



ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

Faculty of Journalism and Communication

**New Media Technology as a Source of Foreign
News in Oromiya Mass Media Organization:
Challenges and Opportunities**

By:

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May, 2011

Addis Ababa, Ethiopia

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**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE
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DEDICATION

I dedicate this thesis work to my beloved mother, the late Tiru Balemi, who laid the foundation for my life but could see the fruits of her effort.

God rest her soul!

Acknowledgement

I would like to extend my heart-felt gratitude to my advisor, Dr. Negeri Lencho for his invaluable advice, constructive suggestions and corrections throughout my thesis work that gave the paper its present shape. This thesis could not have been written without him who not only served as my advisor but also encouraged me and has been so friendly and supportive.

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Abstract

The present study assessed the “use of new media Internet as a source of foreign new information” by journalists in Oromia Mass Media Organization and to examined the opportunities and challenges in using the new media (Internet). Both qualitative and quantitative approaches were applied. Questionnaires, focus group and individual in-depth, key informant interviews were the instruments used to collect data from journalists, who were the focus of the study. The data were analyzed using SPSS genres. The result of the study depicted that the majority of the journalists surveyed know how to operate a computer with some basic training skills and on trial and error basis, but almost all the journalists do not have in-depth training on how to browse information from the Internet. Except some of the journalists, majority of them have neither access to computer nor free access to the Internet in their respective media organizations, but they may have access to computer in six to eight groups. The finding showed that the journalists are far behind the information about events that are taking place worldwide as a result of lack of access to the Internet.

Language barrier is also found to be another aspect that contributes to the low level of awareness of new media by journalists. But, it cannot be said that the majority of the journalists are not aware of the potential of new media Internet for media development in general. The problem of poor access to Internet is attributed mainly to the poor infrastructure of this media house. The basic reason is lack of financial resource. Lack of giving attention to new media sector is also one challenging factors.

Finally, the research showed that there is a strong need to direct priority to the expansion of new media infrastructure in the media organizations and also building the capacity of journalists in order to cope up with globalization and information society. Because the utilization of the Internet potential was found to be scanty in the organization, confirming that the journalists in this study area do not easily access foreign news information source materials.

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List of Acronyms

AAU- Addis Ababa University
B2B- Business- to- Business
B2C- Business- to- Consumer
CDMA- Code Division Multiple Access
CD-ROM- Compact Disk “read only memory”
ECA- Economic Commission for Africa
E-mail- Electronic Mail
ETA- Ethiopian Telecommunications Authority
ETC- Ethiopian Telecommunications Corporation
FGD- Focus Group Discussion
HTML- Hyper Text Mark up Language
HTTP- Hyper Text Transfer Protocol
ICT- Information and Communications Technology
IP- Internet Protocol
ISP- Internet Service Provider
ITU- International Telecommunication Union
MDG- Millennium Development goals
NGO- Non Government Organization
ORTVO- Oromia Radio and Television Organization
PC- Personal Computer
TCP- Transmission Control Protocol
UN- United Nations
WWW -World Wide Web

CHAPTER-ONE

1.1. INTRODUCTION

With the rise of advanced communication technology and digitalization, the new media 'Internet' has perhaps become the most observable engine that makes people around the globe to interconnect more than ever. Human beings have consistently been engaged in inventing different communication media that range from simple stone tablets, print technology and radio, to television and now the internet epoch to make communication faster, easier and more reliable (Rosales 2006).

According to Campbell (2004), "Journalism has always been a profession whose basic capacities and functions are rooted in technology". He adds that the basic principles of the profession are closely related to the use of technology to journalistic practices. New media 'Internet' has played a leading role for communication, in international politics, trade and normal day -to -day life of human kind. This is because the Internet eliminates the time and distance barrier between the disseminator and recipient of any type of information.

Today, thanks to the advancement of technology and globalization, the world has literally shrunk, bringing everyone closer. This advancement has brought about considerable changes in almost every sphere of modern life in the twenty first century. The Internet has become the dominant communication medium in the world today. Its variable applications have made it crucial for performing a wide variety of tasks from shopping to carrying out sophisticated medical tasks and the like. The adoption rate of Internet technology exceeds by far that of all technologies developed before it. The Internet has impacted upon every sector, from health and education, to businesses and the personal lives of many humans (ITU, 2005).

The Internet will continue to play an important role in transforming of information throughout the world. It encapsulates the biggest resources of readily available information in the world, which has made it the world's largest library with a wide range of information. This medium has significantly changed the way information is made available to journalists as source of information in the news room. Especially, today the journalists are highly used the Internet to

gather information and to find breaking news what happen on globe within a fraction of second (Owen, 1999).

As a result of the development of information and communication technology, particularly the Internet, the world becomes a virtual village. Today, anyone can become a media entrepreneur even without a press office and an army of employees. With the aid of a computer and an Internet access anybody can become an online news paper publisher. The Internet is the powerful medium for immediate global communication and information sharing. It is also an efficient tool for business and commerce. This medium, however, is occupied by all kinds of people, all with good and bad intentions (Rosales, 2006).

The introduction of Internet, enabled personal computers, online, mobile devices and other forms of digital media technologies, has added a new layer of digital culture and social networking to the interactive digital mix in Ethiopian context. Ethiopian Telecommunication (ETC) introduced Internet service in 1996. However, the Internet service has been characterized by slow speed and high service charges, which has undermined the benefit of Internet connections (Mulat and Tadese, 2002). Currently, it is observed that Internet cafes and wireless service have been flourished in Ethiopia.

Recently, e-mail and Internet access has become relatively widespread in media house and other sectors of Ethiopia. Reports from the Ethiopian Telecommunication Corporation (ETC) show that the number of Internet subscribers increase from time to time. By 2010, the total number of Internet users had reached 143, 000 (ETC, 2010). However, there has not been any documented study on the use of the Internet among journalists or its impact on their tasks.

Oromia regional state established its own mass-media called Oromia Radio and Television Organization, with the license from Ethiopia Broadcast Agency in 2008, in Adama town, which is found in east Shoa Zone of Oromia Regional State (Dano; 2010). At the beginning of its establishment, the numbers of staffs were 36 and now it has around 342 staffs. The

objective of the establishment of this media organization is to serve the social, economic, political and cultural development of the region in particular and the country in general, by disseminating timely information. The organization has ICT department which is administered by its own director and currently educating the society once a week on how to use the new media technology in collaboration with Oromia information agency.

In a manner to provide the overview of the organization, the Oromia Mass Media has been organized into two main categories: 1) radio 2) television. The orientations of both categories involve the provision of information, education as well as entertainment with the target to deal with political, social and economic affairs of the region in particular and the nation in general.

As its central purpose and primary mission, therefore, the Oromia Mass Media Organization advocates development journalism and communication. It targets addressing development issues like health, agriculture, education and other aspects of development issues that has been given due emphasis by the government of Oromia Regional State.

1.2. Statement of the Problem

Communicating through global new media technologies are one of the fundamental ways of journalism that distinguish itself from other types of fact-finding activities (Riddick and King, 2001: 28). Although many studies have been carried out concerning the use of Internet, there is none that focused on assessing the medium from the perspectives of journalists' activities in gathering information. There have been noticeable gaps in the available literatures about journalists' perceptions towards electronic information.

In these days, it is observed that Internet cafes and CDMA technologies are flourishing. These can be considered as an indicator of the rise in the Internet service and users in Ethiopia. According to study of (Nigist, 2005), master's thesis that dealt with the ICT usage in Ethiopian media newsroom at Örebro University, shows that, the utilization the Internet technologies was the minimum. Mulat and Tadesse, (2002), study also shows that the Internet service in Ethiopia has been characterized by slow speed and high service charges.

Change has come slowly to the newsroom in the world of journalism, traditional media are not going away any time soon, and the new media field of online journalism is going rapidly mixes every aspect of traditional media- print, video, and audio. Journalists will increasingly need to have Internet skills and more jobs continue to evolve in Internet journalism and Internet is considered as the feature of news and it will become more important as journalists and programmers design more interactive ways to provide reads their national, community, and personal news in different mediums and journalists all over the newsroom are part of it (Passante K, 2007: 242).

The development of new media, particularly “Internet” industries have its own contributions to the development of any country. The Internet could save 2.7 million tons of paper every year, despite the increased use of office paper. The resulting annual cut in global warming pollution equals some 10 million tons of carbon dioxide. Both figures could double by 2008 (McGuire, 2003:13).

The development of new media industries “Internet” and its potential contributions to the development efforts of many developing countries are undermined by numerous challenges. According to Erik P. Bucy and John E. Newhagen (2004), some of the major challenges journalists faces in using the new media technology are material considerations that are the absence of network connections, bandwidths, fluctuation of Internet connection and slow network. Journalist’s Internet using ability, language capacity and barriers to digital skills represent among the major challenges that journalists might face.

The researcher believes that a systematic understanding of journalists’ use of new media ‘Internet’ technology in news room as a source of information is crucial to find out.

Thus, this study attempts to explore the practices of journalists Internet usage as foreign new source and its effects on journalist’s daily duties in Oromia Radio and Television Organization. It also tries to identify opportunities and major challenges that journalists encounter in using Internet while preparing foreign news sources in the Organization.

1.3. Objectives of the Study

1.3.1. General Objective The general objective of this study is to investigate the utilization of new media technologies as a source of foreign news by the Oromia Mass Media Organization journalists and the opportunities and challenges of using the technologies.

1.3.2. Specific Objectives

The specific objectives of the study incorporate to:

1. Explore the extent of journalists' Internet utilization as source of foreign news in Oromia Mass Media Organization,
2. Find out the computer skills of journalists working in Oromia Mass-Media Organization in using new media (Internet),
3. Assess the opportunities of using Internet as source of foreign news in the organization,
4. Identify the challenges of using Internet as a source of foreign news,
5. Examine the contribution of new media technology to media development of Oromia region in particular, and
6. Suggests mechanisms to overcome the possible challenges in Internet usage as sources of foreign news.

1.4. Research Questions

The research attempts to answer the following questions:

1. To what extent does Oromia Mass Media Organization use new media technology Internet as a source of foreign news?
2. What are the purposes of using Internet in Oromia Mass Media Organization?
3. What factors influence the effort of the organization positively as well as negatively in using the new media 'Internet'?

1.5. Significance of the study

The study is significant in understanding the general characteristics of the use of new media technology, 'Internet' utilization in news room. It is also important to identify the gap of knowledge among those who are friendly in using the technology. It also helps to illustrate the difficulties of the journalist and their global exposure to the new media technology. This makes it possible to make a more realistic evaluation that takes into account the challenges and opportunities of the Internet in news room.

The proposed study would establish a background for understanding the major challenges the journalists face in the organization, opportunities of journalists in using the Internet in newsroom. In addition to all these, it is expected that the results of the study would be used by the media practitioners to improve their practices inline with the use of new media 'Internet' as sources of foreign news source.

Therefore, the findings of the research can fill the gap in understanding the opportunities and challenges related to the use of new media "Internet" in the organization. The result can also be used as a framework for other researchers, media professionals, for policy development and revisions in media development.

