a result of the proliferation of Social Media?

1.5 Significance of the Study

This study is significant because digital media has become a huge communication source. Research into the latest online technologies is crucial to understand how they are affecting the media industry.

This study investigated how journalists' use social media to source, process, share and get feedback on the news content and showed a synergy between the mainstream journalism practice and social media.

This study sought to fill the existing knowledge gap on how the utilization of Social Media by mainstream media and perception of journalists towards new practices. The impact of this study also will be felt positively in various fields, such as all journalism sectors, governments, private individuals, NGOs, academics and others. Academically, this research work will therefore advance knowledge. The academic community will use this work as a reference point and in the implementation of similar studies.

1.6 Scope of the Study

This study is focused on journalists working in FBC and EBC. All data important for this study were collected from these institutions. Thus, necessary data were collected only from journalists and did not include other employees working in these institutions. However, since journalists share common characteristics and skills, data generated from this study and the result obtained thereof, can be applied to all journalists.

1.7 Limitation of the study

The major constraints faced by the researcher while conducting this study were; lack of empirical research related this study area, especially in Ethiopia, and also the nonavailability of adequately published and documented data which focus on social media and mainstream media practices in Ethiopia. Similarly, lack of secondary sources has somehow limited the opportunity to cross triangulate the findings of various researches outputs concerning this topic.

In addition, since social media technologies are new phenomena, there was confusion on the selection of theoretical frameworks which are the best suits to social media research.

Finally, due to financial constraint and time shortage the researcher does not entertain all activities of FBC and EBC media institutions asks all journalists to explore more data.

1.8 Organization of the Study

This study consists of five chapters. The first chapter gives an introduction on the background of the study, a statement of the problem, objectives of the study, the 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 of the methodology employed to conduct this study and the reasons why the researcher has chosen quantitative and qualitative methodology. The fourth Chapter discusses the analysis and presentation of the data. This chapter discusses all the data collected from respondents. Finally, chapter five provides the summary of major findings, conclusion and recommendations.

CHAPTER TWO

2. Literature Review

2.1 Introduction

This chapter provides a review of literature and empirical studies on social media use by journalists in general and Ethiopia in particular. The opening sections dwell on the Concept of Journalism, How was Journalism Developed, Journalism norms of Practice, Evolution of media in terms of practice and platform, Journalism code of ethics, How has Different Technologies Impacted on Journalism, How has Internet Technology Influenced Journalism profession, definition of Social Media, the importance of Social Media for mainstream journalism Practitioners' and the impact of Social Media on mainstream journalism Practitioners. This sheds some light on the existing research gap and gives direction for future research. The researcher used primary and secondary literature sources of information such as research reports, articles, books, journals and websites.

2.2 Concept of Journalism

The term journalism has been variously interpreted by scholars. According to McNair (2002), journalism is 'an account of the existing real world as appropriated by the journalist and processed in accordance with the particular requirements of the journalistic medium through which it will be disseminated to some section of the public'. For Deuze (2005), Journalism is a profession that continuously reinvents itself with the changing trends.

At its most basic, journalism consists in finding things out then telling people about them via newspapers, radio, television or the Internet. It's not a product, but a process, one that used to be seen as a one-way street but more recently has been conceived as involving an audience which will filter messages through its own experiences and understanding (Harcup, 2004) and arrive at its own reading.

The professional practices of journalism have defined the role of journalists as the writers of the 'first draft of history' (Bruns 2011, p. 134). These professional practices and norms such as

objectivity have prompted journalists to assume the role of gatekeepers of information, whereby their professional practices and associated norms are used to sort through the abundance of daily information, and decide on what information was of significance to their audience.

2.3 Journalism Evolution and norms of practice

The journalism industry is evolutionary in nature, and as with all aspects of the media, is prone to shift and change as culture shifts and changes around it' (Carlson 2007, p. 1027). McNair (2005) also argues that journalism like all cultural forms has been changing and evolving since its emergence; paralleling changes in the environment within which it is practiced. The journalism industry has found itself in a transitional phase as an increased dependency on technology has altered the news production process in a way, which have challenged the cultural role of the journalist, normative definitions of journalism and encouraged journalism hybrids.

Thus, the industrialization of news that is the payment of people to find and report on news events has a relatively short history of about 200 years (Schudson 2001, p. 64) linked to the technological development of fast printing presses and the social development of increased literacy, especially amongst middle-class populations.

Recent handbooks also emphasize the development of the field, and serve to provide an appreciation of its scope, setting out prominent strands of thinking, not only around objectivity, professionalism and truth seeking, but encompassing also gate keeping, agenda-setting, source relations and journalism in society, along with ethics, convergence, and reception (Wahl-Jorgensen and Hanitzsch, 2009, Franklin, 2005).

The industrialization of news that is the payment of people to find and report on news events has a relatively short history of about 200 years (Schudson, 2011, p. 64) linked to the technological development of fast printing presses and the social development of increased literacy, especially amongst middle-class populations. However, the first real push towards professionalized journalistic practice did not come until after the 1920s.

Journalists often appear to rely on established norms of practice to produce news, simply transferring mainstream journalism practices to new communication tools (Singer 2005; Hermida

2012). In the short term, it makes sense that journalists would view Social Media through the same conceptual lens as other communication tools, and work according to the established practices through which they define their professional status. However, as Paulussen (2016) suggests, the accumulation of these changes over time shows that the evolution of journalism is actually quite dynamic, incorporating new individual practices, new organizational strategies and new understandings of journalism as an institution.

The historical view of journalistic practice seemingly crucial norms of journalism practice, such as objectivity, verification and professional autonomy, are not only socially and culturally constructed, but have also been continually negotiated over time.

According to Küng (2015) journalism transitions into digital, online and Social Media enabled environments, small changes and negotiations have eventually contributed to significant shifts within the industry and to journalism practice. The practices that have emerged from online media production are based on their technological determinants for increased accessibility and participation of audiences in media production and dissemination. These new technological frameworks have centered on the audiences' ability to produce, distribute and share these new media forms such as review sites, commenting systems, photo and video sharing, blogging and microblogging (Mandiberg 2012, p. 1).

However, these technical affordances have also influenced changes in communications practices, which prioritize sharing of new media forms and cutting out the journalistic 'middle man' by directly engaging with specific content and users (Bossio 2017, p.28).

2.4 Evolution of media in terms of practice and platform

In any history of journalism it is important to evict any thought of a predetermined agenda to its evolution. There have been significant shifts in its practice and content. For instance, it has moved from a private exchange of intelligence to the public consumption of information, as well as from the clandestine operation to an officially sanctioned activity. Journalism has always evolved pragmatically; according to social and technological determinants (Conboy 2004, p. 3).

According to Bossio (2017) the emergence of journalism as a profession began, coupled with the rise of professional associations and a focus on ethical codes of practice and training that determined more precisely the boundaries of journalism's professional role.

He also suggested that the first real push towards professionalized journalistic practice did not come until 1920s. Indeed, early newspaper and journalism history is marked by editorial partisanship, commercial and government influence and sensational news content. Early newspapers created gossip and color stories, mixed with copious advertising and political news (Schudson 2011, p. 65). The development of the 'penny press', the telegraph and their associated shorter writing styles improved the distribution of news, but not the partisanship of the content.

After the First and Second World Wars, a strong social belief in the scientific method also began to emerge, expressed as the prioritization of objectivity, professional autonomy and verification in journalism.

The emergence of the Social Media platform is recent phenomena compared to journalism practice. According to Boyd and Ellison (2007) and Van Dijk (2013) the popularity of Social Media platforms began to emerge in the late 1990s with platforms like Friendster, but did not gain mainstream, popular usage until the early 2000s, with the large-scale adoption of MySpace and later, Facebook by a mostly youth-based audience.

When the possibilities for online journalism were beginning to be realized more than 20 years ago, mainstream journalism was seen to be under threat. Online news creation and distribution shifted journalists and their audiences away from the mainstream 'one-way' communication model typified by newspaper and broadcast journalism. Citizen and other 'non-professional' news content creation, information abundance and new online-enabled technologies increasingly characterized news reportage (Livingstone and Asmolov 2010), leading to pressure on journalists to be multi-skilled and engaged across platforms (Cremedass and Lysak 2011; Saltzis and Dickinson, 2008).

Classified and commercial advertising revenue suffered a sharp downturn and job cuts meant increased productivity pressures on journalists, who were asked to publish news and opinion in more formats and more quickly than ever before. This industrial tumult led some to predict

the ‘death’ of journalism (Altheide, 1994) and the dominance of amateur, opinion and tabloid journalism.

According to Bossio (2017) in the ‘Web 1.0’ phase, journalists and news organizations adjusted to the demands of the 24-hour newsroom, and re-skilled to create multiplatform content and streamlined newsrooms. But then Social Media’s popularity exploded. Coupled with the technological advances in Smartphone and tablets, Social Media is now where audiences are predominantly posting, finding and sharing news and information.

A recent web-based media formats (Web 2.0), has meant sociality; websites and blogs gave way to micropublishing, short messages, geolocational sharing, image dominance and a focus on individual engagement.

Bock and Paxhia (2008) claims that Social Media include Web 1.0 tools and second generation tools (web 2.0 tools). Second generation Social Media tools and technologies are purported to include blogs and micro-blogs, social networking, Wikis, podcasts, Really Simple Syndication (RSS), social bookmarking and Mashups that are collectively referred to as web 2.0.

Stories became ‘viral’ through individual ‘likes’ or the popularity of an issue, trend or hash-tag. Just when Journalists thought they understood online news reportage, Social Media changed the rules.

Basically Social Media are internet-based platforms that enable online users to generate and exchange messages through text, sound, and, video; separately or in combination.

Social Media platforms vary in theme, and genre, as well as in their use and design (Chan 2008, p.7). As noted earlier Social Media offer varying terms of engagement and users can choose between a variety of activity types and user roles. Social Media platforms are therefore many and vary in use. One challenge faced by this researcher is in identifying the various categories of social media as new ones crop up daily.

However, Kaplan and Haenlein (2010) in their widely cited journal classified Social Media in six broad types; collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. YouTube, slideshare), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life).

2.5 Journalistic Code of Ethics

A journalistic code of ethics refers to a set of principles of professional conduct that are adopted and controlled by journalists themselves. The movement towards codifying journalistic practice had already started in the USA before the 1947 Hutchins Committee Report, and one of the first canons of journalism was published by the American Society of Newspaper Editors in 1923. Codes of conduct were being introduced in Europe at around the same time, notably in France, Sweden and Finland, and eventually in nearly all countries (Laitila, 1995) cited in Denis McQuail 2010.

Movement toward formal journalism ethics began as early as the 1860s when the Philadelphia Public Ledger introduced ‘24 Rules’, stressing accuracy and fairness during the Civil War. The word ‘ethics’ first appeared in an 1889 essay on press criticism by W.S. Lilly titled ‘The Ethics of Journalism’ (Keeler, 2002, p. 49).

The change in social relationships and networks that new technology has brought has also altered the way in which journalists are perceived by the public. This has brought journalistic practice under far greater scrutiny. In addition, the ways in which private life is increasingly on display on the internet has meant that journalists have a greater resource of material to gather and use in stories, but also a far greater obligation to ensure that they use this material both fairly and ethically. But neutrality and freedom from bias is a key part of the ideology of professional journalism (Allan, 2010).

Thus, the legend of objectivity, which has been thoroughly unpicked and discredited among the media theorists, at least remains firmly well established in the professional practice of journalism, and the more the profession comes under fire, the more objectivity is defended as a necessary part of the contribution that news organizations make to society as a whole.

2.5.1 Objectivity

A long-term historical view of journalistic practice indicated that norms of journalism practice such as objectivity; verification and professional autonomy are not only socially and culturally constructed, but have also been continually negotiated over time.

Objectivity is one of the defining norms of professional practice in journalism. This Professional self-identity, norms of practice identifies the boundaries of a profession, setting it apart from other professions, as well as amateur practice (Emery 1996). Tuchman (1972) also expressed objectivity as an inviolable tenet of journalism's professional ethics, journalism education and occupational routines and is strongly defended against challenge.

Challenges to mainstream norms of journalism practice is the increasing prioritization of the social or personal aspect of news stories posted on Social Media as well as engaging directly with followers by responding to queries, posting links to other sources and asking the audience questions about stories. The most important part of this change is increasing use of affect and emotion rather than objectivity or neutrality as a way to ensure a more authentic engagement with audiences (Russell, 2016). Social Media communication cultures allow much more for emotional or political positioning of news content.

2.5.2 Verification and transparency

The first principle of ethical journalistic practice espoused by the Australian Journalism Code of Ethics is, Report and interprets honestly, striving for accuracy, fairness and disclosure of all essential facts. Do not suppress relevant available facts, or give distorting emphasis.

According to this code of ethics, journalists should strive for honesty and accuracy; mainstream journalistic practices sustain this through processes of verification. Thus, Shapiro (2013) defines verification as an 'essential nature' both of contemporary journalism expressed through a methodological commitment to accurate truth telling, and to notions of truth itself.

Verification has been central to the understanding of ethical journalism, but new voices in online and Social Media have challenged the representation of universal truth in the news and the centrality of the journalist in presenting it.

So that, the increasing use of Social Media has presented both opportunity and challenge to mainstream processes of verification used by journalists. For instance, quick access to sources, short video and eyewitness content has made it easier than ever before for journalists to verify news reports. Also, instantaneous publishing and the viral effects of popular Social Media content have meant that false and hoax news has become ever growing problems for journalists.