1.6. Scope of the Study

The research is generally designed to analyse the opportunities and major challenges of new media 'Internet' utilization by journalists working in Oromia Mass Media Organization news room. It also identifies the types of website they use to access information in newsroom as a source of foreign news from the different part of the world and its contribution for the development of the media. Therefore, the horizon of the study is delimited to the operational surroundings of Oromiya Mass Media Organization.

1.7. Limitations of the Study

There is no research conducted in the area of new media technology "Internet" utilization in the organization since its establishment and probably in the country, too. And no study has also

been carried out with regard to the level of journalist's use of the Internet as a source of foreign news information in newsroom in Oromia Mass-Media. Therefore, lack of secondary sources has somehow limited the opportunity to cross triangulate the findings of various researches outputs. Besides, the study did not include all journalists in the sampled group because of the financial and time constraints.

1.8 Organization of the Thesis

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

-The second chapter reviews the literatures, i.e. the theoretical framework of the study and issues that are related to journalists and new media utilization as a source of foreign news.

-The third chapter presents discussions on 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 the use of Internet by journalists as a source of foreign news in light of the major theoretical backbone of the study. Finally, chapter five provides conclusion and possible recommendation.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This chapter deals with the overview of scholarly works on new media technology, global media, the role of new media in the processes of globalization, the historical development of the new media, the Internet industry in comparison with other media, the common application area of Internet, and associated challenges. An introduction to the arguments of a relatable theory to the theme of the study would also be discussed.

2.1. The New Media Technology

Lievrouw and Livingstone (2002) define the term 'Internet' as the global information system that:

- I) is logically linked together by a globally unique address space based on the Internet protocol (IP) or its subsequent extensions/ follow-ons;
- II) is able to support communications using the transmission control protocol/ Internet protocol (TCP/IP) suite or its subsequent extensions/ follow-ons, and /or other IP-compatible protocols; and
- III) provides, uses or makes accessible, either publicly or privately, high-level services layered on the communications and related infrastructure described herein.

According to Marlow (1996) the history of electronic media began with the telegraph (using a series of dots and dashes to represent letter of the alphabet-itself a digitization of sounds of speech) moved to linear, non-interactive technologies (such as radio and television), and has moved on to interactive technologies (such as multimedia and the Internet). Therefore, new media encompasses the emergence of digital, computerized, or networked information and communication technologies in the later part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulatable, networkable, dense, compressible, interactive and impartial.

Hassan and Thomas (2006) further assert new media as the Internet, web sites, and Computer multimedia, Computer games CD-ROMs, DVD, and Virtual reality, . For these authors, new

media represents a convergence of two separate historical lines: Computing and media technologies. Both begin in the 1830s with Babbage's analytical engine. Eventually, in the middle of twentieth century, a modern digital computer is developed to perform calculations on numerical data more efficiently.

For the current usage in this work, the researcher relates new media with Internet technology. Holmes (2005) state that new media indicates variations of meanings like mobile telephone, Internet network and its features enabling to efficiently generate, store and produce data and information systematically and new media changes continuously due to the fact that it is constantly modified and redefined by the interaction between the creative uses of the masses, emerging technology, and cultural change.

2.2. New Media in the Information society and Globalization

This approach deals with the definition, characterisation, description, and the role of new media, information and communication technology in society, and the impact of ICT on society.

According to Lan (2005:2) the term information society is a fuzzy concept. It is considered as the answer to the problems created by post industrial modus operandi. He added that by the begging of 21st century, the need for information handling and processing in world societies is being shaped, as society particularly the information society, becomes more interconnected, we face a loss of boundaries throwing into question the basic conceptual distinction we use to make sense of the world.

Castells (1996:121) added that the term information society is a specific form of social organization in which information generation, processing, and transmission become the fundamental sources of productivity and power. The emphasis here is the networking of the new society as "Network Society", through the new media technological influence. What falls at the centre here is the importance of information and the creation of knowledge using the potential of new media and the prominent place of new media in the production and dissemination of information using the tools.

A term information society is widely used to describe contemporary society in terms of what is thought to be its most central driving force or force of productive power, namely information of all kinds. The justification for this assumption drives from the seeming dependence of modern life, materially as well as culturally, on the production, handling and application of information and on the operation of complex network of communication. The information and communication technology sector appears to have been the chief source of wealth in economically more advanced societies (McQuail 2000: 497).

In the era of information society, the place of the new media 'Internet' is high, in terms of information flow and globalizing the world. Currently, global media has entered an era of high-tech where global interconnection and the information society is the centre of the period. The emphasis here is the networking of the new society as "Network Society", through the new media technological influence. What falls at the centre here is the importance of information and the creation of knowledge using the potential of new media and the prominent place of new media in the production and dissemination of information using the tools. New media's technologies such as satellite systems, cable, mobiles, and most notably, the Internet have changed the media landscape. In this regard, scholars suggest that the Internet contributes to globalization by eliminating distances and compressing the time factor, i.e. allowing people around the world to easily communicate with each other (Robertson, 1992; Giddens, 1990; and Harvey, 1990, quoted in Rantanen, 2005).

Globalization is a central trend of the late twentieth and early twenty-first centuries. Media and communication technologies, corporations and services have been central features of globalization both by being part of its structural formation and by transmitting its social, cultural and political consequences across geographic, linguistic and national boundaries (Lievrouw and Livingstone 2002: 316).

Mohammadi (2007: 21) points out that "media are vehicles for advertising, and the advertising of products often stimulates demand for them, either internally produced or imported and this is in turn, an important stimulant to international trade." With technological convergence, particularly the Internet, today's media has engaged with its new roles and new challenges.

Technology has resolved the constraints of time, space and distance in the world we live, though it is to the minority. These principally have to do with the relationship of media to economy and national development, the means of national and international regulation, the responsibilities and moral obligations.

Generally stating, new media "radically break the connection between physical place and social place, making physical location much less significant for our social relationships" (Croteau and Hoynes, 2003). However, the changes in the new media environment create a series of tensions in the concept of "public sphere". This shows that "Virtual communities" are being established online and transcend geographical boundaries, eliminating social restrictions. Slevin (2000) describes globalised societies as self-defined networks, which resemble what we do in real life "People in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, and gossip, fall in love, create a little high art and a lot of idle talk."

2.3. Overviews of the Historical Development of New Media 'Internet'

Marlow (1996) discuss that Internet was developed in the 1970s in the American military research. In the 1960s, the Advanced Research Projects Agency (ARPA) of the United States was working on networking computers in different locations, which lay the foundation for the Internet technology. According to Reddick and King (2001), the technology at that time was limited to academicians and the government, started to grow when non-profit organizations and businesses joined the effort.

Lievrouw and Livingstone (2002) also added the Internet has sometimes been said that ARPANET, the ancestor of the network of networks, was built so that the US Army could maintain communication links in case of a Soviet attack. It was designed in the second half of the 1970s as a network of network architecture of interaction between networks built on different principles. The Internet is an extensive system of interlinked yet independent computer networks. Today, the Internet includes academic and government computers, computer from research institutions, commercial agencies and financial institutions,

computerized library catalogues and information databases, Community-based computers (sometimes called free nets), diverse small, local computers (called bulletin boards) where techno geeks are known to hang out, network service providers(such as America Online).

Although the concept of the Internet was introduced in the 1980s, it was the introduction of the World Wide Web (WWW) in 1992 that completed the Internet as we know it today (Rogers, 1995). According to Whittaker (2004), WWW has changed the way people “communicate, work, consume, find information and entertainment and connect to other people around the world”. The web refers to the information that is made accessible by the infrastructure of the Internet. In particular, the web refers to all the resources and users on the Internet that use the hypertext transfer protocol (http). In addition to this Whittaker writes:

Starting from the advent of new media, the Internet has undergone different development stages and roles in the various development aspects of the world. The recent growth of the Internet and the expanding power of computers have made it possible for large numbers of people to have direct access to an increasingly wide array of information sources and services. Originally designed to transmit text and numeric data, the Internet now carries different types of information (e.g. travel, health, business and trade, and politics ...) through graphic, video, and audio representations (2004:20).

2.4. Internet Use in Ethiopia

The use of the Internet in Ethiopia began in 1993 when the UN Economic Commission for Africa established in Addis Ababa to store-and-forward email service called PADISNet (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net’s Internet gateway in London (Samuel, 2001). Because no other services were available, the facility was heavily used by international organizations and NGOs, but also by some academics, individuals and private companies. In the following year, the US-based NGO, Health-Net, established a node at the Medical Faculty of Addis Ababa University, which provided e-mail access to medical researchers (ETA, 2005). In 1996, a broadly constituted cross-sect oral national Internet working group supported by the Ethiopian Science and Technology Commission (ESTC), called bringing Internet to Ethiopia (BITE), drew up a detailed national Internet proposal (Assefa, 2005).

Currently, Ethiopian Telecommunication Corporation is the sole provider of Internet services in Ethiopia. In January 1997, full Internet access was provided by Ethiopian Telecommunication Corporation (ETC). At that time, ETC had 5,000 clients and by 2006, it serviced about 150,000 users (ETA, 2006). Today, the number of Internet users has grown to hundreds of thousands. An even greater increase of Internet subscribers was triggered by the introduction of a broadband Internet service in 2005.

Although the distribution of Internet subscribers is growing exponentially in the country, it is highly skewed to the capital. Despite the availability of the nationwide local call tariff for dial-up Internet users, the distribution of Internet users is still mainly in the capital, with subscribers outside of Addis Ababa accounting for only about 6 per cent of the total user base (Assefa,2005). It is worth noting at this point that the rise in the number of subscribers in major cities throughout the country is mainly due to the increasing popularity of Internet cafés and CDMA technologies. Hence, since Oromia Media Organization was established recently, it is possible to say that Internet use in the organization was also started simultaneously with the beginning of service-giving of the media.

2.5. Internet Industry In Comparison With Other Media

Internet is a multifaceted mass media that comprises objects, which allow interpersonal communication (Morris and Ogan, 1996). This makes the Internet different from other communication technologies and is one of the main reasons behind its accelerated diffusion all over the world. The revolution of television took 13 years to reach 50 million viewers while the Internet achieved this mark in only 4 years (Siyanbola and Awolaye, 2006).

Electronic communication, because of its speed and broadcasting ability, is fundamentally different from paper-based communication. Because the turnaround time can be so fast, email is more conversational than traditional paper-based media. In a paper document, it is absolutely essential to make everything completely clear and unambiguous because your audience may not have a chance to ask for clarification. With email documents, your recipient can ask questions

immediately. Email thus tends, like conversational speech, to be sloppier than communications on paper. However, email does not convey emotions nearly as well as face-to-face or even telephone conversations. It lacks vocal inflection, gestures, and a shared environment. Your correspondent may have difficulty telling if you are serious or kidding, happy or sad, frustrated or overjoyed. Another difference between email and older media is that what the sender sees when composing a message might not look like what the reader sees. Your vocal cords make sound waves that are perceived basically the same by both your ears as your audience's. Thus your email compositions should be different from both your paper compositions and your speech (McGuire, 2003). In this regard Bucy and Newhagen writes:

Internet is used as mass medium and its' experience differs significantly from the old media because of the technical competence and literacy level required. Simply put, the Internet presents cognitive barriers that traditional mass-media do not. The transmission of e-mail is like sending letters through the postal service except faster. Internet access to a database is like calling a reference librarian, asking a question, and waiting for answer except faster. New media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation." e.g. in film, software is used in some areas of production, in others are created using computer animation (2004: 198).

According to Woodward (1998), the Internet, as a medium, has been categorized as “non-linear”. This means that information can be provided and consumed in a non-sequential fashion by readers. He states that with a hard copy newspaper, finite information is prepared that a reader consumes by starting at the top of the page and reading down, but with an electronic newspaper, the reader may switch from the story halfway through to pursue more detailed information on a point that is archived elsewhere. The Internet has made possible the work of traditional media, radio, and television through the convergence of text, audio and video. Newspapers are not excluded; owing to the technology they are miraculously virtual. The Internet has made audio and video web pages can be transmitted to telephone lines and to television screen.

These advantages include the fact that electronic information sources are often faster than consulting print indexes, especially when searching retrospectively, and they are more

straightforward when wishing to use combinations of keywords. They open up the possibility of searching multiple files at one time, a feat accomplished more easily than when using printed equivalents. Electronic resources can be printed and searches saved to be repeated at a later date; they are updated more often than printed tools. The new media technology contributes to the world by making it easier to copy and modify information. This technology is more flexible than the printing press: when information has digital form, you can easily copy it to share it with others. This very flexibility may perhaps makes a bad fit with a system like copy right (Hanson and Thomas, 2006).

According to Toffler and Negroponte, cited in Williams (2003), although ownership plays a big role in controlling and shaping the information flow in traditional media like radio, TV, magazines, books and the like, the Internet is totally protected to such manipulations. The Internet has the advantages of being interactive, multimedia, of providing internal and external networks and offering a selection of functions, the possibility of regular updates, access to archives, rapid access to a large number of newspapers, and being paperless, thus creating no problems of waste disposal(Erlindson, 1995).

The Internet, with its applications such as the World Wide Web and electronic mail, appeared as a new form of medium. This has brought its own advantages and disadvantages to the media industry. There are two unique features which the Internet offers which the print media do not: citizen participation and dialogue in real time. Managers of online news sites may well exploit to a maximum in order to increase visitors and advertising revenues and reduce labour cost (Rosales; 2006).

2.6 Common Application Areas of Internet

According to Reddick and King (2001) the Internet has numerous features which would be applied in many areas, but the most prominent features are World Wide Web (www), e-mail, and chatting. An overview of discussions pertaining to each of the areas of application is offered in the subsequent sub titles.

2.6.1. World Wide Web (WWW)

World Wide Web is the recent development and growth of the Internet. It used to build a distributed hypermedia system that would allow the exchange of information across the internet in the form of hypertext documents. According to Marlow (1996: 26)) “hypertext is a text with pointer to other text, allowing the user to branch off to another document for more information on a given topic and then return to the same location in the original document with ease.” Netscape is the most popular WWW browser. WWW browsers and servers also deliver hypermedia documents to network users. Publishing on the World Wide Web allows journalists to combine different kinds of information in new and different ways Reddick and King (2001).

The World Wide Web uses multimedia, which means that information can be displayed in a wide variety of formats including sound, picture and graphics. Users can read text, view pictures, watch animation, listen to sounds, and even explore interactive virtual environments on the Web. A user can move seamlessly from a document or Web page stored on the computer to a document or Web page stored on another computer (Mann and Stewart, 2004).

The world wide web provides easy access over the internet to a variety of media web pages can display text, pictures, sound, video, and animated graphics. In general the World Wide Web (WWW) can thus be defined as a computer-based network of information resources that combines text and multimedia. The information on the World Wide Web can be accessed and searched through the internet, a global computer network.

2.6.2. E- Mail

According to Lievrouw and Livingstone (2002), electronic mail arose accidentally as a by product of the US Defence Advanced research Projects Agency’s ARPANET. This project begins in 1960s as a means to share data processing facilities at universities, military base and others. Electronic mail is the most powerful Internet application and it is the means by which journalists become comfortable with on-line world. E-mail lets you communicate with any-one who has an Internet address. It allows you to send and receive individual messages, subscribe to electronic newsletters and information updates and participate in group discussions. E-mail has

been integrated in the day to day lives of many because of its simplicity and speed. For journalists, electronic mail can be a method for making contacts with experts, conducting interviews, and networking with colleagues.

Many researchers use electronic mail contacts to conduct surveys or focus groups and to locate information sources. The other benefit of the Internet is the opportunity it offers to people worldwide to communicate via e-mail. The Internet is home to a large community of individuals who carry out active discussions organized around topic-oriented forums distributed by e-mail. These are administered by software programs.

Hence, e-mail is a type of communication that allows one to send and receive correspondences through a computer. It is also an important tool for journalists to search timely, information instead of putting a letter in the mail or using a fax machine.

2.6.3 Chatting

As the word chat itself signifies, it is a cyberspace where people can chat and talk to one another; usually the messages exchanged contain short statements and symbols. Although the chat room is mostly used by friends and groups of people for fun, it is also used among colleagues from different places to exchange ideas and discuss on different issues. In news chat rooms the reader submit questions to reporters, editors, or newsmakers at present times, to be answered on the spot and it is moderated due to many users asking questions of respondents in larger news organizations (Craig Richard, 2005).

McGuire (2003) describes chat as a term used for online discussion that takes place in real time. Some chat group requires that a piece of software be downloaded on to your local system, while others are virtual discussion spaces that appear when you access a chat site online. Chat software allows you to open up a channel on the internet and converse in real time with someone else on the Internet.

E-mail and chat are similar in that they are both usually used to keep in touch with friends, and make new acquaintances. Although both are being increasingly used in academic fields by researchers, students and

instructors to forward academic documents and keep in contact, electronic mail is the most popular internet tool because of its capacity to transport large amounts of data over long distances in a very short time (Faye, 1997 cited in Lula 2006:26).

2.7 The role of Internet in Development

According to UNESCO (2011) the internet provides great opportunities to improve life for all users. It has positive effects on education, the working world and economic growth. With easy digitization and storage of information, and accessibility through a wide range of devices the Internet has enormously increased the information resources available to people.

The Internet today is applied in many areas of studies and development, particularly in health, business, education and media. It is used by writers, researchers, and reporters access to a much wider information and expert sources much more quickly than any other medium. The Internet provides an abundance of new opportunities to publish research work for a worldwide audience.

The new media ICT sector comprising of information, communication activities, has emerged as one of the most dynamic conglomerates of economic activities among industrialized countries and increasingly also among developing countries. The use of computing and communication technologies is transforming the way we produce, consume and accumulate wealth (Lievrouw and Livingstone, 2002: 326).

The Internet also represents new markets for many writers and provides unique opportunities for interviews, and story ideas bound. The other most important applications for the Internet will continue to be information exchange and global communications, developing e-commerce application for the country's tourist industry, access to foreign news and profession are other opportunities of using internet (McGuire, 2003).

According to Pavlik (2001) the new media are transforming the relationships that exist among news organization journalists. The Internet speeds up news gathering and dissemination of information. Online technologies such as e-mail, discussion groups are used to assist journalists in accomplishing various tasks in the newsroom.

The new media “Internet” has large contribution in media industry. Pavlik (2001: xiv) points out that the Internet is changing the nature of news content and the way journalists do their work. It is also transforming the structure of the newsroom and the news industry. In addition, he asserts that the Internet is bringing about a shift of the relationships between and among news organizations and journalists. In general, among the many areas of application the following are chosen based on their key roles in development.

2.7.1 The Internet in Promoting Health

The Internet is a traffic source for the latest medical news, and for sharing medical opinions and research. Similarly, journalists would find out about exciting new areas of research, such as DNA vaccines, or they may consult medical specialists to verify information about bone marrow transplants. Researchers are able to access study results and health information databases. Alternative health information can also be found in abundance on the net.

In fact, practitioners involved in alternative approaches to health care have benefited greatly from being able to use the internet as a resource for sharing information and lobbying for their discipline. Increasingly, scientists and researchers use the Internet to share information and ideas. Using computer assisted surgery with anticipated explosive growth in fiber optic telecommunication, in which data is transmitted at astonishing speeds through an incredibly thin stream of light; remote surgery will soon be possible over a significant distance. The Internet is truly a gate way to understanding the latest developments in science and medicine (McGuire, 2003).

For developing countries one of the main areas that make crucial differences is health. According to a study by Mungai (2002), five very important areas of application were identified in Africa. These were telemedicine, appointment scheduling, data transmission, consultation and the health net. And the ever-evolving nature of the Internet allows the inclusion of many more areas that make medical access easier for developing countries. In our country, as an example, using the new media technology ‘Internet’ telemedicine health treatment practically applied in Addis Ababa University, Black Lion Hospital in collaboration with India.

2.7.2 The Internet in Promoting Business and Trade

The application of new media internet technology in commerce is of great importance. Nowadays it is not common to find business buying and selling using new media technology in our country as in other developed countries which online shopping and advertising are undergoing serious changes. Lievrouw and Livingstone (2002) internet based electronic communication can be broken down into three broad categories. These are business- to-consumer (B2C), business- to- business (B2B), and business to government sector.

Many experts see e-commerce as the fastest growing area of the Internet and expect that within a few years, the net will transform the traditional market place. While books, music, computer products, toys, high-end gifts, government foods, and travel bargains, are few of the hottest-selling items on electronic market place, you can also find more esoteric items such as bear repellent, brooms, and ear candles. On the Internet, researchers, and journalists taps into the latest economic, business, or stock market news (McGuire, 2003).

The current trend of globalization makes commerce one of the areas where speed, access to information and technology play crucial roles. And the application of Internet technology in commerce is of great importance. Nowadays it is not uncommon to find business executives working away from their immediate business area; other developments like online shopping and advertising are also undergoing serious changes.

2.7.3 The Internet in Promoting Education

Although the transformation of such technologies in developing countries is low, especially in sub-Saharan African, the Internet makes a significant contribution to different fields, particularly in the education sector. The large databases available online to students are attractive alternatives for students to find educational information, especially in developing countries like Ethiopia, where there are very few materials and journals that can be accessed in libraries. In addition to increasing information availability, the Internet has also helped to eliminate the distance barrier which can be a constraint in the exchange of information. A very good example is the role of Internet in making distance learning easier for students to pursue

their education without physically being in schools. One main advantage, especially for distance learners or those with limited time to access the library, is their availability from outside the library by dial-up access (Ray and Day, 1998). Moreover, McGuire(2003:8) asserts:

The power of new media technology is particularly evident in two areas of alternative educations: distance educations and home schooling. In 1998, the American council on education estimated that 85% of “traditional” colleges and universities either offered, or would soon offer distance –accessible courses. At (<http://www.mindedge.com/>) you can search for accredited online courses, conferences or seminars. Students from around the world can enrol in online courses. There are even a number of primary and secondary schools now offering high school courses over the internet. For example, there are an estimated 1.23 million students learning at home. Blackboard.com is an online learning service that allows educators quick and easy setup and delivery of course online. Blackboard’s course sites allow instructors to post learning materials, hold class discussion, and even issue tests online. You can try out the service for free, or sign up for a course at: (www.blackboard.com/). The economist reported that the number of home schoolers in America has tripled since 1990 and is currently growing by at least 15% per year.