This also creates an institutional challenge for journalism, even when news is fake or partisan, audiences do not always rely on the social authority of journalists to point this out.

On the other hand, processes of transparency have been referred to as a kind of ethical salve to criticism of mainstream news reportage as elitist, homogeneous and scandal driven (Karlsson 2008). Transparency thus relates to the openness of both the journalist and the news product to scrutiny from audiences. This might come in the form of presenting or explaining the processes of news source selection, or justification for the particular representation of a news event.

The importance of transparency has been central to contemporary debate by journalists about ethical practice; for some, transparency is a new mode of accountability that replaces the critical distance of objectivity (Vos and Craft 2016). Transparency also relates to accountability; engaging in online communities and showing the process of reportage can be seen as a new ethical ideal in a networked Social Media environment.

2.6 How has Different Technologies impacted on Journalism?

Since technology has been evolving in the past several years, mass media companies are beginning to merge technologies to create demand for new products. In the past, for instance, Television in the mid 20th century merged the technologies of movies and radio, and today it is being converged with the mobile phones and computers. Phone calls are also being made with the use of personal computers. Converging technologies seem to be squashing many types of demanded technologies into one (Jenkins 2003).

Technologies, according to mass media experts like Albarran (2007) and MacQuail (2005) is viewed as an agent of change. In this case, Social Media technologies most probably presenting new media conduits where people can develop their own media.

This suggests that people may no longer be limited to the mainstream media like newspaper, magazine, television and radio or their preferred Websites” for any type of information. Media audiences are hence expected to become more interactive, voicing more what they see and know among themselves. This as MacQuail (2005) puts it, is shifting the balance of power from the conventional media to the audience, an argument that is shared by a New York academician and bloggers, Professor Jeff Jarvis who claims that “the witnesses are taking over the news”. Jarvis

maintains that we are witnessing a historic shift of control from mainstream news organizations to the audience themselves.

French religious philosopher Jacques Ellul, speaking in 1962, sees what he calls 'technique', indicating the technological order, in darkly determinist terms, according it an independent autonomy, with man unable to master and control it but instead worshipping it.

However, the technological determinist perspective of greater valence is that of positivist progress, and runs counter to Ellul's rather despairing position. From this perspective, technology itself allows us to do things that otherwise we could not, and so it is the driver and conductor of change and improvement in our collective and individual lives.

Dahlgren's observation is that "Journalism is carried out in specific institutional circumstances, within concrete organizational settings and under particular technological conditions. The advent of cyberspace will inevitably impact on the factors which shape how journalism gets done and may well even colour how we define what journalism is" (Dahlgren, 1996, p. 60).

2.7 How has Internet technology influenced the journalism profession?

In recent years, the journalistic field was challenged by a number of critical developments, among which the ongoing diffusion of interactive technologies, digitization of messages and convergence of media formats are clearly some of the most vital ones.

The Internet is changing the profession of journalism in at least three ways. First, it has the potential to make the journalist as an intermediary force in democracy superfluous (Bardoel, 1996); second, it offers the media professional a vast array of resources and sheer endless technological possibilities to work with (Quinn, 1998; Pavlik, 1999); and thirdly, it creates its own type of journalism on the Net so-called digital or rather online journalism (Singer, 1998; Deuze, 1999).

According to the article published by Jo Bardoel & Mark Deuze in 2001 the developments on the Internet in terms of news and journalism lead to a classification of its key characteristics. Those are interactivity, customization of content, hypertextuality; and multimediality.

The interactive logic of Internet media has also made a dramatic impact on journalists' professional identities. Instead of just being gatekeepers, online professional journalists must also become sense makers; instead of being agenda-setters they must become interpreters of whatever is both credible and valuable (Singer 2006).

2.8 Social Media

Social Media is constructed from two different words; "Social" and "Media." The word '*social*' implies both the 'needing of companionship' (Oxford University Press, 2012) as well as activities in which people meet each other for pleasure' (Oxford University Press, 2012).

Media is defined as 'the main means of mass communication' (Oxford University Press, 2012) and an 'agency or means of doing something' (Oxford University Press, 2012).

A central point of the term 'Social Media' is thus it combines a human quality with that of a technology, thus entailing a duality, which is fundamental to its definition.

The definitions of the term focus primarily on its technological characteristics. 'Social Media' is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction' (Ryan and Jones, 2012, p. 153), whereas other definitions lay emphasis on the evolution in human socialization to which it lays ground; 'Social Media is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast medium, one-to-many, to a many-to-many model, rooted in conversations between authors, people and peers' (Solis, 2010, p. 37).

By the same token Kaplan & Haenlein (2010) defined Social Media as a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content (UGC). Hermida (2012) also defined Social Media as technologies, which have 'characteristics of participation, openness, conversation, community, and connectivity.

Bock and Paxhia (2008), Clark (2009), Rafaeli (2009), Wei (2009), and Newman (2009), among others agree that Social Media refers to the use of two or more modes of computer-mediated

communication that result in virtual community formation. This implies that Social Media is communication Platforms that is based on two-way Communication process.

2.9 The importance of Social Media for mainstream journalism

Practitioners'

In a Social Media landscape, the voice of the individual becomes clearer. Journalists working within and outside media organizations find themselves in direct contact with audiences, and with more options than ever as to where they source or output their work.

The journalists are professionals who always digging for new information, and events happening all over the world. In the 21st century, as digital media scholar Mark Deuze (2007) suggests in his book *Media Work*, the context for media production is changing rapidly. Media workers have been expected to adopt new tools, techniques, working arrangements and practices as industries restructure to address digitalization, Internet protocols, communications and publishing, and transnational competition.

Deuze notes that while various technologies are used within different contexts of work practices throughout the creative and cultural industries, media professionals today 'are first and foremost expected to come to terms with technological convergence in their work' (2007, p. 70). This statement reinforces views by scholars such as Hardt (1998) who has previously argued that media professionals are amongst the earliest adopters of new communicative technologies.

Internet search is now an important part of media work as it grants instant access to information for media professionals; in addition, the rise of Google acting in an intermediary role has aided the restructuring of relations between audience and journalists (Carlson, 2007). The introduction of an internet search engine has also presented new challenges and opportunities to both journalists and audiences. The introduction of online news would allow readers to choose topics and sources that interested them (Bowman & Wills 2003, p. 7).

In spite of certain drawbacks associated with new requests on professional performance, the Internet has indeed become a great asset to the work of journalists. It provides immediate access to an enormous amount of information which helps the news gathering procedures and

journalistic working routines. Especially in situations where deadlines are the major characteristic of the job, this is a positive shift.

2.10 The Impact of Social Media on Mainstream Journalism Practitioners

While the current technological landscape shows tremendous promise and present numerous opportunities for news and its practitioners, there are also potential pitfalls. While Social Media networks shake out feasible leads, there are also a lot of hearsays going on and even hoaxes. This new situation makes journalists experience an ever bigger workload due to the fact that newsroom management assumes that the news production process could be speeded up. The expanding possibilities with the Internet, mobile phones and other devices also eroded the dividing wall between the journalists' personal and working environment (Perrons 2003; Rintala and Suolanan 2005).

Now a day's information is open but what journalists work and what online reporting strategies they apply in their everyday practices require additional skills. For instance, journalists required to write the story for different platforms. Online journalists working as interpreters are changing journalistic discourse. They are checking and double checking the information, finding missing angles in the story, conducting additional interviews. Otherwise, the consequences for fake news become dangerous for journalist.

The formal news sector's monopoly on the distribution of news is blurred because of the advent of Social Media. In today's media environment, virtually all the notions of journalism based on practice are gone access to sources of information is open to anyone can disseminate his or her view instantly and globally with a few key strokes that makes everyone a publisher, but it does not make every publisher a journalist (Singer, 2006, p. 13).

Journalists and media professionals however, are facing uncertainty regarding efforts made by media organizations to incorporate the use of Social Media into their current journalistic workflows. This uncertainty has therefore led to a sense of defensiveness amongst journalists toward the media organizations they work for (Thurman 2008; Ngyuen 2010). This uncertainty can impact on the professional identity of both journalists and media professionals. In this

regard, conceptualizing journalism as an ideology, as suggested by Deuze (2005), may then reinforce the professional identity of both journalists and media professionals.

As Social Media websites offer an alternative means for audiences to gather and share news, a new dilemma for journalists and their mainstream appointed roles of gatekeepers of information is posed. This is because the rise of participatory journalism directly resulting from the popularity of the Internet as a tool for sharing alternative interpretations of news and information. Along with advances in new communication technologies, an increase of Internet capable mobile communication devices has led to a significant increase in unedited, user-generated content available on the Internet (Snowden, 2006).

Singer (2006) stated that the journalist no longer has much if any controls over what citizens will see, read or hear, nor what items they will decide are important to think about. In such an open, frenetic and overcrowded media environment, the conceptualization of what a journalist does must turn from an emphasis on process- selecting and disseminating information, framing particular items in particular ways to an emphasis on ethics.

However, the participatory nature of Social Media, where virtually anyone with access to Internet accessible technologies can produce and disseminate information and bypass professional journalists, has meant that journalists' mainstream gate keeping role is embedded in a process of evolution. It is therefore necessary to consider how Social Media has impacted on the mainstream gate keeping role of journalists. In the world of Social Media, it is very difficult to keep a media blackout.

2.11 The Impact of Social Media on Mainstream Media functions

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

Hermida (2012) states that Powerful digital communication tools, often identified by the catch-all phrase of Social Media, are transforming the way media is gathered, disseminated, and consumed. This is evident as users increasingly take to various Social Media websites to search for, and in many cases produce, and disseminate their own content.

The interactivity of Social Media modality helps audience to have option to gather information. Domingo (2008) argue that Social Media websites offer an alternative means for audiences to gather, produce, and share information; thereby allowing audiences to bypass mainstream media organizations and professional journalism; in doing so, Social Media has allowed for the growth in participatory journalism.

The growing ubiquity of mobile media devices particularly mobile phones has allowed users of these media to take photographs and videos of events happening around them, meaning that footage is frequently available ‘courtesy of someone’s ever-handly mobile phone’ (Hinton & Hjorth 2013, p. 65).

However, in examining these new forms of journalism, media professional and journalist Christopher Scanlon has questioned content produced and disseminated by citizen journalists as viable sources of information. Scanlon argues that by simply having a computer and an Internet connection does not constitute the merits of a journalist working online. Just as having Photoshop installed on your computer doesn’t make you a graphic designer, setting up a blog doesn’t make you a journalist much less a news organization. Quality journalism requires enormous amounts of skill and money. Expecting the same depth of reporting by committed amateurs is fanciful (cited in Murrell & Oakham 2008, p. 13).

Whether it is citizen or participatory journalism, amateur journalism allows for the production, promotion, and distribution of ideas without the assistance of professional journalism. This has subsequently led to Social Media users competing with professional journalists in terms of breaking news stories, as well as coverage of general news items.

The way that the vast bulk of public and commercial media is changing is more important than the emergence of citizen journalism or the independent blogosphere. Together they offer the opportunity to transform the news media into a more open, trustworthy and useful forum for

information and debate. The claims that mainstream media are the sole champions of authority, objectivity and quality will be (and is being) challenged.

New media technology is not only having a serious effect because of its impact on established journalism. The way that the vast bulk of public and commercial media is changing is more important than the emergence of citizen journalism or the independent blogosphere. Together they offer the opportunity to transform the news media into a more open, trustworthy and useful forum for information and debate. As news becomes non-linear and open-sourced, journalism will change and is changing. This is about more than posting a comment on a blog or sending in a photo to a website.

It is therefore understandable that journalists and news organizations have not easily adapted to the changes brought to journalistic practice by adoption of online and Social Media, and that newsroom culture has been found to be marked by reactive, defensive and pragmatic traits in regard to changes wrought by Social Media (Boczkowski 2004, p. 51).

2.12 Social Media and global journalism Ethics

Noticeably, unethical issues of mainstream journalism are not exclusively related to or started with the introduction of social media platforms. Literature recognized the failure of mainstream news media in meeting the universal standards of ethics. Social media platforms challenge the essence of the profession and attack its ideals and norms as they are occupied by gossip, rumors, fake identities, and e-commercial activities (<http://dx.doi.org/10.5772/intechopen.80255>).

The emergence of unlimited online communities interested in countless number of topics and interests, with and without any commitment to laws and ethics, brought endless troubles for the already troubled and disputed profession like journalism.

Practicing freedom in the absence of responsibility either from inside the individual, organization, or society resulted in proliferation of unethical acts that not only limit the power of these platforms, but also endanger of and online journalism as well.

Perlmutter and Schoen (2007) listed a number of unethical problems of social media platforms as follows:

- ❖ Lack of fact-checking and editorial oversight;
- ❖ lack of logical coverage of topics;
- ❖ Rumors and lies dissemination;
- ❖ Privacy invasion;
- ❖ Plagiarism and copyright violations;
- ❖ Lack of accountability; and
- ❖ Deception, manipulative practices, and undisclosed conflicts of interest.

2.13 Theoretical Frameworks

According to Walliman (2005) a phenomenon cannot be understood and research cannot be carried out without a theoretical underpinning. This study is therefore guided by mass media theories. A theory is a systematic explanation for observed facts or laws that relate to a particular aspect of life. MacQuail (2005) views a theory as a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence. The relevant theoretical frameworks that inform this study are discussed below.

2.13.1 Convergence theory by Kincaid

This theory by Kincaid is highly related to the network theory and explains why some groups have common features and others are different from each other. This indicates that those who share common beliefs, values and behavior will converge and those who share nothing will diverge (Jenkins 2006, p.48).