2.7.4 The Internet in Promoting Media Net

No area has been more profoundly affected by the Internet than the media. Traditionally print and broadcast sources are now reinventing themselves online. Change is further fuelled as existing print and broadcast agencies merge, and media conglomerates compete with telephone companies for dominance on the information highway. According to Guire(2002), Radio has been on the Internet since 1993 and the first-ever internet video broadcast of a rock concert featured the rolling stones in November 1994. In just a few years, audio, and video on the Internet have become commonplace. In 1999, an estimated 170 million video streams were served up over the internet. In addition there are several hundred newspapers on the net, as well as news services such as AP and Reuters.

News is available on the internet from over eighty countries in the world. (www.newsdirectory.com/) lists over 8,200 print publications that now maintain an active presence on the web. This total does not include the hundreds of publications that exist only online. By using your own angle on the news you can determine what is relevant and what’s

not. A number of companies on the Internet provide customized news services, tailoring the news to suit your interests. This can be found at (www.yahoo.com/News/).

McGuire, (2003) the online version of many publications (also called cybergeists) usually gives you a sampling of their latest issue and sometimes offers complete back issues. These publications also provide online interviews with authors or guest “speakers” and in some cases facilitate discussion groups related to topics of interests to readers. Increasingly publications on the Internet are developing multimedia formats that integrate text, sound, graphics, and animation. Journalists can use the net to access stock photos, and photojournalists can transmit their photos almost instantaneously using electronic communications.

Lievrouw and Livingstone (2002) adds that the potentials of Internet *are*:

Interactivity- which enables citizens to assume an active position by participating in conduct of participating in a forum, communicating opinions and view points or when participating in a discussion group on a topic in which she/he is interested.

Cost- the cost effectiveness of the Internet has had a major influence on the expansion of the range of supply available to citizens. The low costs permits even small groups and movements to acquire a visible internet presence that in the traditional media would be unaffordable.

Speed- with the Internet cost effectiveness is the immense speed of communication processes. The speed of the internet has no parallel in some of the traditional media (the press, for example), and the same holds true for the diversification of the messages addressed to different segments of the users. The absence of boundaries of the Internet not only contribute to the diffusion of arguments of potential interest to everyone and it also permits the circulation of the experience, opinions and proposal by all interested parties.

The Internet offers other increasingly sophisticated communications possibilities and audio features of an instant messaging service or the latest voice-over Internet technologies. With newer, very high-speed modems now available and the latest desktop delivery techniques, audio and video broadcasts over the web are almost common-place. Today you can access Net “TV

channel” featuring adventures, westerns, nature programs, sports, lifestyle programming and a host of other type. There are also talking books and readings of pottery and short stories. E.g. www.freespeech.org (McGuire 2003).

2.8 Challenges of New Media Access

According to Bucy and Newhagen (2004) media access is organized in to three main sections: psychological dimensions of media access; social and cultural dimensions of media access; and media access to public sphere. The psychological dimensions of media access investigate questions pertaining to online content and computer avoidance, focusing on the psychological criteria of technology use and the role of education in facilitating cognitive access to new and traditional media. They point out that Television, not newspapers or the web, emerged as the most user-friendly medium, with the highest probability of providing cognitive access to news information. Given the frustration the use of computer technology seems to engender, the issue of avoidance comes to the fore. According to them media access of public spheres as a virtual space are looking at a variable of user efficiency and system technology. And they identified that the four successive challenges to new media ‘internet’ access:

The first is psychological in nature that is the lack of any digital experience, caused by computer fear, a paucity (scarcity) of user interest, or a deliberate avoidance of the new technology. The second, which addresses material considerations, is the absence of computer or network connections. The third challenge to access involves digital skills, including the ability not only to operate computers and network connection but to search, select, and process information from superabundance of sources. According to them the lack of digital skill is not solely a user-centred problem (i.e. inadequate education) but may result from insufficiently user-friendly technology or inadequately social support. Fourthly, they expect usage opportunities to remain uneven for some time to come, where segments of the population systematically engage with and benefit from advanced information technology and more sophisticated applications and services. While other segments use only basic digital technology for simple applications with a relatively large part of that use consisting of entertainment. Because of these challenges to access, he asserts there is reason to believe that the digital divide

will not be completely solution through universal physical access to computer technology alone (Ibd).

The reason behind the digital divide is mostly economic, i.e. related to per-capita income, poverty, cost of access, illiteracy, low level of skills, and even poor mastering of the English language (Guillén and Suárez, 2005; Sukkar, 2002).

According to Sonaïke, in the African continent, lack of appropriate telecommunication infrastructure aggravates the gap problem. He argues that the internet is widening the inequalities in African countries “by providing minority urban-based elite information that strengthens its links with rich, western countries, but the Internet is of dubious benefit to the struggle to reduce poverty and disease on the African continent” (2004: 42).

2.9. Theoretical Perspectives

Technological Determinism of Media Theory

In this approach the focus is on the technology of Mass Communication and on how such technology determines the nature of Mass Communication and its role in society and the lives of people. In technological determinism it is believed that technology and technological innovation force social change, culture, economics and politics. According to Littlejohn (1992:342- 345) one of the best examples of technological determinism in media theory is Marshall McLuhan’s theory “the medium is the message”. The work of McLuhan emphasis on how the technology of a medium determines the nature of Mass Communication and its impacts on society.

Technological determinism determines about new communication technologies such as the Internet and its information superhighway, mobile telephone, the convergence between different media technologies, and how all this may contribute to economic, social, and educational development. In addition to this theoretical perspective concerning the new media, one also finds the uses and gratifications theory relevant to underpin the present study.

Use and gratification Theory

The central focus of this study has been trying to bring to light the use of new media “Internet” as a source of foreign news in Oromia Mass-media Organization for various aspects of social, economic, political and cultural arenas by highlighting the opportunities and challenges, the satisfaction they obtain using new media ‘Internet’ as a sources of foreign news. To this end, uses-and-gratifications theory has been selected as a theoretical framework to make possible analogies in understanding of journalist’s use of the internet in Oromia mass media organization.

The ‘use-and-gratification’ theory provides a framework for understanding when and how different media consumers become more or less active and what the consequences of that increased or decreased involvement might be.

According to Glenn (2006) the theory originated in the 1970s as a reaction to traditional mass communication research emphasizing the sender and the message by stressing the active user instead. Psychological orientation taking needs motives and gratifications of media users as the main point of departure. Uses and gratifications theory attempts to explain the use and functions of the media for individuals, groups, and society in general. There are three objectives in developing uses and gratification theory: to explain how individuals use mass communication to gratify their needs “What do people do with the media”, to discover underlying motives for individuals’ media use, to identify the positive and the negative consequences of individual media use

At the core of uses and gratification theory lays the assumption that audience members actively seek out the mass media to satisfy individual needs. Mapping behaviours that involve Computer and Internet use onto the uses and gratifications model, by the latest count, has generated nearly a dozen studies correlating media use motives and types of internet and computer use since 1998. When we look at Katz et al.’s (1974) often characterized the use and gratifications paradigm as an approach that traces: the social and psychological origins of need which generate, expectation of the mass media or other sources, which leads to differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and other consequences, perhaps mostly unintended ones.

Baran and Davis, (2006:269) state that “the product of the relatively recent development and diffusion of the internet and World Wide Web, most specifically because of the interactivity these digital media allow”. In relation to internet, Baran and Davis have quoted Thomas Ruggiero who argues that “uses-and-gratifications has always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium,” (Ruggiero as cited in Baran and Davis, 2006:269).

Bucy and Newhagen have quoted Rafaeli who “characterized the uses-and-gratifications approach as especially appropriate for spotlighting the motivations that drive people to take part in the Internet” (Rafaeli as cited in Bucy and Newhagen, 2004:75). John Battelle defines blogs as “home pages of sorts, but they are far more than that- they represent a new form of authoring on the web, authoring that takes as its foundation the ability to quickly and easily link to anything else on the web” (2005:266).

Chapter-Three

3. 1. Research Methodology

Several scholars including Flick (2002:265) pronounced the significances of the combined effects of the two approaches as “the different methodological perspectives complement each other as the complementary compensation of the weaknesses and blind spots of each single design.” For that reason, the study has employed both qualitative and quantitative research approaches. The researcher selected the informants using non-probability purposive sampling technique. In addition, qualitative research methods like in-depth interview, key informant interview, observation, and focus group discussion (FGD) were employed in gathering first hand data.

3.2. Data Sources

The researcher directly selected Oromia Mass Media Organization, which is found in Oromia Regional Government, East Shewa Zone Adama town, for this study. The Organization has five departments and a total of 342 journalists working in different sections. The departments include News, Entertainment, Education, ICT, and Administration. The staff profile indicated that 280 of the journalists are male while 62 are females in terms of composition. Among these, their educational level shows that 4 are MA, 187 are BA/BSc, 120 are diploma, 22 are certificate holders, and 9 are less than or equal to 12 complete. According to the data from the human resource department of the organization, profession wise classification shows that 60 Journalism, 67 Language, 46 Management and Accounting, 29 Electronics, 22 IT and Computer, 14 Engineering, 6 Video graphic, and 82 other different education graduate, are practicing journalism in the Organization.

3.2.1. Primary Data Sources

The primary sources of data collection employed for this research were both self-administered questionnaires and in-depth interview, supported with personal observation of journalists and managers of Oromia Mass Media Organization. The interview schemes have used an in-depth interview, open-ended interview and key informant interview and focus

group interview.

3.2.2. Secondary Data Sources

The researcher has reviewed secondary materials relating to the most relevant books from different resource centres, journals and bulletins to meet the specific objective and assessing their digital/Internet services use skills. In addition, electronic material sources especially with regard to the new media technology 'Internet' and different written document of the organization were also consulted to build background information pertinent to the research topic.

3.3. Sampling Techniques and Procedures

The study targeted journalists working in Ormia Mass Media organization. From the total staffs in the organization, 171 which make almost 50% have been purposively selected to comprise the sample. These 171 journalists were those who hold BA/BSc and above. The principal reason for this is that the researcher considers them among the users of the new media technology 'Internet' than others. In the researcher's conception, these purposively selected groups represent and know more about the advantages and challenges of new media technology. Out of the 171 target groups the questionnaire was distributed for 120 journalists that comprise almost 70% of the sample selected. Different interview modalities have also been held with 51 respondents who have not filled in the questionnaire and managers that of 30% of the sample.

Three focus group discussions of 12 participants each were conducted with journalists with the objectives to verify and countercheck the data generated through other techniques. Hence, journalists of all categories have been recruited to the focused discussions including those who have interviewed.

In addition, the researcher has conducted individual based in-depth interviews with 9 news room department journalists who are working on online and who are believed to hold relatively cumulative experiences and exposures of directly working on the topic of research. The in-

depth interview was made over a number of days to explore details on the particular issues pertinent to the study.

In the case of key-informant interview, six informants who occupy the managerial or expertise posts of the organization possessing in-depth knowledge about the new media in the organization were selected and contacted for a relatively longer period of time. Among other issues, gender balances have been maintained in both cases with the views to give the interview. In fact, proportional arrangements of samples for each department were taken into consideration.

3.4 Data Collection Instrument

Combinations of different primary and secondary data collection instruments were constructed to access first hand information. The data collection instruments include questionnaire, observation check lists, guides for in-depth interview, key informants interview as well as focus group discussions.