Since users move between these systems, the practices of one are likely to be replicated on others. Likewise, the designers of many of these platforms are aware of each other's interfaces, and are known to borrow elements (Kincaid, 2010).

Digitalization of various media forms that reduces them to a binary code enables them to share the same process of production, distribution and storage (MacQuail 2005, p.137). As Televisions, Radios, and Newspapers and other media content goes online, they may lose their long lived identity and start being viewed as one form of mass communication.

Due to the digital technologies of the social media or social networks platforms, journalism profession as we know it has entered a very different phase pivots on the revolution of convergence. Media convergence is not just a matter of technology merging; it is an endless process with comprehensive and substantial implications on every aspect of journalism culture including producers, consumers, distribution of power, and influence. As Henry Jenkins (2018) argues, convergence is a top-down corporate-driven process and a bottom-up consumer-driven process.

Therefore, for EBC and FBC to perform their mainstream media functions effectively they are connected with all audience categories. One way of creating this network is through the Social Media tools where individuals share common beliefs, values and behavior. With the creation of cyber culture, more contacts are very important to avoid a divergence situation between the mainstream media and the social media groups.

2.13.2 McLuhan's Theories

Marshall McLuhan's theories formulated in the 1960's whose general assumption is that changes in communication technology inevitably produce profound changes in both culture and social order. In other words McLuhan theories assumes that changes in media forms and technology can change our way of gaining experience in essential ways and even our relations with others" (MacQuail 2005:79).

Social Media in this case is the cause of change. McLuhan was worried by the transformative power of media technology and wondered if communication media can transform our sensory experiences as well as our social order.

According to Baran and Davis (2006), McLuhan was optimistic about changes in our personal experience, social structure, and culture that new media would make possible. Social Media has changed personal news consumption pattern as one does not have to wait for designated time to receive the news castes from the mainstream media.

The criticism behind McLuhan theories have been blamed for being incoherent, hard to grasp and controversial. In addition, they ignore the content that circulates within the global village, focusing instead on the physical media of communication as the sole determinant of change. This

author holds that these theories can guide the study in collaboration with other applicable theories.

Manovich (2003) argues that although causally unrelated, conceptually it makes sense that the Cold War and the design of the Web took place at exactly the same time, with Marshall McLuhan, who is mentioned as one of the earliest philosophers to develop ground-breaking theories linked to new media, playing an instrumental role.

So far, mainstream media forms such as the printing press had been transformed through the application of technologies such as image manipulation through software such as Adobe Photoshop and desktop publishing tools.

2.15.3 Media Convergence Theory

This approach belongs both to media producers, and online consumers of information. Jenkins (2001) defined media convergence identifies five separate aspects of it: technological, organic, economic, cultural and global convergence. Many of these aspects are handled on the border between multimedia and convergence. He defines media convergence integrated to «convergence culture», as an interaction between new and traditional media. He considers not only the technological shift in convergence, but also its effects on the media industry and its audiences. As a consequence, convergence is a continuous process and the media product is considered to be subject to permanent change.

Different scholars defined convergence from different perspectives. However, the bedrock for all scholars' definitions of convergence is technology. It was not until the early 1980s that modern media convergence emerged with a wave of corporate consolidation and cross ownership (Templar, 2002).

According to the Missouri Group of Brooks, Kennedy, Moen, and Ranly (2004), convergence from a journalism perspective is the practice of sharing and cross-promoting content from a variety of media, some interactive, through newsroom collaboration and partnerships.

Also, Jenkins (2006) regards Pool as one of the prophets of convergence, scholars, researchers and professionals also give Jenkins credit for his research into convergence from different perspectives. By citing "Media convergence is an ongoing process, occurring at various

intersections of media technologies, industries, content and audiences; it's not an end state," (Kolodzy 2006, p. 4).

Jenkins (2006) categorizes media convergence into three major parts. First, the flow of media content across multiple media platforms; second, the cooperation between multiple industries; and third, the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want. Jenkins (2001) in his former book also state convergence takes place on several levels: technological, professional and cultural.

As technological and legal barriers disappeared, mainstream news media seized on the new medium of the Internet. Therefore, there has emerged the coming together of all forms of mediated communications in an electronic, digital form driven by computers (Blackman, 1998; Pavlik, 1996). However, media convergence does not just mean the linear marriage or alliance between printing or broadcasting companies and the Web. It implies at least two or more separate media forms will jointly operate under the same roof.

While some scholars and researchers are debating about whether or not convergence is inevitable and advantageous, new trends in media convergence have emerged. As researchers and scholars have noticed, convergence has rapidly become as both a top-down corporate-driven process and a bottom-up consumer-driven process (Jenkins & Deuze, 2008).

The convergence of communication modalities leads to an integration and possible specialization of information services, where the existing unity of production, content and distribution within each separate medium will cease to exist (Bardoel, 1998). Media professionals can for example produce news content which then can be published through a variety of communication channels so called 'windowing' of content (Fulton, 1996). The idea of both authors is about more and more emphasis will be put on the journalistic core function of gathering and disseminating of updated information that will not be directly linked to existing media types, genres or ways of distribution.

The convergence of information supply and the competition of communication professions will force journalism online and offline to become more transparent, responsive and indeed interactive. These are all great new challenges to an old profession of journalism practice.

For media organizations, convergence is become a common strategy. There is a growing realization that you can't do everything on your own. One media outlet cannot service all the rivers of information in the Social Media sphere. Thus, partnerships proliferate. EBC and FBC disseminate information through different platforms. For instance, both media organizations are available on Website, Facebook, YouTube, Instagram and twitter in addition to their Radio and Television Broadcasting services. The presences of media organizations on different platform give the user or audience to access information without confined to limited medium. The presence of media organizations on different platform on the other hand create work load on journalists because journalists required producing news for multimedia platforms. This requires additional skill for journalists.

According to Hennessy (2006), storytelling in social spaces has several characteristics that need to be considered. Single outputs have become multitudinous, built from a range of multimedia multi-voice elements. The founding skills of a journalist's work are as important as ever, however, and authors have given much attention to the building blocks of journalism practice. But Social Media add another dimension, another value and one which journalists must grasp if they are to survive in the new media landscape. With the current wave of convergence, media practitioners and non-practitioners as well as media organizations are coming together as partners in information dissemination.

Media convergence arises because social networking is based on sharing while media industries repurpose shared content. In an offer to better reach their target audience effectively, most mass media organizations are presently connected to the Social Media in much similar manner like the individual members of the society. Conventional media systems value the new media technologies and use them as genuine tools for reaching their audiences, locally and internationally.

«Media convergence» is faced with new issues related to Web 2.0, such as user-generated content (UGC). News sites increasingly use this content on different platforms. Deuze (2008), particularly, considers that the actual level of media convergence is the convergence of the «citizen-consumer», which is also the creator of news. This new approach is determined by the changing media consumption habits due to usage of the new technologies.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology of the study. The chapter basically discussed Research Approach, Description of the study, Sampling Techniques, Instruments of Data Collection, Procedures of Data Collection, Research validity and reliability and Methods of Data Analysis. The research design shows the general plan how to answer the research questions. It also gives information on how a sample respondent drawn from the population and gives description on the number of respondents and how they were selected. The chapter is concluded with ethical considerations related with research methods.

3.2 Research Design

The current study is subscribed under mixed method research with specific design to explanatory sequential mixed method research design. The explanatory sequential mixed methods approach is a design in mixed methods that appeals to a strong quantitative research and then qualitative approaches. It involves a two-phase project in which the researcher collects quantitative data in the first phase, analyzes the results, and then uses the results to plan (or build on to) the second, qualitative phase (Creswell, 2014). The quantitative results typically inform the types of participants to be purposefully selected for the qualitative phase and the types of questions that will be asked of the participants. The overall intent of this design is to have the qualitative data help explain in more detail the initial quantitative results. A typical procedure might involve collecting survey data in the first phase, analyzing the data, and then following up with qualitative interviews to help explain the survey responses (Creswell, 2014).

The quantitative research refers to approaches to empirical inquiry that collect, analyze, and display data in numerical rather than narrative form (Given, 2008). It involves survey, content analysis, experimental studies and non-experimental studies. The main data for the present study however, was gathered using the survey questionnaire method. Survey is a research design in

quantitative research. It is a method used by social scientists to empirically and scientifically study and provide information about people and social phenomena (Lavrakas, 2008). Therefore, quantitative approach could be used in further research to validate the findings of this thesis. This involved the use of structured questions where the response options were predetermined by the researcher based on literature search information. The researcher sought to use this approach because it is more objective, and it helps in achieving high levels of reliability, and a higher degree of objectivity as guided by Denscombe (2003). The researcher also believes quantitative method involves the processes of collecting, analyzing, interpreting, and writing the results of a study.

On the other hand, this study used Qualitative research method which is an interpretive research in which the researcher has a direct contact with the participants. Qualitative is an approach for understanding the meaning and views individuals or groups assign to human or social problems. Qualitative data also give the researcher a chance to find a variety of meanings, attitudes and interpretations about social media, journalism and interrelation. Since the focus of the study is on obtaining in-depth ideas and findings from a professional group, a qualitative approach fits appropriately. Similarly, Purposeful sampling, collection of open-ended data, analysis of text or pictures, and the representation of information in figures and tables, and personal interpretation of the findings all inform qualitative methods.

3.3 Research approach

The study used triangulation, which entails combining both qualitative and quantitative research methods because “both methods are important in understanding any phenomenon” in mass media research (Wimmer and Dominick, 2006, p.50). This study used the positivist approach mainly because a positivist researcher strives for objectivity. The fact that a positivist researcher believes all human beings are basically similar, the sample of journalists picked from EBC and FBC for investigation was categorised into groups of similar characteristics (TV, Radio and Online) to summarise their social media use, as well as their behaviour or feelings towards it. After analysing the categories, the researcher established generally the impact of social media on the mainstream journalism practice. The study begins with a questionnaire survey in order to generalize results to a population and then, in a second phase, focuses on qualitative i.e open-

ended interviews to collect detailed views from participants to help explain the initial quantitative survey. Specifically, the present study was descriptive in nature as it reviewed and documented current conditions or attitudes of journalists in EBC and FBC towards social media; that is, to explain the current situation of journalistic practices with regard to social media use.

3.4. Description of the study

This study was conducted at EBC and FBC Television stations. Journalists working at Headquarter office were part of this study. The Headquarter of both media institutions located in Addis Ababa, Ethiopia. Therefore, the random sampling method was deployed to pick the sample. The researcher's assumption is that these institutions would help in understanding how a typical local journalist in the industry use Social Media to improve coverage because they were working in the institutions that had a wide range of geographical coverage, broadcasts their stories in multiple languages and have a variety of platforms, i.e., radio, television, and website as well as Social Media platforms. The total number of journalists working in EBC and FBC is 972. These statistics were based on a data received from both institutions by the researcher during the preliminary study from Human Resource departments.

3.5. Population and Sampling Techniques

3.5.1 Sampling Techniques

Sample is a group from which information is obtained (Denscombe, 2003, p.21). Also, Sample is a subset of a population and making it representative is essential. In this study, the researcher employed random sampling method to select subjects of the study. The Random sampling method used because of the nature of the research project. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal. On the other hand, to determine respondents 'amount in media organizations the researcher analyzed the Human Resource documents.

On the other hand, simple random sampling was used to select interviewees from the both media organizations. An in-depth interview was conducted with 13 interviewees from senior journalists, editors and media managers working in EBC and FBC. 7 from EBC and 6 media

professionals from FBC media organizations participated in the interview session. Thus, the population of the sample was those who are the member of the subjects of the study. As a result of this, since the study aimed to examine perceived social media impacts on mainstream journalism practices in EBC and FBC. Therefore, a sample of the study were journalists in both media organizations.

3.5.2 Population

Population refers to all cases or individuals that fit a certain specification (Ohaja, 2003). It is also the aggregate of all cases that conform to some designated set of specifications (Madueme 2010, p.71). According to Miaoulis and Michener (1976) to determine population size three criteria usually will need to be specified appropriately; the level of precision, the level of confidence or risk, and the degree of variability in the attributes being measured. Thus, to determine the sample size of the population, the Taro Yamane's formula was applied.

$$n = \frac{N}{1+N(e)^2} \quad \text{Where, } e = \text{Margin } (0.05)^2$$

Where 'n' is Sample size, 'N' is the population size (972), and 'e' is the level of precision or error tolerance (0.05). The studies indicated that Yamane formula has a Precision Levels Where Confidence Level is 95% and P=.5.

$$n = \frac{972}{1 + 972 (0.05)(0.05)} = \frac{972}{3.43} = 283$$

Thus, from a total population of 972 professional journalists from both organizations the sample size to fill questionnaires was 283 journalists. Thus, 160 journalists were selected to fill the survey questionnaire from EBC whereas, 123 journalists were selected from FBC.

3.6 Instruments of Data Collection

Questionnaire and In-depth interview were applied as primary methods in collecting data. In-depth interviews provided valuable information for those aforementioned research questions. Also, the interviews used as a supplementary tool to get detailed and more insightful information from experienced journalists, editors and media managers in the media industry regarding Social Media trends.

3.6.1 Questionnaire

A questionnaire is a set of pre-determined questions formulated by a researcher to give answers based on the objectives of a study. This data collection instrument was chosen as the main data collection tool because it is easy to produce and it allowed the respondents to look up for information for the researcher gave them plenty time to do so (Muria, 2007).