In order to facilitate data collection processes in the field, tools like notes, and audio recording were typically utilized. The discussions were recorded on cassette tape with the participants' consent and with the guarantee to mention their names in the text where appropriate. Maintaining the confidentiality of information was also in a manner to create any dangerous and each participant was asked to identify himself/herself in terms of name, age, and other demographic information for the purpose of identification. This helped me to transcribe the data as accurately as possible. I also tried to take a written short note while the issues were being discussed.

3.4.1 Validity and Reliability of the Instruments of the Study

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 and his advisor 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 tapes.

3.4.2 Questionnaire

The objective of the questionnaire was to investigate the utilization of ‘internet’ as a source of foreign news, its opportunities and challenges from the point of views of journalists in Oromia Mass-Media Organization. Therefore, the questionnaire was distributed to a total of 120 journalists. From a total of 120 questionnaires distributed to journalists in Oromia Mass Media organization, 88 questioners were filled and returned properly, 20 were incomplete and difficult to analyze, and 12 were not returned.

Some of the questions were adopted in a contextualized manner from questionnaires in a way to reflect the realistic situations of the new media utilization at Oromia Mass Media Organization. To see the strength and quality of the questions, pilot-tests were carried out in advance prior to entering to the main data collection phase.

3.4.3 Observation

Observations were made in a way to involve recording of attributes and phenomena in the organization that also embraces assessing the structural arrangement and the infrastructures available for usage. Hence, the researcher utilized this technique using observation check list to obtain or gain insights into how journalists use and interact with the new media. This instrument enables the researcher to find out experiences, skill and knowledge of journalists with the new media in the organization during their actual engagements. All this make possible to see the various structures and to observe how the people undertake their work rather than how they generate their thoughts in their activities. Thus, researcher used systematic and purposeful observational techniques of the news room to examine the processes of how

journalists in Oromia Mass Media Organization use internet as a source of foreign news during data gathering.

3.4.4 Individual In-depth Interviews

Individual in-depth interviews are characterized by extensive questioning and open-ended questions, and used to collect qualitative information. Individual in-depth interviews are important as a follow-up to focus group interviews in order to take forward the issues raised in the focus groups (Ritchie & Lewis 2003:39). The in-depth interview plays a vital role in this research to present the opportunities and challenges of the journalists using Internet in news room as a source of foreign news information. Hence, the interviewer conducted individual in-depth interviews on a one-to-one basis with respondent.

In terms of sampling, individual interviewees were purposively selected from the news room department journalists working online. In-depth interviews were conducted with nine news room journalists of Oromia Mass Media Organization. The researcher, as in the focus group discussions, used an interview guide, and since the aim is to achieve a breadth and depth of coverage across their use of internet. Tape recording has also been applied with the consents of the interviewees.

3.4.5 Focus Group Discussions

Focus Group Discussion involves carefully selected respondents by the researcher as they hold particular characteristics. A group discussion is held in a permissive environment in order to extract opinions and share ideas and perceptions through group interaction. According to Morgan cited in Mann and Fiona (2004: 99), the main characteristic of focus group discussion is interaction among participants. The aim of using focus groups was to make use of group interaction to produce data and insights in ways that the participants would ‘naturally’ generate meaning in relation to the research questions (Hansen 1998:281).

Based on this, the researcher used focus group discussion that allows a small group of people to discuss on the key issues of the research topic. Hence, the researcher conducted three focus

group discussions with twelve participants. The total numbers of focus group discussion participants were 12 in each group, out of which eleven are females. In conducting the focus group discussions, the researcher principally acted as a moderator from a list of predetermined interview guidelines revolving around the research objectives. Oromo language was used in the discussions to make the participants comfortable and share opinion freely. Tape recording was used with subsequent translations during data analysis.

3.5 Means of Data Analysis and Interpretation

As discussed earlier, the researcher employed both qualitative and quantitative approaches. The data was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that were collected using questioner were entered into the computer using SPSS software program. Coding and analyzing of these data were carried out using this soft ware package. In addition, information through qualitative instruments (key informants, in-depth-interviews, and focus group discussions) were analyzed qualitatively.

The interview was conducted in Afan Oromo language to make the respondents feel comfortable and express the issues in better ways. Then, the data was transcribed and translated into English.

To examine the analysis, category was made for the types of responses generated in relation to the major themes and the specific issues by the interview guide (Hansen et al., 1998:279). The discussions were highly focused around the topic and issues the researcher selected. Apart from my description and interpretation, some direct quotes were used in an effort to create a clearer picture of how the participants generally interact.

Chapter Four

Data Presentation and Discussions

4.1 Introduction

The collected data with the objectives and thorough review of relevant literature were coded, entered and analysed using appropriate statistical techniques. The questioners, interviews and personal observations of the finding are classified in to different major themes. Accordingly, the first category was assessing the skills and access of Internet as sources of foreign news by journalists: mainly access to computer followed by Internet. This helped to find out whether Oromia Mass Media Organization journalists are using the potential of Internet by practically putting their stories themselves and getting exposure to world information that the Internet provides, in order to validate their day-to-day activities. The other central point of discussion was to read the minds of journalists as well media managers as to how their general outlook awareness and regarding the potential of Internet look like and their opinion on potential roles of the new media in development sectors. The journalists` attention to Internet as well as major problems in using Internet in the organization and their suggestions and expectations to solve these problems were also discussed specially, with the emphasis of what they would have done provided that they have free access to internet facilities.

General information about respondents obtained from the questionnaires indicates that 33 of the 60 journalists (55%) have a bachelor degree, while only 2 (3.3%) have got graduate degrees. However, the majority of journalists (53.3%) studied language and literature, while only 20% of them are qualified in journalism and communications. The remaining (26.7%) majored in social sciences and other areas of study. As regards the experience of journalists, 31 of the 60 respondents (51.6%) have 3 to 6 years of experience as journalists. 15 journalists (25%) have worked for 7 to 10 years as journalists, while 8 journalists (13.3%) have more than 10 years of experience in journalism. Amongst respondents, 51.1% are married while 47.7% are unmarried, and 1.1% divorced.

Tables below one to six shows cross tabulation of journalists' demographic background of Sample informants by age, sex, occupation, marital status, educational qualification, area of specialization and work experience of journalists are given in the following tables.

4.2. Demographic Background

Table.1 Age and Sex of Respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-25	43	48.9	48.9	48.9
26-35	34	38.6	38.6	87.5
36-45	10	11.4	11.4	98.9
>46	1	1.1	1.1	100.0
Total	88	100.0	100.0	
Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	68	77.3	77.3	77.3
Female	20	22.7	22.7	100.0
Total	88	100.0	100.0	

For the sake of convenience during statistical analysis, the data are divided into four age groups based on cutting points that divide the whole data into four equal parts: 20-25, 26-35, 36-45 and ≥ 46 . As can be seen from table 1 above 48.9% respondents are aged between 20-25, 38.6% respondents are aged between 26-35, and 11.4% respondents are aged between 36-45 and 1.1% respondents are aged above 46 year. Amongst respondents, more than three quarters 77.3% of the respondents are male respondents and 22.7% respondents are female.

4.2.2 Occupation of Respondents

Table 2 positions of respondents

	Frequency	Valid Percent
Senior Reporters	12	13.6
Deputy Editor in-chief	4	4.5
Reporters	36	40.9
Program producer	19	21.6
Editors in-chief	4	4.5
Senior Editors	9	10.2
Editors	4	4.5
Total	88	100.0

Table 2 above shows that respondents in the study had different occupational background. The majority of the respondents were reporters, 40.9% and 21.6% were program producer, 13.6% were senior reporters, 14.7% were senior editors, 9% were editors.

4.2.4 Marital status of Respondents

Table 3 Marital status of Respondents

	Frequency	Valid Percent
Married	45	51.1
single	42	47.7
Divorce	1	1.1
Total	88	100.0

As shown in table 3 above, amongst the total respondents, 51.1% are married while 47.7% are unmarried, and 1.1% divorced.

4.1.1.4. Educational status of Respondents

Table 4 Educational Status of Respondents

	Frequency	Valid Percent
BA/BSC	85	96.6
MA/MSC	3	3.4
Total	88	100.0

It is clear from table 4 that from the total sample informants obtained about the respondents indicates that 96.6% have got a bachelor's degree and 3.4%, have got master's degree. This data indicates us that the majority of journalists are qualified and have got higher education.

4.1.1.5. Area of Specialization of Respondents

Table 5 Area of Specialization of Respondents

	Frequency	Valid Percent
Journalism & Communication	26	29.5
Language & Literature	41	46.6
Social science	16	18.2
Natural science	2	2.3
Engineering	3	3.4
Total	88	100.0

Around half of the respondents 46.6% studied language and literature, 29.5% respondents have studied in journalism and communication, 18.2% are studied social sciences, and 3.4% majored in other areas of study like engineering and technology, while 2.3% of others studied natural sciences. The data therefore, implies that only few of the journalists studied journalism and communications. This data tells us that most of the journalists working in Oromia Mass Media Organization are not professional journalists.

4.1.1.6. Work experience of informants

Table 6 Work experience of Respondents

Work experience	Frequency	Valid Percent
<1 years	5	5.7
1-3 years	47	53.4
4-6 years	23	26.1
7-10 years	4	4.5
>10 years	9	10.2
Total	88	100.0

As regards to the experience of journalists, 53.4% respondents have 1-3 years of experience as a journalist, while 26.1% of them have worked for 4 - 6 years and 10.2% respondents have worked for more than 10 years of experience. While only 5.7% respondents worked for less than one year and 4.5% respondents have worked for 7 to 10 years. This data tells us that most of the journalists have 1 to 3 years of experience which is the same to the years since this media organization launched. And the other journalists who are worked for more than four years are those who had worked in other media organizations.

4.3 Journalists` Skills and Access of Computer

After the interview with the selected group of journalists was made, from the total of journalists interviewed 31 have basic computer knowledge and skills that enable them to write their articles using computer and 14 have no basic computer knowledge and skills to operate and do some tasks. While, 42 (82%) journalists in Oromia Mass Media Organization were found that they have no full access to computer for their day to day works, but they have access rarely. On the other hand, only 9 (18%) journalists that are working in on-line desk and science and technology news room said that they have full access of computer even if it shared for 4 to 6. Some of the journalists interviewed about their know how to operate computer mainly with the skills they acquired by their own efforts or through trial and error. They do not have formal trainings on how to use the services and they need an in-depth training that could enable them to better handle the technology.

Table 7 Whether journalist's access to computer and use of Internet

Computer access	Frequency	Valid Percent
Yes	84	95.5
No	3	3.4
I can't say	1	1.1
Total	88	100.0

Internet access	Frequency	Valid Percent
Yes	1	1.1
No	87	98.9
Total	88	100.0

It is clear that as a result of the development of new media technology (Internet) the world become a single village and globalized. For the development of the information-society, journalists must have skill and access to new technologies that will strengthen their professional capacity to ensure reliable, quality, and accurate information for public consumption. The more the world is going global, the more journalists are expected to update themselves in order to carry out their responsibility.

The overall study in above table of data from questioner shows that 95.5 % of the respondents have computer access in their organization in groups of 6 to 8 on their pools with very slow and sluggish Internet connectivity. However, the level of Internet access from pools to pools are not similar, i.e. where journalists in online and science technology have relatively good access of computers and Internet facilities compared with journalists working in other pools.