The survey questionnaire consists of three sections. The first section of the questionnaire is general information about the background of the respondent, the second section is about extent Journalists exposed to Social Media Networking tools and third section is about Journalist's perception on the impact of Social Media on mainstream practices of journalism. From both media institutions 258 journalists out of 283 responded to the questionnaire making a response rate of 91% which is excellent.

The survey questionnaire also structured to consisted both open-ended and closed-ended questions. Closed-ended questions enabled the researcher to direct the respondents to facilitate straightforward responses to enable for quantitative data analysis. At the same time open-ended questions allowed them to provide their own views on the questions, in their own words as they had an opportunity to elaborate on their responses.

This provided some insights into the meaning EBC and FBC Journalists attach to their usage or lack of usage of Social Media tools together with their beliefs. Use of both closed and open ended questions were meant to complement each other and eliminate bias in this study.

Questions were structured in such a way that the same questions were asked in the same way, order and with the same wordings to improve on consistency and objectivity. The technical terms were explained to ensure that the respondents did not get confused on what they were being asked to respond to.

Pre-test was carried out by the researcher by distributing 12 questionnaires to some selected MA journalists and PhD candidate students to give their views. After some suggestions made, and the researcher, distributed them to the respondents comprising the sample size personally to the EBC and FBC staffs working at headquarter.

3.6.2 In-depth interviews

An interview is an instrument that gathers data from a subject through discussion or a question and answer session. One of the reasons why the method was chosen is to ensure that questions were understood by the respondents in order to gather the correct data. As noted by Miller and Brewer (2003), interviews, gather more accurate data. In-depth interviews were used to obtain detailed information on the perceived impact of Social Media on mainstream journalistic practices in EBC and FBC.

Qualitative research methods, especially interviews are also widely used in researching perceptions of journalists concerning changes in journalism. For example, Bivens (2008) applies qualitative observations and interviews as her methodology to explore how new media are transforming mainstream journalism. The researcher held the interviews with 13 members of staffs from EBC and FBC. 7 staff members from EBC and 6 staff members from FBC were selected randomly. The researcher started by preparing appropriate questions which were uniform for all strata and with permission from both organizations.

This method provided highest quality information that was free from bias than any other data collection instrument. In addition, it allowed greater interviewer-interviewee interaction. The sample interview guide questions are attached to this report in the appendix section.

3.7 Procedures of Data Collection

The questionnaires were simultaneously distributed to all respondents in two days. The Interview took four days and collection took four days and generally all data were completed and collected in 10 consecutive days. Questionnaires were prepared in English.

The interview data were collected by the researcher after every question was responded to by recording the answers on a personal smart telephone. The researcher summarized the recorded sources from the interviewee and the bibliographic details on a notebook and a printed paper sheet.

3.8 Research validity and reliability

Research validity refers to the research methods measuring what they were designed to measure whereas, Reliability refers to the results being repeatable in case the research was to be conducted again (Hirsjärvi, 2009). Thus, reliable questionnaires and interviews yield consistent results from repeated samples and different researchers over time. Scholars strengthen this idea. Differences in results come from differences between participants, not from inconsistencies in how the items are understood or how different observers interpret the responses (Boynton and Greenhalgh, 2004). In the same way, agreeing with Wimmer and Dominick (2011), validity is usually defined as the degree to which an instrument actually measures what it sets out to measure. The reliability and validity of the instruments are checked in different ways. 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 as a pilot test and appropriate feedback taken, for the validity of the data and instruments used. Journalists who participated in the pilot study did not participate in the actual data providers. The data that were collected both in the questionnaire and interview techniques were reviewed and checked for its accuracy, appropriateness, validity and error free by the researcher, his advisor, M.A Graduate Study as well as PhD candidate friends before it finally went to for processing and analysis. The study participants were primarily informed and introduced about the research topic by the researcher during the data collection process. In addition, regarding the interview data, verification of the accuracy of the transcriptions and translations was achieved by cross-checking the transcripts against the records.

3.9 Methods of Data Analysis

According to Miller and Brewer (2003), data analysis entails examining, categorizing, tabulating or otherwise recombining the evidence to address the initial proposition of the study. As discussed briefly, the researcher employed both qualitative and quantitative approaches (Mixed method). The data were analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that were collected using questionnaires were entered into the computer using SPSS software and Excel program. Coding and analyzing of these data was carried out using this software package. Frequency, Percentage and the sum of respondents were

composed by SPSS software. In addition, information through qualitative instruments (in-depth-interviews) was systematically analyzed and interpreted. The interview was conducted in Amharic and English languages to make the respondents feel relaxed and express the issues in better ways. Then, the Amharic data were transcribed and translated into English.

In order to further explore how internet technology impacts on the work of journalism practice, this researcher has collected data concerning the way in which the Social Media influences mainstream journalism practice.

3.10 Ethical Considerations

Ethical considerations in conducting research were not unnoticed; particularly psychological or physical affects. As Wimmer and Dominick (2006) suggest, all protection were taken to avoid any potential harm to subjects (in this case journalists). Brennen (2012) stipulate that all qualitative interviewers have a moral responsibility to protect their respondents from physical and emotional harm. There should be absolutely no deception about the scope, intention, or any aspect of a qualitative research study.

This rules ensured subjects' consent, avoided coercion; avoid lying about the nature of the research, maintained subjects' self-respect, prevented mental or physical stress, respected privacy and exercised fairness and honest. This was achieved by carefully designing the survey questions to ensure that they do not cause harm to the subjects. All collected information only used for the purpose of this study.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

This chapter discussed data analysis and discussion based on the results obtained from the survey questionnaire from respondents and in-depth interview. Based on the objectives of the study, data were collected by using both the quantitative and qualitative instruments of research. The study targeted journalists working in EBC and FBC.

Since the study involves mixed research methods, the data would be analyzed and discussed based on collected data by quantitative and qualitative method. The quantitative method is a survey questionnaire. These questionnaires were distributed to randomly select 283 journalists in two media institutions, whereas, 13 in-depth interviews were held with senior reporters, editors, and media managers.

The number of journalists working in Fana Broadcasting Corporation (FBC) was 343 of which the gender distribution is attributed to 248 male and 95 female. Among the journalists in this media house, 12 journalists were working in the online department.

The total number of journalists working in Ethiopia Broadcasting Corporation was 629; including Division heads. There are three main divisions; Television, radio and new media divisions. Within these main divisions there are a lot of sub-divisions. 401 journalists are working in the Television division, while 208 and 20 journalists were working in radio and new media divisions respectively. The total number of male working in EBC was 441 while 188 were female. From the total number of journalists working in EBC 20 of them were new media journalists; 17 male and 3 female respectively.

So that, the total population indentified for this research from EBC and FBC was 972 journalists; 689 male and 283 female.

4.1 Quantitative and Qualitative Data: Presentation, Analysis and Discussion

The questionnaire was distributed to 283 journalists; 160 journalists from EBC and 123 journalists from FBC. Journalists were selected systematically to fill the questionnaires. From

both media institutions 258 journalists out of 283 responded to the questionnaire making a response rate of 91% which is excellent.

In-depth interviews were carried out with 13 senior reporters, editors and media managers for clarification and triangulation purpose.

4.1.1 Respondents' Demographic Background

Table 1 Gender of respondents

No.	Gender	Frequency	Percentage
1	Male	211	81.8%
2	Female	47	18.2%
Total		258	100%

(Source: Organized by the Researcher)

The above table indicates that, the majority of respondents were male (81.8%) and female constitute (18.2%). The sample to select respondents were done randomly as a result, the male journalists formed the largest share in the sample. The total number of female working in both media institutions is less than the total number of male according to the Researcher data from both Human resource departments. The number of female journalists constitutes only 29% in both media institutions. This indicates there is a dominance of male journalists as a whole.

Table 2 Journalists age distribution

No.	Age interval	Frequency	Percentage
1	26-35	191	74%
2	36-50	36	14%
3	18-25	31	12%
Total		258	100%

(Source; Organized by the Researcher)

Table 2 shows that the age distribution of journalists in the taken sample are aged between 26-35 aged journalists formed 74%, 36-50 aged journalists are formed 14% and 18-25 constituting 12% of the sample. This shows that 88% of journalists working in both media institutions are

aged between 26 and 50 years. There is no journalist aged above 50 while 18-25 aged journalists only share 12% of the sample size. The number of journalists working at a media institution for a long time and well experienced shared large number according to the respondents' data. According to Boyd and Ellison (2007) and Van Dijk (2013) Social Media audiences are mostly youth-based.

Table 3 Journalists level of education

No.	Level of Education	Frequency	Percentage
1	Certificate	0	0%
2	Diploma	0	0%
3	Degree	211	81.8%
4	MA/MSc	47	18.2%
5	PhD	0	0%
Total		258	100%

(Source: Organized by the Researcher)

The above table shows that the number of journalists earned a BA/BSc Degree is 81.8%, whereas MA/MSc holders are 18.2%. There were no certificates, Diploma and PhD holders' journalists working in both media institutions. The majority of the journalists' education level was Degree. This indicates that EBC and FBC media institutions are hiring highly educated professionals.

Table 4 Respondents figure by Media institution

No.	Medium	Frequency	Percentage
1	EBC	140	54.3%
2	FBC	118	45.7%
Total		258	100%

(Source: Organized by the Researcher)

Table 4 shows that among the survey questionnaire distributed for 160 EBC journalists 123 of them appropriately responded which means 54.3% of the sample size. Also, among 123 journalists from FBC 118 of them responded to the survey questionnaire; which means 45.7% of

the sample size. Totally, 283 journalists asked to respond to the survey questionnaire from both media institutions, it was only 258 of them responded to the survey questionnaire appropriately.

Table 5 Journalist Responsibilities in the media institution

No.	Job Titles of journalists	Frequency	Percentage
1	Reporter	122	47.2%
2	Senior Reporter	47	18.2%
3	Assistant Producer	44	17.1%
4	Producer	15	5.8%
5	Senior Producer	18	7.0%
6	Editor	12	4.7%
Total		258	100%

(Source: Organized by the Researcher)

Table 5 shows that many journalists included in the sample were reporters forming 47.2%, followed by senior reporter (18.2%). Assistant producer accounts 17.1%. Senior producers, producer and editor share 7, 5.8 and 4.7 percent of the respondents respectively. The job titles of journalists are awarded to journalists based on their activity, experience, and other factors; like the structure of the stations and the media culture of the institutions matters most for this to happen. Both media institutions have distinct structures; reporter one, reporter two and the same for senior reporter. In this study, however, it is used under one title called either reporter or senior reporter.

4.2 Extent Journalists exposed to Social Media Networking Tools

Table 6 Journalists computer literacy

Medium		Are you Computer literate?		Total
		Yes	No	
Media institution	EBC	116	24	140
	FBC	109	9	118
Total		225 (87.2%)	33(12.8%)	258 (100%)

(Source: Organized by the Researcher)

Table 6 shows that the respondent's knowledge about computer usage. 87.2% respondents were computer literate. This indicated that journalists process their activities using computer. Social Media technologies are based on computer-mediated communication. In the past, for instance, television in the mid 20th century merged the technologies of movies and radio, and today it is being converged with the mobile phones and computers.

Thus, Media professionals have been tapping into the computer's ability to store huge amounts of raw data that they can quickly sort through. Online connections with computers around the world have been facilitating information gathering process. The connections have been used in searching for experts for interviews and gathering information for future stories and news.

This has brought about media convergence whereby from a single computerized base, all mediums may be accessed by the audience.

Table 7 Journalists internet access, Social Media awareness and Social Media tools account

Journalists internet access			
Respondents		Frequency	Percentage
	Yes	245	95%
	No	13	5%
	Total	258	100%
Social Media tool usage			
Respondents		Frequency	Percentage
	Yes	249	96.5%
	No	9	3.5%
	Total	258	100%
Social Media tools account			
Respondents		Frequency	Percentage
	Yes	249	96.5%
	No	9	3.5%
	Total	258	100%

(Source: Organized by the Researcher)

Table 7 shows that the number of journalists' had Social Media awareness, Social Media account and access to the internet. Respondents social media tools us and account usage were 96.5%, whereas 3.5% of the respondents not. 95% of respondents had internet access, whereas 5% said they had no internet access.

The majority of journalists had awareness how to use Social Media tools and had their own Social Media accounts. As Social Media is a recent phenomenon and highly embraced by the youth, so do journalists in both media institutions. Thus, the Internet which is vital to the effectiveness of Social Media has brought the world and its inhabitants closer together, and the field of news, where there had been such notable distance between broadcaster or journalist and reader, has also found itself more familiar.

Table 8 Journalists frequency to visit Social Media tools account

No.	How Often Journalists Use Social Media	Frequency	Percentage
1	Very often	161	62.4%
2	Often	78	30.2%
3	Not very often	19	7.4%
Total		258	100%

(Source: Organized by the Researcher)

Table 8 shows that majority of journalists visited their Social Media tools account very often (62.4%). At second place 30.2% journalists visited their Social Media tools account often whereas 7.4% visited their account not very often.

Table 9 Journalists Social Media tools Preference

Social Media tools	Frequency	Percentage
Facebook	231	89.5%
Twitter	12	4.7%
YouTube	9	3.5%
Others	6	2.3%
Total	258	100%

(Source: Organized by the Researcher)

Table 9 shows that Facebook is a dominant Social Media tool compared to others. The journalists have mostly been preferred Social Media tools Facebook (89.5%) and Twitter (4.7%). The total sum of other listed Social Media tools is lesser when compared to Facebook. According to the Africa 2019 Population and Internet users' statistics report as of December 2017, the number of Ethiopians Facebook subscribers was 4.5 million.