With regard to the free access to Internet, as the response of the journalists in the above table shows, the majority of journalists complained about lack of access to Internet in the organization and are hardly carrying out their responsibilities of providing new information to the public. The table shows that, 98.9 % respondents claimed to have no full and free access to Internet in their organization. Journalists had received no formal training on searching techniques and general use of the Internet. Some of the comments of the respondents help to assert the need for training on utilization of the Internet.

Fikadu Amena, chief editor in online news room department explained that:

“Firstly, I have no any skills of computer and Internet using, but I adopted it by myself through trial and error. In fact we have not got enough training on new media (Internet) usage. There is no one who gave me training thinking that new media is necessary for journalist. Most of the journalists here even do not know how to browse the Internet. So here, training and capacity building in using of computer and Internet searching mechanism should be considered as necessary and mandatory.”

However, although some have computer and Internet access, especially, journalists working in online and science and technology news room department, they did not deny that they have not got in-depth training that enables them to easily manage the new media technology; rather they use it by trial and error. In all cases, this was attributed to lack of capacity of the Organizations to employ new media expertise or for further building or giving training of the journalists on using technology. Engineer Habtamu Darge director of ICT and technology department in ORTVO explained as:

“As a result of limited number of computer and limited bandwidth which is 512 kb/s given to our organization by Ethiopian Tele communication, our journalist did not use new media technology internet effectively and efficiently as expected. In addition, among our journalists there are wide skill gap to use the technology, to use computer efficiently and effectively. Actually, we give training for our journalist on audio and video editing, but it is not enough. Because still we know the journalists in the organization cannot use computer to write their script, rather they use pen and paper. As a result of this the organization plans to give continuous training on basic computer skill and automating the organization to access the data easily, share among themselves and with editors to verify their stories.”

However, except those journalists who are working in online and science and technology department, the rest of the journalists either have no computer access or have no free and easily accessible Internet service in their organization. In the first place, they said that even the training they acquired might result in waste of time and money, as they do not apply it in practice. As a result, they said that they do not input their stories in to the computer by themselves. Instead, the secretaries are writing their stories that they prepared. The administration and finance head of the organization, Wondatir Feyisa, says “ according to our plan, in the future every journalist in our organization should have to do their tasks by themselves, we don’t need secretaries to write the stories; journalist write on papers, they

have to finalize by themselves .”

Deputy General Manager and manager of news and current affairs, Mesfin Dereje explained that: “Stories prepared by journalist were written by secretaries mostly for the reason that they have no enough skill to use the technology. But in future, we have plan to give basic training for all our journalist on how to use computers and search Internet by the trainer who will come from abroad and we will not need more secretaries. As a result of this journalists are expected to develop their skills and do their task by familiarizing themselves with the computer.”

As the researcher observed during the time of interview, the journalists have no personal computer in their pools or working rooms. This was also proved by the personal observation made in the different journalists’ office and newsrooms where the researcher found that only single computer that is arranged for 4 to 8 journalists. In the news rooms, what the researcher observed is the journalists use pen and paper which are still the main tools to perform their tasks and in some offices there is no computer at all. The computers that are also few in number are found in the editor-in-chief’s office. Basically, what the reporters do is a routine process of giving a hand-written story to the secretary and then, the proof reading process goes on in the same way. In relation to this, Ayalew Mekonen English reporter in the organization explained that:

“In our media organization, the use of computer and Internet is not at the level it is needed for media organization. Even in the news room desk, there are no enough computers; one computer is used for 6 to 8 journalist. Journalists need current information happening throughout the world and the society expect also credible information from the journalist and to get current information using the new media (Internet) is mandatory. But in our organization there is no connection, during the time of connection available since number of computer is limited we cannot get it easily which allow the journalists to access current information and to update themselves and providing the society with current information.”

As the researcher observed this media organization, their studio was equipped with modern technology infrastructure; however, in terms of computer facilities and Internet access intensive

work is expected from the organization. Accordingly, as Habtamu Darge director of Technology department in ORTVO explained “the organization has a plan to equip with enough computers and Internet facility to change the limited broadband connection to fibre optics with a total expenditure of over 200 thousand Ethiopian Birr.” This may be on the other hand has created free access to new media facilities like computer and Internet services for every journalist to input their articles by their own and make the necessary changes.

Ayalew Mekonen added, “Since we share the computer with many journalists, there will not be free access as journalist needs. Even if we get the access to computer because the connection is slow always we cannot get enough information about the issue we need of foreign news, the only thing we use Internet to get international news is from Reuters, BBC, Aljazeera, Press TV and Euro news .” Therefore, other than some journalists working in the organization, which has access to the Internet using CDMA, It is a serious concern of the journalists as a whole.

In a station where more than 300 journalists work, only 7 computers are found and connected to the sluggish Internet in library to serve for browsing international news at the organization let alone, to validate and widen the scope of their stories using the Internet, still the news they extract are limited to mainly BBC and Reuters news articles.

According to the ICT manager of the Oromia Mass Media Organization, Lemi Shiferaw, "Not all journalist in the organization have free access to computer facilities and Internet services for every journalist, but in the future we have plan to solve the problems by replacing the old line of broadband by fibber optic line.”

4.4 Journalists’ Access to Internet As a Source of Foreign News

In addition to limited knowledge of computer application, most of the journalists, with the exception of those who are working on science and technology and online department of journalists’ in this organization, who have relatively easy access to the Internet, the rest of the journalists do not have free and easily available Internet access in this media organizations. Generally out of 45 journalists interviewed, only 12 of the journalists have access to the Internet in their organization in groups and 34 of them have very limited access or rarely to search

foreign news. The rest 9 journalists have no access at all to search foreign news. According to Muktar Hasen, deputy director newsroom in the organization, “at the moment I cannot say that access to Internet by journalist in our organization is sufficient. Because the connection of Internet service has also one of the major problems and shortage of computer is also another problem forgets about the Internet.”

Table 8 Journalists source of access to new media

At home	Frequency	Valid Percent
Yes	10	11.4
No	78	88.6
Total	88	100.0
Internet café	Frequency	Valid Percent
Yes	17	19.3
No	71	80.7
Total	88	100.0
News Room	Frequency	Valid Percent
Yes	20	22.8
No	68	77.2
Total	88	100.0
ICT Lab	Frequency	Valid Percent
Yes	28	31.8
No	60	68.2
Total	88	100.0
In my office	Frequency	Valid Percent
Yes	17	19.3
No	71	80.7
Total	88	100.0

With regard to the place or sources of Internet access according to the data obtained from the questionnaire, in the table above shows, out of the total internet users, 11.4% respondents have access to Internet in their homes, 19.3% respondents were get access at Internet cafe, only 22.8% respondents reported mainly accessing the Internet in news room of the organization to search foreign new information, while 31.8% respondent are using at organization libratory and

19.3% respondents are using in their office pools arranged for group to access foreign new information. The major source of Internet access within the organization especially for journalists, who had no computer in their office, is some computers arranged for use in the library of the organization. This is because of the shortage of the computer in the organization. This shows that journalists have no free access to the Internet as they need in the organization to search current information.

Although the access of the Computer is there in some office of this organization and the Internet connection is available, since the journalists have no proper training it creates problem when it comes to properly using of the new media technology.

Fikadu added:

“It is obvious that to get foreign news information, we have no any other option rather than downloading from Internet and every morning we download and we discuss on its importance of our society and after we agree on it, translation to Oromo language is mandatory. And to do all this we are using CDMA technology for our newsroom since the connection is very slow in the organization.”

Table 9 Whether journalists get foreign new information from Internet

	Frequency	Valid Percent
Yes	29	33.0
No	55	62.5
I can't say	4	4.5
Total	88	100.0

The table above summarizes journalists’ responses about how often they get the information they look for from the new media Internet in their organization. The majority of respondents 62.5% answered that they cannot access the information they look to get foreign new information in their organization. The remaining 33.0% respondents replied that they get or access the information they need from Internet. And 4.5% respondents assert that they did not know about the use Internet to search foreign new information. This indicates that the journalist did not get foreign news information as they need from the new media ‘Internet’.

Abera Bedada, assistant chief editors in online newsroom department explained also that, “since most of the programs done are dependent on international information sources, access to the Internet has considerably limited their works; which in turn also affects the audience indirectly.”

Table 10 How often Journalists access Foreign news for

	Frequency	Valid Percent
Always	12	41.4
Some times	15	51.7
Rarely	2	6.9
Total	29	100.0

As can be seen from the above table, 41.4% respondents replied that they always access the Internet in the organization. Majority of the respondents, 51.7% stated that they get sometimes access in the organization to search foreign news. And 6.9% of journalists answered that they rarely use the new media technology Internet to access foreign new information. From the above discussion one can clearly observe that there is a variation of frequency of Internet usage among journalists.

Table 11 Whether Journalists get Timely Foreign news they Request from New Media

	Frequency	Valid Percent
Yes	35	39.8
No	47	53.4
I can't say	6	6.8
Total	88	100.0

From the above table we can observe that more than half i.e. 53.4% of the respondents claimed that they do not get timely information from the new media Internet and 39.8% respondents replied that they access timely foreign new information from the Internet. The remaining respondents, 6.8% stated that they did not have any knowhow to use timely foreign new from Internet. This is because of lack of skill to use the new media technology. Therefore, this

information may lead us to conclude that majority of the journalists do not get current information from the new media Internet as foreign new source.

Table 12 Whether Foreign new Information they Accessed from New Media reliable or not

	Frequency	Valid Percent
Yes	56	63.6
No	19	21.6
I can't say	13	14.8
Total	88	100.0

The above table summarize that the majority of respondents 63.6% stated that they access reliable information. The remaining 21.6% of them responded that the information they get from the Internet is not reliable and 14.8% respondents responded that they don't know it is reliable or not because they don't use it totally as a foreign new sources of information.

Therefore, this discussion leads us to conclude that majority of the journalists consider the Internet as a reliable sources of information.

4.5. Purposes of using Internet by journalists

Journalists of Oromia Mass Media Organization have also asked for what purpose they use Internet.

Table 13 Respondents Purposes of using Internet

Foreign news	Frequency	Valid Percent
Yes	69	78.4
No	19	21.6
Total	88	100.0
Entertainment	Frequency	Valid Percent
Yes	42	47.7
No	46	52.3
Total	88	100.0
Chatting	Frequency	Valid Percent
Yes	18	20.5
No	70	79.5
Total	88	100.0
e-mail	Frequency	Valid Percent
Yes	38	43.2
No	50	56.8
Total	88	100.0
Scholar ship	Frequency	Valid Percent
Yes	25	28.4
No	63	71.6
Total	88	100.0

As shown in the above table, out of the total Internet users, 78.4% respondents are primarily use Internet as sources of foreign news information like searching new and current information and for the purpose of informational matters like viewing any current world news. And 47.7% of them use Internet for the purpose of entertainments like for music, movies and games, while 20.5% and 43.2% of them use Internet for chatting and email purposes respectively. Only 25 28% of them use Internet for the purpose of accessing and browsing of information related to education and searching scholarship. In general, based on the data, the researcher concludes that journalists of the Organization use Internet for different purposes but with more emphasis for searching foreign news. McGuire (2003) state that Internet can be used for different purpose

of online interviews with authors or guest “speakers” and in some cases facilitate discussion groups related to topics of interests to readers and for increasing publications like multimedia formats that integrate text, sound, graphics, and animation. Journalists can use the net to access stock photos, and photojournalists can transmit their photos almost instantaneously using electronic communications.

4.6 Ways of accessing Internet using different sites and search engines

To access information from Internet journalists should use different search engines and sites. Accordingly the journalists of ORTVO responded the search engines and sites they use in the manner following table.

Table 14 search engine and site use by journalists

No	Search Engine sites	How often the journalists use the search engine and site											
		Always		Frequently		Sometimes		Rarely		Never		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	www.bbc.com	26	29.5	23	26.1	10	11.4	3	3.4	26	29.5	88	100.0
2	www.cnn.com	2	2.3	2	2.3	15	17.0	17	19.3	52	58.7	88	100.0
3	www.reuters.com	9	10.2	7	8.0	13	14.8	11	12.5	48	54.5	88	100.0
4	www.yahoo.com	23	26.1	25	28.4	11	12.5	7	8.0	22	25.0	88	100.0
5	www.google.com	32	36.4	25	28.4	10	11.4	2	2.3	19	21.6	88	100.0

The table above row number 1 shows that, 29.5% respondents were using www.bbc.com site for searching foreign news information always, while 26.1% stated that they frequently use. 11.4% respondents answered that they use sometimes, and 3.4% other respondents asserted that they are rarely access to such site. 29.5% journalists answered that they never access this site as search engine to get foreign news information.

The second row show 59.1% respondents respond that they have never used www.cnn.com site to get foreign news information, while 19.5 % others stated that they are rarely using this site as a search engines. 17.2% of respondents have used sometimes. Only 2.3% of the respondents used the site of [cnn.com](http://www.cnn.com) as search engines of foreign news information frequently and always respectively.

As can be seen from the above table third row, majority i.e. 54% respondents stated that they do not use www.reuters.com to find foreign new information. 25.5% journalists were also respond that they are rarely used Reuters website to search foreign news, and 14.8% filled that they are using www.reuters.com website sometimes. 8.0% were respond they used it frequently and 10.2% respondents answered that they are accessing it always.

The fourth row of the above table shows that 26.1 % of the respondents have always access www.yahoo.com website to search foreign news, whereas 28.4% respondents answered that they are frequently accessing yahoo website to get foreign news information. Similarly, 12.5% journalists respond that they are using the website sometimes and 8.0% journalists are used rarely. The remaining 25% of the respondents replied that they never used the www.yahoo.com site as search engines to get foreign new information.

In response to how often journalists are using the google.com website as search engines, the above table last row indicates 36.4% of the respondents answered that they are using www.google.com website to search foreign news. And 28.4% of the respondents answered that they frequently using google website as a search engines, whereas the remaining 11.4% said that they are exploring these website sometimes to search foreign news information. Only 2.3% of the respondents answered that they have used rarely this site as search engines, and 21.6% respondents responded that they do not visited www.google.com to search foreign news information. Therefore, majority of the journalists used www.google.com search engines always and frequently.

4.7 Journalists' View on the Potential of new media (Internet) in Development

According to respondents, the Internet has made it possible for them to consult a wider variety of information and foreign news on topics which could not have sufficient information, to get current information, to develop their skills, to learn experiences from other international Mass Media. In the past journalists had spend hours and even days to get information from different published and unpublished source, but the Internet has made searching for information within

fractions of second. But this advantage of the Internet holds true only if journalists demonstrate good searching skills. The reverse can also be true if journalists do not know how to look for information on the Internet by using different search engines.

Our country is in the five years change of development and transformation plan. Accordingly, the current government policy focused on promoting agricultural based industrial economic policy. To achieve this goal, developmental journalism that mainly focuses on promoting the developmental activities should get great emphasis. That means it should play crucial roles. As a result the journalist has a responsibility to implement the vision and mission of the government by taking the experience of other countries. In support of this, Admasu Damtew, Deputy General Manager and manager of entertainment department of the organization explained that:

“As a result of globalization, the world becomes one village and this can be a result of new media technology which people can communicate, talk about, within fraction of second. For example in business sector if we need to introduce our countries coffee throughout the world market, Internet has major roles. In the farming sector we can also search out what we produce, how we produce, when we produce, to acquire all this information, Internet has fundamental roles.”

Regarding the potential of Internet for the development of media in its performance of information dissemination and in capacitating the journalists professionally, the entire interviewees which are 100% take a similar impression as the Internet has a vital contribution in media development as well as for other sector of development. The journalists explained that the management of this media organization do not give appropriate attention to the service of Internet development for upgrading the journalists’ capacity due to lack of awareness to the technology. They agreed that because of lack of Internet access, they were not satisfied by their program.

Most of the journalists emphasized that using Internet potential would have helped them in widening and upgrading their knowledge, maintaining reliability and accuracy of information. They also know that the society usually assumes media presents the reliable information. However, they explained that they are now unable to meet these professional goals. Besides, they also mentioned that apart from facilitating their day-to-day works by saving the time and

energy being wasted in search for information, it has enabled them satisfied by their profession and the new media has built their confidence by giving accurate and up to date information for the society. As to Birtukan Bekele, assistant programmer in the organization, “journalist need all current information happened throughout the world, it means that being unable to get information at the time they want and at the amount they want, to sustain their career would be difficult to manage their job and it can also affect the society.”

Because of lack of the Internet, they said, new information is always there, but they do not have the awareness, even to the extent that they do not know what is going on in their environment. In relation to this, a reporter in the organization, Megertu Lemi also remarked, “The gap is high; it limits us even to have knowledge as to what the other part of the world says about our own country as journalists. In contrary to the globalization process, the biggest gap created by information as a result of the above problems affected the development of our media.”

According to another reporter of the organization, Ayalew Mekonen:

“Internet is the richest source of information that enables journalists to have enough information about the issue they need. This again helps the journalists to prepare the program and script easily. But the shortage of computer and lack of Internet connection hinder them. To tackle this problem the managements of the organization should have to give enough attention for technology.”

The deputy manager of news and current affairs of the organization, Muleta, also shares the view of journalists, saying that “lack of the potential of new media has resulted in the programs being presented to the public, to be low and short of background.” He also explained that new media (Internet) is necessary for the efficiency and effectiveness of the profession. It also enables journalists to build confidence in their work and to feel that they are not lagging behind. Mesfin Dereje, deputy general manager and manager of news and current affairs of the organization, also pointed out:

“Internet for media sector is like oxygen for human beings which is crucial for development and survival. Therefore, the contribution of Internet for the development is not only in media sector but it also affects the development of other sector like business, health, education and in social life.”

With the power of the Internet, information on the mainstream media is converged in different

forms. Media in the developed world, equally to any other sectors has undergone a major transformation due to the new media technological advancements. Nevertheless, when we come to the Oromia Mass Media context, things are not as such easy. This reason may be because of the infancy stage of the Oromia Mass Media Organization. That means this media house is young because it was launched three years ago. Though it is infant, the initially installed limited bandwidth is not sufficient for the Organization. The absence of practically working broadband system affects the development of this media house.

The table 19 and 20 below summarizes the responses given by journalists about the advantage of using Internet as a source of foreign news.

Table 15 Responses on whether using Internet has advantage or not for journalists as a source of foreign new source

	Frequency	Valid Percent
Yes	88	100.0
No	0	0
I can't say	0	0
Total	88	100.0

As can be seen from the above table, 100 % of the respondents answered that using Internet as foreign new sources of information has advantage.

Table 16 Advantages of using Internet as a foreign new source

Is economical (i.e. save time, enable sharing of document to produce stories)	Frequency	Valid Percent
Yes	48	54.5
No	40	45.5
Total	88	100.0
Interactive nature(i.e. provide audio and video formats)	Frequency	Valid Percent
Yes	56	63.6
No	32	36.4
Total	88	100.0
Provides current and credible information	Frequency	Valid Percent
Yes	75	85.2
No	13	14.8
Total	88	100.0

As indicated in the above table, out of the total respondents, 54.5% of the respondents said that Internet is economical since it saves time, enables searching multiple file at a time, copys and shares documents. In addition, the Internet also helped to eliminate the distance barrier. In general, the Internet has made searching for information in a second on which journalists had to spend hours and even days to get information from other sources in the past. Avoiding distance barrier and shortening time consumption, the Internet reduces the cost of the journalists in searching new information for their stories production. In addition, Internet can provide opportunity of accessing archives, rapid access to a large number of newspapers, and being paperless, thus creating no problems of waste disposal.

About 63.6% of the respondents agree that Internet is an interactive media since it transmit audio and video format. That means it has the advantages of being interactive, multimedia, providing internal and external networks and offering a selection of functions, the possibility of regular updates. Similarly, 85.2% respondents agree that Internet provides current and credible information.

Concretizing the above discussion, Besha Mulugeta, the reporter in the organization, commented that “without new media (Internet) it is not possible to bring development. The society assumes that everything that the media provides is reliable.”

4.8. Contribution of new media in different sectors of development

Table 17 Responses on whether Internet has contribution in development or not

	Frequency	Valid Percent
Yes	87	98.9
No	1	1.1
Total	88	100.0

As can be seen from the above table, 98.9% of the respondents said that Internet has contribution in development of different sector. Journalists consult Internet to get a wider variety of information on topics which could not have sufficient publications, to get current information, to develop their skills, to learn from other international mass media experience. The Internet today is applied in many areas of studies and it can play a significant role in the development effort of countries like Ethiopia. Therefore, the data shows that the role of Internet in the development of different sector is unquestionable. Hence, from this data it can possibly be concluded that most journalists are aware of the importance of new media ‘Internet’ contribution in the development of different sectors. UNESCO (2011) support this idea that the Internet today is applied in many areas of studies and development, particularly in health, business, education and media.

4.8.1. Health

Table 18 Contribution of Internet for health sector

	Frequency	Valid Percent
Yes	68	77.3
No	20	22.7
Total	88	100.0

The above table shows that, according to the respondent, one of the advantages of Internet is its contribution in health sectors, about 77.3% of the journalist use primarily different search

engines like Google, Yahoo and AltaVista in order to find health information. According to a study by Mungai (2002), the application of Internet in health sector is one of the five very important areas of application he was identified in Africa. These were telemedicine, appointment scheduling, data transmission, consultation and the health net. And the ever-evolving nature of the Internet allows the inclusion of many more areas that make medical access easier for developing countries which is also recently started in our country by Tulane University, changing all hospitals record into electronic database. This enables journalists to disseminate tangible, reliable, and timely health information in the country for the society.

4.8.2. Education

Table 19 Contribution of internet for education sector

	Frequency	Valid Percent
Yes	76	86.4
No	12	13.6
Total	88	100.0

The above table 23 shows that 86.4% of the respondents replied that Internet has a contribution in education. Substantiating this idea Siyanbola and Awoleye, 2006 says that the Internet makes a significant contribution to different fields, particularly in the education sector. Similarly, Ray and Day, 1998 explain that Internet has an advantage, especially for distance learners or those with limited time to access the library. That means Internet has a great role in making distance learning easier for students to pursue their education without physically being in schools. They can easily search information using Internet access in the absence of library.