Thus, Browne (2013) says, with more than one billion people on Facebook, the potential for searching keywords around a breaking news event that have been Geo-tagged could quickly give journalists the inside track on finding sources.

Table 10 Journalists knowledge about Social Media

No.	How do you rate your knowledge of Social Media?	Frequency	Percentage
1	Excellent	62	24%
2	Very Good	117	45.3%
3	Good	57	22.1%
4	Average	22	8.5%
Total		258	100%

(Source: Organized by the Researcher)

Table 10 shows that respondents rate of knowledge about Social Media. 45.3% of respondents (117 out of 258 journalists) answered their knowledge about Social Media is very good. 24% of respondents rate their knowledge about Social Media as excellent whereas 23.2% good. Respondents rate their knowledge to average were small in number 22 respondents out of 258 (8.5%).

Table 11 Journalists Reason to prefer Social Media

No.	Journalists Reason	Frequency	Percentage
1	It gives me more opportunities to explore news sources	162	62.8%
2	It helps me to socialize with other people	54	20.9%
3	It is more trustworthy	18	7.0%
4	It has wider coverage	24	9.3%
	Total	258	100%

(Source: Organized by the Researcher)

Table 11 shows that the reasons journalists working in both media institutions preferred Social Media tools. The major reason for journalists to prefer Social Media was, it gives them more opportunities to explore news sources; this could take 62.8%. The second reason was that Social Media helped journalists to socialize with other people (20.9%). According to Chung (2007), mainstream sources are changing and journalists no longer operate a gate keeping mechanism between themselves and the audience. The Internet offers the possibility for the public to

communicate directly with news sources and the other way around, eliminating the mediating role of the journalist.

Keyser (2011) also states that, the advent of the Internet, and the digital technologies that it can use, has also ensured that any member of the public can access the information present online, and therefore the outer world in general, to the same degree that the mainstream news media are able to. However, the Social Media trustworthiness among journalists is less which is 7% only.

Table 12 Journalist Embrace Social Media tools as Part of Journalism

No.	Embrace Social Media	Frequency	Percentage
1	Very well	107	41.5%
2	Well	108	41.9%
3	Not very well	37	14.3%
4	Not well	6	2.3%
Total		258	100%

(Source: Organized by the Researcher)

Table 12 shows that 83.4% respondents embrace Social Media tools as part of journalism well (41.9%) and very well (41.5%).

Almost majority of respondents under normal circumstances were expected to embrace Social Media more based on the fact that they are most likely to diffuse new technologies they have born in their center and which are an integral part of their routines.

Journalists working in EBC and FBC media institutions still believed that Social Media are less essential (14.6%), and therefore they do not rely on and can work without Social Media tools was yet another indication that the practice of journalism has a long way to go before it can fully enjoy the novel benefits that Social Media offer to journalists in the rest of the world. In this age of digital information, it is not only media institutions, journalists as well shall keep up themselves with the technological changes.

However, the vast majority of the journalists use Social Media for professional purposes. The advance of journalism practice in the speed it is supposed to move in the digital era. So that Social Media have impacted on the mainstream journalistic practice to the level of creating new practices.

Table 13 Extent to Which Social Media is Used at EBC and FBC

	Social Media tools					
Extent of use	Facebook	Twitter	YouTube	Instagram	LinkedIn	Other
to a very large extent	56.8%	17.1	24.1	7%	7%	7%
to a large extent	25.7%	24.5	29.6	4.7%	4.7%	4.3%
to some extent	9.3%	31.9	31.1	25.3%	27.2%	60.7%
to a small extent	2.3%	5.8	11.7	16.3%	16.3%	8.2%
no extent at all	5.8%	20.6	3.5	46.7%	44.7%	19.8%
Total	100%	100%	100%	100%	100%	100%

(Source: Organized by the Researcher)

Based on the results shown in table 12, the majority of the journalists working in EBC and FBC media institutions use Social Media to some extent (average 30.9%) whereas no extent at all (average 24.67%) as the percentages for to some extent is higher than those of to a very large extent (average 19.8%), a large extent (average 15.6%) and to a small extent (average 10.1%). Next to YouTube and Instagram journalists in both media institutions to some extent favored Twitter and Facebook.

Table 14 Social Media information for journalistic works

No.	How Often Journalists Use Social Media information	Frequency	Percentage
1	Always	137	53.3%
2	Sometimes	92	35.4%
3	Rarely	20	7.8%
4	Never	9	3.5%
Total		258	100%

(Source: Organized by the Researcher)

The finding shows that journalists always used Social Media (53.3%) journalistic works. The Researcher found out majority of respondents were using Social Media information for journalism practice always that is 53.3%, whereas 35.4% respondents use social media information sometimes and 7.8% rarely respectively. 3.5 % respondents never use social media information for journalism practice.

The Researcher found that majority of respondents used Social Media information for their journalistic works. This clearly state that the importance of Social Media for journalistic practice. The Researcher particularly critical of the assumption that online systems in general, and Social Media specifically, enable journalists to join in the news process and directly use Social Media information through investigative methods.

The impact of Social Media on the day-to-day operations of news organizations, and ultimately their ability to work as an independent Fourth Estate is challenged because of the advent of new technology or Social Media.

Mitchell (2011) states the view that, Social Media are useful to making professional engagements, particularly for local news and how they can be used to improve journalism practice is shared and advanced.

4.3 Journalist's perception on the impact of Social Media on mainstream practices of Journalism

Table 15 Journalist's perception on whether Social Media have changed Journalism practice

No.	Social Media has changed Journalism practice	Frequency	Percentage
1	Strongly agree	134	51.9%
2	Agree	121	46.9%
3	Strongly disagree	3	1.2%
	Total	258	100%

(Source: Organized by the Researcher)

This question was meant to find out the effects of a Social Media presence in the mainstream media landscape from the media practitioners viewpoint. The respondents to this question gave varied opinions on the effects of various Social Media on the mainstream journalism practice. The result indicated that Social Media changed the way mainstream journalism practitioners accomplish their duties. 98.8% respondents agree and strongly agree that Social Media have changed journalism mainstream practices. Few respondents (Strongly disagree 1.2%) believed the presence of journalism legacy. Perhaps this could be caused by lack of familiarity to the Social Media tools and technologies.

Some mass communication experts are convinced that social media has a negative impact on mainstream media functions. On the other hand, others believe that social media brings with it some positive values whereas still others believe that it possesses both positive and negative values. There are also categories of media practitioners who do not know what it is all about or cannot tell its real impact.

However, the study result depicted the perception of Kaplan and Haenlein (2012) which state, Social Media allowing everyone to an opinion through a global sharing system changes the mainstream perspective on the journalist's identity, with some theorists referring to it as the professional decline of journalism.

The norm of mainstream journalism practice is maintaining 'objectivity' in journalism to inform the public without partisanship. Thus, norms of practice are also ideological, allowing journalists and news organizations to claim jurisdiction over a particular body of knowledge and practice (Lewis 2012, p. 840).

This has allowed mainstream norms of objectivity, verification and professional autonomy to transition into new forms of journalistic practice that are increasingly collaborative and prioritize authentic and transparent processes of presenting the news. Identifying fake news sources circulating on Social Media still require skill from the journalists in the digital age.

Table 16 How Social Media changed journalism mainstream practice?

No	Journalists Opinion how has Journalistic practice changed	Frequency	Percentage
1	It has enhanced news gathering	122	47.3%
2	It has improved credibility of my news	6	2.3%
3	It enables me to report from anywhere with ease	70	27.1%
4	It helps me to know the information needs of the audience	45	17.4%
5	I don't know	15	5.8%
	Total	258	100%

(Source: Organized by the Researcher)

Table 16 shows that the how Social Media changed journalism mainstream practices. Majority of journalists responded Social Media have changed mainstream journalism practice by enhancing news gathering (47.7%). The second reason is that, Social Media enables them to report from anywhere easily (27.1%). Social Media also changed mainstream journalism practice by helping journalist how to know the information needs of the audience (17.4%). In digital era easily journalists know the information needs of the audience. Journalists could not believe Social Media changed journalism mainstream practice through adding news credibility (2.3%). 5.8% journalists don't know whether Social Media changed journalism mainstream practice.

The Researcher admitted that Social Media offer a novel platform to improve significantly the local news content, it integrated effectively in the news gathering and processing routines. Involvement of the audience in news gathering is seen today as an unavoidable undertaking. Mainly, Social Media sites are widely used for breaking news for instance, disaster reporting, terrorist attacks, as journalists cannot be everywhere. Thus, Social Media networks have become part of news gathering.

Table 17 Social Media tools ease the works for journalists

No.	Social Media tools ease the works for journalists	Frequency	Percentage
1	Yes	177	68.6%
2	No	81	31.4%
Total		258	100%

(Source: Organized by the Researcher)

Sometimes major news happens in people's backyards and they send out extremely valuable piece of information in real-time. For journalists who can't be everywhere or be there to see it firsthand, the hyper-active Social Media is a precious tool. Journalists from EBC and FBC believed that Social Media tools ease the works for journalists (68.6%) whereas 31.4% of respondents refused to say yes whether Social Media tools ease the works for journalists.

This might be from the perception that any disrupting technologies, Social Media are having both positive and negative impacts on journalists' mainstream practice and the journalism profession. The biggest positive is the ability to move information quickly among a large group of people while the downside is you can just as easily pass misinformation which is unethical in journalism norms.

Table 18 Using a Variety of Social Media tools to source for news

No.	Social Media tools to source for news	Frequency	Percentage
1	Strongly agree	45	17.4%
2	Agree	121	46.9%
3	Strongly disagree	35	13.6%
4	Disagree	24	9.3%
5	Undecided	33	12.8%
Total		258	100%

(Source: Organized by the Researcher)

Table 18 shows that journalists' response to the question whether using a great variety of Social Media tools to source for news. Some journalists were less positive about some of the ways

Social Media affect their journalistic activities, their engagement with their audience, their productivity and the quality of their work. 46.9% of them agree with a question to source Social Media information for news while 17.4% strongly agree. 13.6% and 9.3% of the respondents strongly disagree and disagree the asked question respectively. 12.8% respondents still undecided whether they use variety of Social Media information as their news source.

Use social media tools with high engagement, but with critical considerations on its credibility. Social Media users, or citizen journalists should be responsible when uses it (Interviewee 11, May 29, 2019).

Table 19 Social Media changed journalists' way of processing story's development and disseminating

No.	Social Media Changed story processing and disseminating	Frequency	Percentage
1	Strongly agree	65	25.2%
2	Agree	160	62%
3	Strongly disagree	6	2.3%
4	Disagree	21	8.1%
5	Undecided	6	2.3%
Total		258	100%

(Source: Organized by the Researcher)

The result indicated that Social Media have certainly changed the way journalists work for example process of story development and disseminating. The Majority of respondents agree (62%) whereas strongly agree respondents were 25.2%, which is greater than the total sum of strongly disagree, disagree and undecided. Respondents disagree, strongly disagree and undecided Social Media didn't Change story processing and disseminating were 8.1%, 2.3% and 2.3% respectively. This indicates that a few numbers of journalists believe Social Media don't change mainstream journalism process of story development and disseminating. Essentially, theorists believe, there has been a shift away from news existing to provide information, to the ability for everybody to have an opinion on the news, with certain theorists even arguing that the profession of journalism as we know it is in decline (Kaplan and Haenlein, 2012).

Table 20 Social Media affects the main mainstream media journalism professional practice

No.	Social Media affects the main mainstream media journalism professional practice	Frequency	Percentage
1	Strongly agree	67	26%
2	Agree	137	53.1%
3	Strongly disagree	11	4.3%
4	Disagree	34	13.2%
5	Undecided	9	3.5%
Total		258	100%

(Source: Organized by the Researcher)

Table 20 shows the perception of journalists about Social Media effects on the main mainstream media Journalism professional practice. From 283 distributed questionnaires 258 journalists responded to the questionnaires. Thus, majority of respondents agree (53.1%) and 26% strongly agree the effects of Social Media on main mainstream journalism professional practice. Totally, 79.1% of respondents believe that mainstream journalism professional practicing changed because of the pressure from Social Media. 17.5% respondents still pessimist (strongly disagrees and disagree) towards the effect of Social Media technology on mainstream journalism profession while 3.5% undecided what to say.

Whether journalism is understood as a profession, an industry, or a culture, one thing is clear: Journalists' identities and work are changing. The introduction of online publication and new and emerging forms of media as valid journalism has afforded a cacophony of voices access to publication methods mainstream reserved for members of the commercial press (Berkowitz & Gutsche, 2012).

Social Media affected the mainstream media to cross-check every sensational story, viral video, activists triggered news to make sure the public is not mislead by them. Therefore, the mainstream media should cover news more effectively and timely (Interviewee 10, May, 29, 2019). Also other interviewee said that Social Media are an opportunities rather than challenges if journalists use it genuinely.

Table 21 Journalists Challenges while incorporating Social Media tools and technologies in the journalism profession

No.	Challenges in incorporating Social Media tools and technologies	Frequency	Percentage
1	Strongly agree	39	15.1%
2	Agree	121	46.9%
3	Strongly disagree	14	5.4%
4	Disagree	64	24.8%
5	Undecided	20	7.8%
Total		258	100%

(Source: Organized by the Researcher)

When asked if journalists face any barrier while incorporating Social Media tools and technologies in their profession, 62% (46.9% agree and 15.1 % strongly agree) of the respondents revealed that they encounter various challenges while 30.2% (5.4% strongly disagree and 24.8% disagree) reported that they do not encounter any challenges. It is also worth noting that 7.8% of the respondents were not sure or aware of any challenges (undecided).

A more actively skeptical perspective, incorporating the inter-connectedness with the mainstream order of much new media produced at the margins, is provided in the British context by Nick Couldry's investigation of what he calls online news sources and writer-gatherers (Couldry, 2010).

As a result, the conventional media institutions are creating new ways of incorporating citizen involvement in news broadcasting on online platforms. In this respect, the benefits of having unlimited news transmitters can be found in the increasing number of events addressed on Social Media platforms, and in the real time stories disclosed to journalists right from the source (Reich, 2008).

Table 22 the challenges face as a result of the proliferation of the Social Media

No.	Challenges faced as a result of the proliferation of Social Media	Frequency	Percentage
1	Filtering of information	199	77.1%
2	Of audience segmentation	20	7.8%
3	Information circulation speed	6	2.3%
4	Lack of Social Media skills	33	12.8%
Total		258	100%

(Source: Organized by the Researcher)

The Researcher was collected journalist's views who were working in EBC and FBC media institutions the challenges that face media practitioners as a result of the proliferation of Social Media tools. The respondents answer indicated that they encountered problems in filtering information (77.1%) due to information explosion. This means that there is too much contact or information on the Social Media platforms.

While it is crucial that information flows fast to the target audience, old media professionals worry over the issue of objectivity and stipulation of factual information that is guided by journalistic principles. Lack of Social Media skill (12.8%) also cited as a major challenge. Audience segmentation (7.8%) was also cited as there are so many forms of Social Media tools and it is hard to communicate to all the virtual communities online. This was reported as a likely cause to poor media audience relationship. Another challenge that was ticked relates to information circulation speed (2.3%).

Sometimes news at Social Media is far from truth. Information on social media is faster than mainstream media information. The issue of objectivity is not considered on social media platform. So, the government or official must put or make rules on how to use social media (Interviewee 4, May 29, 2019).

Table 23 Discourage and challenge for journalists in using Social Media for journalistic purpose

No.	What Discourage and challenge from using Social Media for journalistic purpose?	Frequency	Percentage
1	Information cannot be trusted	185	71.7%
2	The guidelines of organization I am working in prohibits me	21	8.1%
3	Concerns over my personal privacy and professional reputation	16	6.2%
4	Concerns over the sources privacy	21	8.1%
5	It is not widely used by relevant contacts	9	3.5%
6	I don't think it is the right thing to do	6	2.3%
	Total	258	100%

(Source: Organized by the Researcher)

Table 23 shows that respondents answer if there is any discourage and challenge from using Social Media for journalistic purpose. 71.7% of respondents replied they do not trust information from Social Media. Concerns over the sources privacy (8.1%) and the guidelines of organizations the journalists working in prohibited (8.1%) them were the other discourage and challenge from using Social Media for journalistic purpose. 6.2% of respondents believed that Social Media concerns over journalists personal privacy and professional reputation whereas the 3.5 percent of respondents approved that Social Media is not widely used by relevant contacts. Few of respondents didn't think it is the right thing to do so i.e. (2.3%).

Table 24 Social Media information

No.	Social Media Information trust	Frequency	Percentage
1	I do trust	24	9.3%
2	I don't Trust	21	8.1%
3	It depend	213	82.6%
Total		258	100%

(Source: Organized by the Researcher)

Since a bulk information running on the Social Media platforms, the scale of fake news circulating on the Social Media take the media houses and journalists to extra time to accurately establishes facts. As it gives audiences variety of information right on the spot, it provides much needed time freedom. That why respondents claimed they totally don't trust information from Social Media rather look for cross-check the realities of the information. They balanced, double check information rather ignoring it totally. That is why 82.6% respondents said it depends. 9.3% respondents trusted Social Media information while 8.1% don't trust at all.

Table 25 Social Media information content validation method

No.	How to validate information content from Social Media	Frequency	Percentage
1	Contacting official sources	203	78.7%
2	Contacting the Social Media source	15	5.8%
3	Asking other journalists	28	10.9%
4	I don't use the content I get from Social Media	12	4.7%
Total		258	100%

(Source: Organized by the Researcher)

The majority of respondents in both media institutions validated the information they got from Social Media by contacting official sources (78.7%), followed by asking other journalist (10.9%). Others would cross check facts from contacting the Social Media source (5.8%) whereas 4.7% don't use the content they got from Social Media.

Head of Global News Richard Sambrook has been a great evangelist for the use of Social Media tools, but accepts that rules and guidelines are now essential. Social Media sites are the new towns, or cities or neighborhoods bars, the places where the public gather and discuss things. Just as you wouldn't take a conversation from the neighborhood bar and broadcast it as the truth, you need to do your own checking and verification and all those things still need to happen in your use of Social Media too.

Knight and Cook (2013) also recommend that verifying the person, the information, and crowd sourcing are strategies for verifying the authenticity of Social Media content. One of the opportunities Social Media has brought in this age is providing information timely despite that is true or fallacious. Thus, validating information is the responsibility of journalists and media institutions too. This is due to the fact that verification is the essence of journalism that separates it from propaganda, entertainment or any other activities of partisan in nature (Kovach & Rosenstiel, 2014). Promisingly however, they argue that with the evolving of Social Media the process of verification has become more public, and more collaborative.

Validating news on Social Media continuously and also abiding to broadcast policy. So, we have to cross-check a rumor on social media from our tangible sources (Interviewee 9, May 29, 2019).

Table 26 Journalists consideration about media convergence

No.	Media convergence created good journalism	Frequency	Percentage
1	Strongly agree	61	23.6%
2	Agree	148	57.4%
3	Strongly disagree	6	2.3%
4	Disagree	22	8.5%
5	Undecided	21	8.2%
Total		258	100%

(Source: Organized by the Researcher)

Media convergence is not just a matter of technology merging; it is an endless process with comprehensive and substantial implications on every aspect of journalism culture including producers, consumers, distribution of power, and influence (Jenkins, 2001). From those

journalists responded the questionnaire majority of them agree (57.4%) media convergence create or has created good journalism. Additionally, 23.6% of respondents also strongly agree with the idea that good journalism created because of technological convergence of media. It is only 8.5% respondents who disagree while 8.2% undecided to forward their views either media convergence create or has created good journalism.

Recently conducted researches revealed, journalism field was challenged by a number of critical developments, among which the ongoing diffusion of interactive technologies, digitization of messages and convergence of media formats are clearly some of the most crucial ones. According to new media proponents, interactive media applications clearly democratize representation by making it a more direct relationship; as citizens gain access to inexpensive communication technologies the gate keeping monopoly once enjoyed by editors and broadcasters is waning (Gurevitz, 2009 and Coleman, 2005).

No doubt, one of the observed gains of using Social Media and other new technological devices in communication is the ability to produce media convergence. Simply put, it mean the coming together of all media platforms, be it print, broadcast or electronic.

With the current wave of convergence, media practitioners and non-practitioners as well as media organizations are coming together as partners in information dissemination. For instance, EBC and FBC have Social Media tools like Facebook page, twitter, Instagram, YouTube and Official Website in addition to Radio and Television broadcasting. The presence of these media institutions on different platforms are the opportunities for information gatherer and scattered audience. Thus, the internet is the main engine that engineers the convergence. Dwyer (2014) observes that, media convergence arises because Social networking is based on sharing 'while media industries repurpose shared content.

Most importantly, EBC and FBC link up with the Social Media channels especially the Facebook to get live coverage. Both media institutions understood how Social Media work and have therefore integrated Facebook into their digital media/content strategy. These media institutions also connected to other Social Media like Twitter, beside their creation of account on Social Media platform to enable their users to access them through the Social Media channel's link.

Table 27 Working on different platforms

No.	Do you think working on d/t platform increase your journalism professional skill?	Frequency	Percentage
1	Strongly agree	116	45%
2	Agree	142	55%
Total		258	100%

(Source: Organized by the Researcher)

All Journalists (100%) agree and strongly agree working on different platforms increased their journalism professional knowledge or skill. Making use of all three attributes (multimediality, interactivity and hypertextuality) converged journalism convergence as the process where several media channels come together to exist and operate in synergy or rather in harmony. Thus journalists owned skill to produce news for multimedia platforms. Journalists from both media institutions assigned to work in different sections but produce news for different platforms.

According to Africa Internet Statistics 2019 report, the number of Internet user in Ethiopia was 16,437,811 as March 2019 and Facebook Subscribers were 4.5 million as of Dec/2017. This indicated that the journalists should work hard to develop their professional skills to produce news for multimedia platform and online audiences too as media institutions converged.

4.4 Journalism and Social Media interactivities

Table 28 why do you use Social Media tools?

No.	The Purpose of using Social Media tools mostly	Frequency	Percentage
1	To keep in touch with friends and family	27	10.5%
2	To make professional and business contacts	18	7.0%
3	To discover new music, photos, books, films, and other entertainments	24	9.3%
4	To contact sources for interviews, set appointments and seek clarification	51	19.8%
5	To get background information for news	36	14%
6	All	102	39.5%
Total		258	100%

(Source: Organized by the Researcher)

Table 28 shows that journalists use Social Media tools, mainly to contact sources for interviews, set appointments and seek clarification for news (19.8%). To get background information for news (14%) was the second reason. However, journalists use Social Media for multipurpose (39.5%). Thomas (2013) said that, the online media follow the choices of interactivity, the rapidity and selectivity with users being able to select their favorite topics through the aid of hyperlinks or newsletters.

According to the above arguments and findings from the respondents, it is possible to conclude that social media can be used for journalistic practice, in accordance with the verification and investigation of facts. Therefore, journalists are influencing and getting influenced by social media in their practicing.

Table 29 Types of information journalists' use from Social Media

No.	What types of information do you use, read and follow from Social Media?	Frequency	Percentage
1	Political and current affairs News	68	26.4%
2	Entertainment News	21	8.1%
3	Sport	3	1.2%
4	Business and Economy	12	4.7%
5	All	148	57.45
6	Other	6	2.3%
Total		258	100%

(Source: Organized by the Researcher)

One of the advantages of the Social Media is the chance to access and get varieties of information easily. Table 29 shows that majority of respondents interested to view all types of information circulating on Social Media (57.45%) like Business and Economy, Political and current affairs news, entertainment news and sport news. However, journalists frequently pay attention for political and current affairs news (26.4%). Journalists didn't pay more attention on Social Media for Sport news (1.2%).

Table 30 Journalist rate Social Media help in daily activities in the sourcing, processing, disseminating and getting feedback for local news

No.	Social Media in sourcing, processing, disseminating and getting feedback for local news	Frequency	Percentage
1	Not important at all	15	5.8%
2	Somewhat Important	54	20.9%
3	Important	36	14%
4	Very Important	124	48.1%
5	Extremely Important	29	11.2%
Total		258	100%

(Source: Organized by the Researcher)

Journalists' rate Social Media help in their daily activities in sourcing, processing, disseminating and getting feedback for local news as follows. Social Media is very important (48.1%) in sourcing, processing, disseminating and getting feedback for local news the majority of journalists responded. Only 5.8% (15 respondents out of 258) said in sourcing, processing, disseminating and getting feedback for local news Social Media did not important at all.

Table 31 Journalist feedback on Social Media

No.	How do you follow and respond to feedback for your news items on Social Media tools?	Frequency	Percentage
1	via email	30	11.6%
2	Via comment	132	51.2%
3	Online (official website)	27	10.5%
4	All	69	26.7%
Total		258	100%

(Source: Organized by the Researcher)

Table 31 shows that the majority of respondents followed and responded to feedback for their news items on Social Media tools via comment (51.2%). 11.6% respondents gave feedback via email whereas 10.5% of respondents preferred online chatting. 26.7% of respondents preferred to give feedback via email, comment and online discussions.

4.5 Journalists' general perception about Social Media

Journalists' perception about the impact of social media on the mainstream profession journalism practice have been mixed, similarly, to their perception about the impact on their work and daily practices. 79.1% of respondents agreed or strongly agreed that social media was undermining mainstream values such as objectivity.

Communications have really changed today and social media are absolutely essential to the Journalism professional practice. They offer a complete overview of the world, but they need to be consulted and used with a critical spirit and coherence (Interviewee 7, May 30, 2019).

The public doesn't recognize the sources. It's enough a captivating title and they believe those articles. Journalists have to be clear and help them. There is a lot of fake news and young people really struggle to differentiate news from real to fake (Interviewee 10, May 31, 2019).

Now in Ethiopia, there is no rule and regulation how to use and for what purpose to use Social Media. Bulky flow of information and fake news confused users at all. Meeting to address young people with collaborations with the journalists to understand where to go, there is a lot of confusion with what's happening today. The exposures really greater than before so young people are really at risk because fallacious information across social media platforms. Mainstream media must in a position to minimize harm by validating fallacious information on social media platforms. Because the main objective of media is to inform, educate and entertain society. The existence of EBC and FBC on different social media platforms in addition to regular broadcasting is a great opportunities to do so. Journalists' stamina to provide immediate information for society also must think ahead.

The mainstream media cannot compare with Social Media in speed. Verification is very important in a digital age; check, check and check again before using, utilizing information from Social media (Interviewee 2, May 29, 2019).

The biggest change faced in recent years is the advent of Facebook as a big engine in the sector. Some journalists saw social media positively even if they have bankrupt writing because the feature of social media is to be short. The main characteristic of social media is their concise nature. Within a few words, it is enough to grab the public's attention. Social media really changed the speed of the process. There is no more need to travel long distances. Information is fast, but cross-checking is hard for journalists. Currently in Ethiopia, the frequency of political posting is high. Most journalists were busy to approve and disapprove the realities of the posts on social media.

On the other hand, journalists have knowledge and awareness about social media. However, concerns over the quality and accuracy of information gathered from social media platforms are a genuine source of frustration for legacy journalists.

4.6 Adoption and integration of Social Media into work practices

The majority of the journalists across both broadcasting sectors used a variety of Social media and Internet accessible technologies in order to carry out their daily work practices and routines. Irrespective of the technologies available to them, a common theme that emerged throughout the interview session at each media institutions was that each of the journalists were constantly logged into at least one Social Media website while carrying out their media work. Although it

was clear that each of the journalists used Social Media in their work practices and routines, it was also interested to see whether the use of social media amongst the journalists was in any way influenced at all by their management. However a subsequent conversation with the newsroom manager during the interview session did gave the Researcher brief on the pressure placed on journalists at the station to adopt Social Media in their work practices and routines. It clearly suggested that the integration of Social Media was indeed not directives but the management enforced the journalists to use social media only for good. Because, media institutions fear fake news and information posted on journalists' personal account may cause the reputation of media institution too.

Interview gathering with the reporters and senior reporters indicated that there is a pressure placed on the media professionals to actively work for different Social Media platforms in their work practices and processes. Social Media has impacted on journalists work practices; one inference to be drawn from here is that Social Media adoption in media organizations is in line with continuous evolutions within the media industry, challenging mainstream journalistic roles such as a gate keeping.

The introduction of various Internet and new media technologies in newsrooms, all of which are symptomatic of continuing media convergence, has meant that media professionals have had to adapt to continuous changes in their work practices and routines. It was evident though that while the introduction of Internet and social media technologies may have changed some aspects of journalists daily work practices and routines; such as searching for and disseminating information, they still maintain a gate keeping function; although via a new medium.

Social media skills already a part of journalists daily activities and an expectation that it also be used in the work environment seemed no less unusual than an expectation to show up on time or meet a deadline.

The study portrayed the introduction of various Internet and new media technologies in newsrooms has placed a mounting pressure on journalists and media professionals to adopt various new technologies into their workflows. The integration of new media technologies such as social media platforms or software is now routinely encouraged by media organizations as a means of disseminating information and addressing with an online audience. So that mainstream way of practicing journalism is blurring. Journalist updated themselves with the digital age. Both media institutions, EBC and FBC trained their journalists to work for multi-modality. They

disseminate information through different Social Media platforms in addition to broadcasting Radio and Television.

4.7 Increasing workloads and the necessity for Multi-Skilling

Multi-Skilling leaves journalists less time to fulfill mainstream journalistic practices, such as double-checking of sources and finding contextual information. The newly established routines tend to emphasize the importance of speed, which sometimes raises concern about the quality of output. In addition, the fact that technology allows for faster processing of news increases the pressure to be first with the story and to provide more on-the-spot, instantaneous live news, which leaves very little chance to explain the context (Avilés, 2004, p. 99).

The introduction of Internet and Social media technologies into the media institution has meant that journalists are expected to become multi-skilled in various technologies (Interviewee 4, May 28, 2019).

Studies dating back to the 1950s have positioned journalists as the mainstream gatekeepers of information (McLeish, 1999). In recent years, however, the introduction of Internet and social media technologies have meant that audiences are able can search, create, and diffuse their own news and content. Whereas social media has allowed audiences to create and distribute their own content in addition to bypassing the mainstream gate keeping function of media organizations, the Researcher noted that both EBC and FBC media institutions involved in this study still maintained their mainstreamly appointed journalistic roles as gatekeepers of information.

The introduction of new media technologies as well as the implementation of convergent journalism practices within newsrooms has steadily redefined the roles of journalist in an “always on” society (Chen, 2012).

4.8 Social Media for sourcing, processing, sharing, enriching news content from Research question one perspective

This study explored the conditions under which EBC and FBC journalists work and the challenges they face while utilizing social media to establish how effective they are in generating, processing, sharing and getting feedback on the local news content.

Journalists’ perception towards Social Media for sourcing, processing, sharing, and enriching news content indicated positive. From 258 respondents, 48.1% or 124 respondents said Social

media sourcing, processing, disseminating and getting feedback for local news very important. See table 30.

The study reported a significant shift from mainstream journalism practice in EBC and FBC, as the vast majority of journalists (over 51.2%) reported that they follow and respond to feedback on local news through comment while 26.7% of respondents preferred to give feedback via email, comment and online discussions. See table 31.

The widespread use of social media benefits journalists from a huge collection of resources and endless technological possibilities. Furthermore, the introduction of social media has speeded up the news gathering process allowing journalists to spend more time at their office desks than in doing fieldwork. The media institutions encouraged journalists to use social media for journalistic purposes.

The advent of new media has changed the way journalists work around the world, as it sweeps across homes, streets, offices and newsrooms where journalists source, process, share and follow feedback on news (Hermans, 2009).

The Researcher summarizes this discussion with scholars' standpoint. Important features of new media include interactive use, feedback and creative participation (Wehmeier, 2009). Another aspect of new media states by Schivinski and Dąbrowski (2013) indicate the real-time generation of new, unregulated content in which most technologies described as "new media" are digital, and often have characteristics of being manipulated, networkable, and interactive.

4.9 Impact of Social Media on journalist's performance from Research question two perspectives

This study tried to address research question 2. Thus, the journalists had a number of obligations tied up in their professional identity, rules to be followed that are integral to their success within the field. Writing the objective truth is chief among them, and is supported by a necessity to use predominantly qualitative subjects, while showing respect to the audience. Sigelman (1973) located the primary public function of the journalist or reporter as, "the operational one of disinterested objectivity".

The majority of the journalists working in EBC and FBC media institutions used Social Media to some extent on average 30.9%. See table 13. The finding indicated that the majority of respondents spent more of their time searching information on social media to perform their journalistic work.

A few of mainstreamists (journalists) favor the continuation of a hierarchical relationship between writer and reader, broadcaster and audience with a restricted level of input on behalf of the reader or audience within news sites. They are at odds with the convergence newsroom, who felt that increasing reader or audience involvement was the way forward. In digital age, the speed of information is at the speed of light. To be first hand in disseminating information becomes the sole survival matter for broadcasters.

Now a day, it is the social media which is setting the agenda not the mainstream media. The mainstream media should lead the other alternative media on agenda setting; in order to do so it has to be independent (Interviewee 7, May, 2019).

Also Bowman & Willis (2003) said that, civic journalism can be translated into participatory journalism, an online community that promotes involvement between the media and their communities of readers.

Social media have become the center for everything; audience, information, business etc. It facilitates the free and speedy flow of information across border. Therefore, it impacted a lot on professional journalism practice. However, this power of social media is adversely affecting the mainstream journalistic practice by threatening the personal and professional characteristics of the journalists (Interviewee 8, May, 2019).

The Researcher finding illustrates that the idea of collaborative news has clearly continued to be on the rise in the last few years, and is a shift away from the one-way communication method of mainstream journalistic practice. The distance between professional and amateur journalists has shrunk because of the power of the Internet, and there is a sense that there is mutual benefit in both parties working together to get the quickest and truest news. Deuze (2007) forecast a new form of journalism, where an interactive relationship with audiences granted readers more authority in the public sphere, and therefore the means to contribute and publish news across multiple media platforms. The Internet and social media have only increased the ability to bring

many different kinds of news to its audience, and significantly quicker than had before been possible. Therefore, journalists require additional skills for to perform their journalistic works.

Each of the interviewee expressed a belief that there is significant pressure within the industry to utilize social media. This pressure can be enforced directly by our bosses expect us to follow what happens on social media platforms as well as a pressure to use it in order to keep up with competitors and peers; this should done within the critical mind (Interviewee 3, May, 2019).

“I wouldn’t say social media has improved journalism; it’s made it different. In ways of speed and accuracy; speed has improved; accuracy has decreased. Width of information increased, but the depth has decreased. Journalism cannot live without social media, but social media can live without journalism” (Thomas, 2013, p.34).

4.10 Challenges for journalists as a result of Social Media proliferation from Research question three perspectives

Journalists asked if they had faced any challenge while incorporating social media tools and technologies in their profession; 71.7% of respondents replied they do not trust information from Social Media. What challenged and discouraged them from using social media were filtering information (77.1%) due to an information explosion. Thus, the journalistic field is challenged by a number of critical developments, among which the ongoing diffusion of interactive technologies, digitization of messages and convergence of media formats are clearly some of the most crucial challenges investigated in this research.

The journalism profession has its own ethics and discipline. Then, the journalists should follow and practice that to filter the information posted on social media. Above all, journalists have to be responsible for what they are working. Mostly the challenges of social media come from lack of awareness and credibility (Interviewee 7, May 30, 2019).

Possible solutions forwarded from respondents to the challenges facing the mainstream media. the solution varied and includes application of censorship laws on social media, encouraging social media use by triangulating news, properly integrating social media in mainstream media institution.

Respondents also suggested that to maintain media objectivity and integrity, urgent news can be verified immediately. Further, the respondents suggested that information ought to be targeted to

those who need it. The respondents went further to suggest that media people ought to give audience some analysis of news as opposed to the provision of news events only. Engaging the mainstream media managers and the social media activists in the making of credible information and state building, also the solution suggested by respondents. Lastly, involvement of the audience in news gathering was put across as a suggestion.

CHAPTER FIVE

Findings, Conclusion and Recommendations

The study identified the impact of Social Media on mainstream journalism practices and how EBC and FBC journalist's view the penetration of Social Media in a mainstream way of practicing journalism profession by comparing old journalism with new journalism practice. Therefore, the conclusions drawn and recommendations made hereunder are based on the findings obtained from the analysis of questionnaires and in-depth interviews.

5.1 Summary and Findings

The study assessed “The impact of Social Media on mainstream journalism practices, Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC)” in focus.

The research examined the journalists' outlook towards Social Media and the challenges they are facing from proliferation of Social Media during practicing journalism profession. Similarly, the impact Social Media had on the process in which journalists perform their job and Journalists' perception towards Social Media for sourcing, processing, sharing, and enriching local news content.

Both qualitative and quantitative approaches (mixed method) were applied. Questionnaires and in-depth interviews were the instruments used to collect data from journalists, who were the focus of this study. The data were analyzed using SPSS and Excel spreadsheet. Thus, the major findings are discussed under this topic.

The findings of the study demonstrated that when it comes to particular Social Media preference all respondents 89.5 % prefer Facebook. Next to Facebook journalists prefer Twitter (4.7%). This is because of the dominance of Facebook. Many business organizations, non-business and other organizations use Facebook to communicate and share information with their customer worldwide. YouTube is the 3rd (3.5%) preferred platform. On the other hand, 2.3% of the total 258 respondents either use other Social Media tools or none among the listed Social Media tools.

The majority of respondents were capable to use and process their activities using computer. Researcher also confirmed that majority of respondents' had internet access; Social Media tools account and awareness how to use it. So that, majority of respondents visited their Social Media tools account very often (62.4%). The major reasons why journalists use Social Media were, it gives them more opportunities to explore news sources. Similarly, 83.4% respondents embrace Social Media tools as part of journalism. However, the information from Social Media is not trustworthy to use as a source for news unless critically consider its credibility.

98.8% respondents agree the effects of Social Media presence in the mainstream media landscape changed the way mainstream journalism practitioners accomplish their duties. The Majority of respondents responded Social Media have changed mainstream journalism practice by enhancing news gathering (47.3%).

In just a short period of time, Social Media has made a big display. Perhaps the most significant indicator of Social Media importance is the fact that it has become embedded into the mainstream media landscape. The integration of Social Media into the overall media landscape represents a new opportunity as well as a new challenge for communication professionals that have to be tackled.

The in-depth interview with media practitioners revealed that, Social Media has both positive and negative impacts on journalists' mainstream practice and journalism profession. The biggest positive is the ability to move information quickly among a large group of people while the downside is journalists can just as easily pass misinformation or fake news which is unethical in journalism norms.

The study finding also specified mainstream way of processing stories development and disseminating information is changed due to impact from Social Media. The majority of respondents 87.2% agree the rise of Social Media also produces changes in the communicational flow of journalism, known as a top-down model in mainstream media, and has now converted into a decentralized system of sending and receiving information. Likewise, 79.1% of respondents believed that mainstream journalism professional practicing changed because of the effects from Social Media. Journalists' rate Social Media help in their daily activities in sourcing, processing, disseminating and getting feedback for local news as very Important (48.1%). They

also follow and respond to feedback for their news items on Social Media tools via comment (51.2%).

The other challenges journalists faced as a result of Social Media proliferation is that problems in filtering information due to information explosion. Information on Social Media is faster than mainstream media. The issue of objectivity is not considered. 71.7% of respondents replied they did not trust information from Social Media. Respondents' confirmed that information from Social Media were validated by contacting official sources (78.7%) before publishing, posts and broadcasting it.

On the other hand, majority of the respondents agree that media convergence create or has created good journalism. Due to this, the current wave of convergence, media practitioners and non-practitioners as well as media organizations are coming together as partners in information dissemination.

All respondents (100%) from EBC and FBC agree working on different platforms increased their journalism professional knowledge or skill. Nevertheless, the workload increased because the information speed increased.

5.2 Conclusion

The conclusion drawn based on data collected through in-depth interview and questionnaire about the impact of Social Media on mainstream journalism practices; Ethiopia Broadcasting Corporation and Fana Broadcasting Corporation in focus is as follows.

Within the theoretical parameters mentioned above, this study has explored the perceptions of EBC and FBC journalists about their own experience of practice in order to assess the extent to which Social Media has impacted on mainstream journalism in the context of Ethiopia, specifically, both major media institutions.

Though the number of interviews compiled were of sufficient number to validate the study, it is likely that more data, of a more varied demographic of journalists, or a study into several highly established journalists, would delivered stronger data.

The data obtained and subsequent data analysis certainly emphasized the fact that Social Media has had, and continues to have a strong influence on the field of journalism and practitioners'. The notion of the journalist has moved so significantly away from aspects of its mainstream media basis because of favorability Social Media platform for interactivity with the audience and potential sources.

EBC and FBC journalists held quite similar opinions on the changes to journalism practice as influenced by the introduction of Social Media. They all believed that Social Media became a crucial tool in the newsrooms of mainstream media for the collection, research, dissemination and communication of information. Despite the gap in the use of Social Media by media institutions, journalists partly agree that Social Media would help them foster the development and democracy role of media and improve media audience relationship.

The findings of this research demonstrate also the McLuhan theory of journalism, especially the changes in media forms and technology can change our way of gaining experience in essential ways and even our relations with others, has continued to influence the mainstream media system. However, influenced by the popularity of the Social Media, the news media system and the criteria of practicing mainstream journalism have been transformed to some extent within the framework of the existing model.

The data collected implied that journalists, who had spent a larger part of their working time familiar with Social Media, were much more receptive and accepting of the impact of Social Media on mainstream journalism practice. Social Media become Journalist's preference to gather information for news.

The broad conclusion on emerging practices is that, the position of mainstream way of practicing journalism has almost changed and emerging practices that manifest it are directly linked to Social Media. The media industry seems to be moving away from mainstream aspects of journalism practice with increasing information demand and immediacy from worldwide audience. Holistic presence on different platforms to satisfy audience information demand became media institutions' interest while journalists faced workload. Journalist gate keeping became blurred Social Media become primary news source for journalists. Journalists' rated

Social Media as very important in sourcing, processing, disseminating and getting feedback for local news.

The Researcher also understood that mainstream media are not completely dying; rather, it is growing to incorporate the Social Media communities that make use of the interactive and conversational technologies. Thus, Social Media have impacted on the mainstream journalistic practice to the level of creating new practices.

Journalists are also influencing and getting influenced by Social Media in their practicing. One inference to be drawn from here is that Social Media adoption in media organizations is in line with continuous evolutions within the media industry, challenging mainstream journalistic roles such as a gate keeping.

So far, the introduction of Social Media has speeded up the news gathering process allowing journalists to spend more time at their office desks than in doing fieldwork. This underlines the conclusion that emerging journalistic practices are just seen to be linked to Social Media from the outside not in the real sense of giving the profession the new media shape or outlook.

Most significantly, this study has found that journalists were using Social Media tools in their daily workflows, the access they each have to suitably reliable computing technologies remains an arguable issue within media organizations. Media organizations were converged and increasingly encouraging the use of Social Media in the daily work practices and routines of their employees. Another key finding of this study was that journalist' Social Media use has increased.

Thus, with the temporality aspect lost old monopolies have also been broken up by the Social Media. The audience no longer has to wait for mainstream media peak hour news. The News is all the time; there is no time without news. Thus, mainstream media practitioners must ready to accept the change and look forward how to cope up within change.

Text, pictures, sound tracks and videos are converging within online news media, which makes it a perfect platform to disseminate news in different forms. With the acceleration of internet speed, mainstream media begun outlet their news with Social Media tools to attract audience. Social

Media tools also become revenue generating for EBC and FBC media institutions. Business organizations paid to promote their products' on these institutions Social Media pages.

5.3 Recommendations

The objective of the research was to examine the impact of Social Media on mainstream journalism practices: FBC and EBC in focus. Serious effort has been made by the Researcher to address the research questions. Thus, based on the findings, the Researcher forwards the following recommendations:

- Journalists' wide-range use of Social Media tools predicts a possible shift in mainstream journalism practice in the near future because the role of mainstream journalism practices could increasingly become less and less if journalists are empowered to use them effectively to advance their profession.
- The study recommends that since not all media audiences are aware of the benefits and challenges of Social Media, the mainstream media can aware the public since in Ethiopia it is more popular with the youths.
- This study also recommends that a course on Internet and Social Media be established in the higher institutions training centers to train upcoming journalist on how to cope in the convergence field.
- Journalists should struggle to make themselves well enough to exploit Social Media for professional purposes.
- There should be intensive efforts to regulate the Social Media and help distinguish fake news from factual stories.
- This study recommends that media institutions should be keen to exploit the comments of Social Media communities for better communication and partnership with the audience.
- Journalists' when using Social Media in sourcing, processing, disseminating and getting feedback for local news great care must be taken far fake news.
- EBC and FBC should learn international media experience to integrate effectively the Social Media with their mainstream media outlets.
- Finally, it is the suggestion of this research that media institutions shall pay attention to Social Media in order to remain relevant and get better in this age of Social Media and use the opportunities it has brought.

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Appendix A

A SURVEY QUESTIONNAIRE



Addis Ababa University

Graduate School of Journalism and Communication

I am a graduate student at Addis Ababa University, school of journalism and Communication conducting a study on " **The Percieved impact of Social Media on mainstream journalism practices: the case of FBC and EBC**". This is survey questionnaire to assess whether Social Media have an effect on the mainstream journalism professional practices. The survey research is for the fulfillment of the Master of Arts in the school Journalism and communication, Addis Ababa University. The data you fill has the potential to represent the practice, involvement, knowledge, and attitudes of journalists towards Social Media.

Thank you in advance for your cooperation in filling this questionnaire.

May 2019, Addis Ababa

Instructions

Tick in the box provided for the most appropriate response and use the spaces provided for any extra information needed.

Section one: Bio Data

1. Gender: Male ☐ Female ☐

2.Age: 18-25years ☐ 26-35 years ☐ 36-50 years ☐ 51 years and above ☐

3. Level of education

Certificate, ☐ Diploma Degree ☐ MA ☐ PhD ☐

other qualifications (please specify) _____

4. Media organization you are working in _____

5. Your responsibility in the media organization in?

Reporter ☐ Senior Reporter ☐ Assistant Producer ☐ Producer ☐ Senior
Producer ☐

Editor ☐ Other (please specify) _____

Section Two: General: Extent Journalists exposed to Social Media Networking Tools?

1. Are you computer literate? 1= yes 2= No
2. Do you have internet access? 1= yes 2= No
3. If yes are you aware of any social networking site? 1= yes 2= No
4. Do you have an account with any of the social networking site? 1= yes 2= No
5. Do you have an account with the following Social Media tools? (You can give more than one answer)

1=Facebook ☐=Twitter 3=☐uTube 4=Ins☐gram other ☐ ☐

6. How Often Do You Visit Your Account?

1=Very often 3=Not very often
2=Often 3=Not often

7. Which Social Networking Tool Do You Prefer?

1=Facebook 3=YouTube
2=Twitter 4=None 5=Others

8. Your Reason for the Preferred Choice of Social Media tools?

1= It gives me more opportunities to explore news sources
2= It helps me to socialize with other people
3=It is more trustworthy
4=It has wider coverage

9. How Well Do You Embrace Social Media Tools as Part of Journalism?

1=Very well 3=Not very well
2=Well 4=Not well

10. Kindly state the extent to which you use the following types of Social Media. Use the key presented below as a guide to tick (✓):

1= to a very large extent 2= to a large extent 3= to some extent
4= to a small extent 5= no extent at all

Social Media	Extent of use				
	1	2	3	4	5
Facebook					
Twitter					
YouTube					
Instagram					
LinkedIn					
Other					

11. How often do use Social Media information for your journalistic works?

A. Always B. Sometimes C. Rarely D. Nothing

Section Three: Journalist's perception on the impact of Social Media on mainstream practices of journalism

1. Social Media Have Changed Journalism Practice

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

2. Do Social Media tools ease the work for journalists?

1= Yes 2= No

3. In Your Own Opinion How Has Social Media Changed Your Journalistic Practice?

1=It has enhanced news gathering

2=It has improved credibility of my news

3=It enables me to report from anywhere with ease

4=It helps me to know the information needs of the audience 5= I don't know

4. Using a great variety of Social Media tools to source for news, some journalists are less positive about some of the ways Social Media affect their journalistic activities, their engagement with their audience, their productivity and the quality of their work

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

5. Social Media have certainly changed the way journalists work for example on the process how stories are developed and disseminated?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

6. Social Media affects the main mainstream media Journalism professional practice?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

7. I face challenges while incorporating Social Media tools and technologies in journalism profession?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

8. How often do you use Social Media information for your journalistic works?

- A. Always
B. Sometimes
C. Rarely
D. No

If no, please give reasons why you do not use Social Media information in the space provided below -----

9. What type of information do you use or read or follow from Social Media? (You can circle more than one answer)

- A. Political and current affairs News
B. Entertainment News
C. Sport
D. Business and Economy
E. Others

10. Why do you use Social Media tools?

- A. To keep in touch with friends and family
B. To make professional and business contacts
C. To share photos, music, videos
D. To discover new music, photos, books, films, and other entertainments
E. To contact sources for interviews, set appointments and seek clarification
F. To get background information for news
G. Other (specify) -----

11. How do you rate social media help in your daily activities in the sourcing, processing, disseminating and getting feedback for local news?

- ☐ A. Not important at all
☐ B. Somewhat Important
☐ C. Important
☐ D. Very Important
☐ E. Extremely Important

12. How do you follow and respond to feedback for your news items (story, video, or photograph) on Social Media tools?

- A. Via email
B. Via comment
C. Online (official website)
D. Other (please specify) _____

13. How do you rate your knowledge of social media?

A. Excellent

C. Good

B. Very good

D. Average

E. Poor

14. Tick the challenges that you are likely to face as a result of the proliferation of the Social Media?

Tick (√) Your Institution		Challenges	√ Tick
EBC	FBC		
<input type="checkbox"/>	<input type="checkbox"/>	Filtering of information	
		Of audience segmentation	
		Information circulation speed	
		Lack of Social Media skills	
		Maintaining media audience relationship	
		Other challenges (please specify) -----	

15. Do any of the following discourage and challenge you from using Social Media for journalistic purpose? (Select one or any that apply)

A. Information cannot be trusted

B. The guidelines of organization I am working in prohibits me

C. Concerns over my personal privacy and professional reputation

D. Concerns over the sources privacy

E. It is not widely used by relevant contacts

F. I don't think it is the right thing to do

16. Does the station you are working for encourage you to use Social Media for professional journalism purpose? Example giving you training

A. Yes B. No

17. Do you think the rise of social media has impacted on professional journalism practice?

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

If yes please reason out_____

18. What is the challenge of using social media for journalistic purpose in your media?

A. My organization prohibits me from using

C. I don't have knowledge to use

D. My managers don't think it is worthy

B. Internet access is difficult

19. Do you trust the information you get on social media?

A. I do trust

B. I don't Trust

C. It depend

20. How do you validate the content you get from social media?

A. Contacting official sources

D. I don't use the content I get from social

B. Contacting the social media source

media

C. Asking other journalists

21. Have you ever sourced news or information from social media in your news or program?

A. Yes

B. No

22. Do you think Media Convergence can enrich media content and improves media credibility?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

23. Do you think media convergence can create or has created good journalism?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

24. Do you think working on different platform increase your journalism professional knowledge or skill?

1= strongly agree 2= Agree 3=strongly disagree 4= Disagree 5= Undecided

25. State any other Social Media tools that you use and its impact on your profession.

Kindly provide brief comments _____

26. Kindly suggests possible solutions to the challenges of Social Media for journalism professional practice _____

Thank you for taking your time in answering these questions.

Appendix B

Interview Questions for EBC and FBC media institutions staffs

Part One: Senior reporters and Editors

1. What are the opportunities and challenges of Social Media for mainstream journalistic practice?
2. Do you think social media has an impact on journalism profession? How?
3. What prohibits you from using social media for a journalistic purpose?
4. How do you see information contents on social media and on the mainstream media? Do they oppose each other? Do you think the use of social media by the station you work in would improve the relationship with the audience?
5. Do you include social media sources in your news production?
6. Do you think media convergence can create or has created good journalism? How?

Part Two: Media Managers

- 1) What is your knowledge of social media? What understanding do you have of using social media for journalism? Do you think social media has an impact on journalism?
- 2) How do you discuss the relationship between social media and mainstream media particularly your institution? Which types of social media your station use?
- 3) What challenges are there of using social media for journalism purpose in your organization?
- 4) Do you trust social media as a news source?
- 5) What is the effect on audience and viewership ratings with the integration of social media into your station's everyday practice?
- 6) How would you incorporate the Social Media into your newsroom?
- 7) What is your comment on the challenges facing the mainstream media journalism as a result of the proliferation of social media?
- 8) How do you manage your organization social media news posts comments and feedback?
- 9) Do you think media convergence can create or has created good journalism? How?

Appendix C

Forms to Be Filled By Key Interviewees (Journalists, Editors, and Media Managers)

1. Name (Optional) _____
2. Gender _____
3. Age _____
4. Educational status _____
5. The media you work for _____
6. The department you working in _____
7. Job Title _____
8. Years of experience _____
9. Address; Email _____
10. Telephone _____.

Thank for you cooperation!

Appendix D

List of Key Interviewees for the Study

No.	Interviewees	Gender	Age	Education	Medium	Job Title
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						