4.8.3. Trade and business

Table 20 Contribution of Internet for trade and business sector

	Frequency	Percent	Valid Percent
Yes	72	81.8	81.8
No	16	18.2	18.2
Total	88	100.0	100.0

According to table 24 above 81.1% respondents answered that the application of Internet has great contribution in business and trade sector development. In light of this McGuire (2003) state the current trend of globalization makes commerce one of the areas where speed, access to information and technology play crucial roles. And the application of Internet technology in commerce is of great importance. Nowadays it is not uncommon to find business executives working away from their immediate business area; other developments like online shopping and advertising are also undergoing serious changes.

4.8.4. Media

Table 21 Contribution of Internet for Media sector

	Frequency	Valid Percent
Yes	78	88.6
No	10	11.4
Total	88	100.0

The above table indicates 88.6% respondents replied that new media technology has a vital contribution in media sector. Supporting this McGuire said that Internet has the advantages of being interactive, multimedia, providing internal and external networks and offering a selection of functions, the possibility of regular updates, access to archives, rapid access to a large number of newspapers, and providing current information. The advantages also include the fact that electronic information sources are often faster than consulting print indexes, especially when searching all together, and they open up the possibility of searching multiple files at one time. Hence, from this data it can possibly be concluded that most journalists are aware of the importance of new media Internet contribution in media development. In line with this UNESCO (2011) asserted, Internet has positive effects on education, the working world and economic growth in development of different sectors. With easy digitization and storage of information, and accessibility through a wide range of devices the Internet has enormously increased the information resources available to people.

4.9. Major challenges of access to new media (Internet)

Although a great proportion of the sampled journalists showed preference for Internet use, it does not mean that there are no problems faced in that area. Among the serious problems faced

by the respondents during online information gathering, most of the journalists stated that they find it difficult to get the information they want from the Internet as a result of sluggish connection problems and the facility of computer equipment itself. In addition, they also faced financial problems to cover the expensive charges they had to pay at the Internet cafés. Lack of Internet access at home and the poor Internet connections in the organization are also the challenging factors which break up the chance of the journalists to get the desired information they need as a sources of foreign news from the new media technology. Admasu Damtew explained that “the Internet service of our media organization, except some section of journalists which their task is very much dependent on Internet, others have no full access.”

Table 22 Weather using Internet has challenges in the Organization

	Frequency	Valid Percent
Yes	76	86.4
No	9	10.2
I can't say	3	3.4
Total	88	100.0

The above table indicate that 86.4% of the respondents have problems or challenges of using Internet access as a source of foreign new information. These problems resulted from lack of adequate Internet access, computer facility and skill to use the technology. Similarly 3.4% of the respondents replied that they do not have any idea about the question. Only 10.2% of respondents answered that they didn't face any challenges using Internet. From this the researcher can conclude that the majority of the journalists in ORTVO have problems of using Internet as a source of foreign new information.

According to the three focus group discussions held together with the in-depth interviews confirmed almost all the twelve respondents in each group claimed to be using Internet as a foreign news source in the organization. They raised the following major problems: “shortage of computers in the organization, very sluggish speed of connection, and lack skill of using the new media are the major problems to use the new media technology to search foreign news.”

4.9.1. Seriousness of the problems of using the new media (Internet)

Table 23 Potential challenges faced by journalists in Oromia Mass Media Organization in using new media as a foreign new source

No	Challenges	Serious problem		Minor Problem		Not problem		Total	
		F	%	F	%	F	%	F	%
1	Lack of digital skills	34	38.6	25	28.4	29	33.0	88	100.0
2	Language problem	17	19.3	28	31.8	43	48.9	88	100.0
3	Lack of interest	16	18.2	13	14.8	59	67.0	88	100.0
4	Network Fluctuation	63	71.6	14	15.9	11	12.5	88	100.0
5	Finance	30	34.1	27	30.7	31	35.2	88	100.0

From the summary of the above table, 38.6% respondents answered that, they had serious digital skill problem, while 28.4% faced minor problems of digital skill. Only 33.0% journalists responded that they had no lack of digital skill. This summary enables us to say the majority of ORTVO journalists have digital skill problem although there is variation in its seriousness. Regarding language problems 19.3% respondents consider it as a serious while 31.8% of the respondents ranked language problem as minor one. These shows the journalists in the above mentioned organization have language problem in general. Concerning with the problems of Interest to the technology 18.2% of the respondents indicated that lack of interest in using this technology as serious problems and 18.5% respondents answered it as a minor problem. On the other hand, 71.6% respondents replied that they faced major challenges of Internet connection to use it in the organization for searching and downloading of foreign new information. Regarding finance 34.1% respondents consider financial problem as a serious and 30.7% as the minor problem while using Internet out of the organization as a foreign new source of information. Hence, majority of the journalists in this Organization have a serious problem to access Internet as a source of foreign news.

Today as a result of information communication technology, information overload is the main Challenge to information seekers. But opposite to this, as the journalists in Oromia Mass Media

Organization explained, there is lack of information, especially shortage or scarcity of foreign news information is the common one. Regarding the major challenges faced to access Internet by journalist in Oromia Mass Media Organization, all the interviewees had a similar impression that, lack of Internet has highly challenged their duties and responsibility in the organization. Bira Legese, chief reporter in the organization explained that:

“The task of journalist is informing the public timely and current information, but as a result of the connection problem it cannot be possible to accomplish our duties and responsibility which is expected from us as a journalist. We can not get current information happened in the world in each and every second as a journalists and this can affect our Organization directly or indirectly. In my thinking the development of any media is measured by the information it transmits which is timely, and educative for the society. But to do all these Internet facility is very important and necessary even though there is no such facility in our Organization. If I want to make a program on media development issue, since I cannot say something further, I just paraphrase and transmit what they tell me. But if I have the access to the Internet, I will search what success stories, achievements, and strength of international media use and using this bench mark I can also prepare my program which is convincing and strong.”

Director of technology department, Engineer Habtamu Darge, pointed out:

“There are many challenges encountered by journalist in their organization. Some of the major challenges are: language problems, among our journalist especially the new graduate journalist recruited in the organization they have serious problems of English language to use this technology. In second place there is also problem of skill gap among our journalist. For example to download from BBC.com news, they don't know how to search and in relation with this as to my understanding they don't have belief on the Internet use for their carrier. The other challenges or problems faced by journalist in using Internet were connection problem or fluctuation of network as a result of limited bandwidth 512kb/s given for the organization by Ethiopian telecommunication which is not enough to meet the organization's needs.”

In this regard, the deputy general manager and manager of entertainment department of the Oromia Mass Media Organization, Admasu Damtew also shared the views of the journalists that new media needs great attention in the organization. To alleviate the problems of the Organization in using this new media technology he explained that currently the management of the organization understand the importance of new media and have plan to give intensive training for journalists on basic computer training and facilitating work station to give full

access for journalist to solve the different challenges happened.

According to manager of new media department, Lemi Shiferaw's explanation supporting all the above challenges mentioned by journalist and media managers:

“Some of the major challenges encountered by journalist in our organization are:-slow speed of Internet connection as a result of limited bandwidth, fluctuation of network connection, mismatch of our need and previous limited line given for the organization by Tele communication, Lack of skill of journalist itself to use this new media, lack of attention given by journalist to this technology. To solve the problem currently the organization start installing fibre optic, which has large bandwidth i.e. up to 20 MB replacing the existing 512kb entering in to agreement for birr 200,000 with Ethiopian Tele communication.”

In line with this Bucy and Newhagen (2004) confirm that the major challenges journalists faces in using the new media technology are material considerations that are the absence of network connections, bandwidths, fluctuation of Internet connection and slow network. Journalist's Internet using ability, language capacity and barriers to digital skills represent among the major challenges that journalists might face.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

The study identified the levels of awareness of journalists and how they view the potential of new media in the role of media development. Therefore, the conclusions drawn and recommendations made hereunder are based on the findings obtained from the analysis of observations, questionnaires and interviews.

5.1. Summary

The study assessed the “use of new media Internet as a source of foreign new information” by journalists in Oromia Mass Media Organization and examined the opportunities and challenges in using the new media (Internet). Both qualitative and quantitative approaches were applied. questionnaires, focus group and individual in-depth, key informant interviews were the instruments used to collect data from journalists, who were the focus of the study. The data were analyzed using SPSS genres and the following major finding has been found.

The findings of the study showed that, with regard to computer access majority of the respondents has computer access in their organization in groups of 6 to 8 on their pools with very slow and sluggish Internet connectivity. As mentioned above, the study was about the use of the Internet by journalists in newsroom as a source of foreign news, the journalists in this organization use Internet for different purposes with more emphasis for searching foreign news and they also use different sites and search engines. However, there is no free access to the Internet as they need in the organization to search foreign news, but it varies from department to department. Journalists are far behind the information about events that are taking place worldwide as a result of lack of access to the Internet.

Majority of the journalists consider the Internet as a reliable source of information, but they agreed that because of lack of access to Internet and connection problem they were not satisfied by their program. As mentioned above, the journalist did not have formal trainings on how to use the services, searching techniques of Internet, and they need an in-depth training that could enable them to better handle the technology.

The finding also showed the role of Internet in the development of different sector is unquestionable. And most journalists are aware of the importance of new media 'Internet' contribution in the development of different sectors.

The researcher found out that, there is a strong need to direct priority to the expansion of new media infrastructure in the media organizations and also building the capacity of journalists in order to cope up with globalization and information society. Because the utilization of the Internet potential was found to be scanty in the organization, confirming that the journalists in this study area do not easily access foreign news.

Generally, some of the opportunities and challenges in using the new media 'internet' by journalists in Oromia Mass Media Organization, as the result of the study indicate can be summarized as below:

Opportunities:

► The fact that journalists in the organization have positive attitude toward the use of new media is an opportunities for the organization to utilize the potential of new media in enhancing their access to foreign new information as well imparting updated messages to their audiences

The nature of the new media itself can be taken as an opportunity if it is used to properly:

- Increased interactivity: allows far more contact between the communicator and the user / recipient,
- Sociability: allow far more contact between user and other people (user),
- Autonomy: allow the user far more enjoyment in the sense of involvement,
- Increase the production and flow of information of all kinds,
- Decrease distance and cross-geographical borders,
- Increase, interactivity between sender and users,

- ▶ Interconnect people, groups, nations, and organisation,
- ▶ To learn experience of other international Mass Media,
- ▶ To copy and share documents,
- ▶ It has crucial role in development of different sectors,
- ▶ Decrease the cost of transmission of information and entertainment, and
- ▶ Provide current information within fractions of seconds.

Challenges

- ▶ shortage of computer in the organization,
- ▶ lack and fluctuation of Internet connection,
- ▶ skill problem to use the technology by journalist,
- ▶ lack of Interest or awareness to use the new media,
- ▶ scarcity of foreign news as they need when they download it,
- ▶ very slow Internet speed even to open and download information,
- ▶ financial problem to use at Internet cafes,
- ▶ journalists' language problem in using the computer and Internet, and
- ▶ lack of attention for the development of Internet infrastructures and capacity building like training

5.2. Conclusions

In this topic the researcher concludes the study based on the results and analysis of the data presented in chapter four.

- ▶ The findings show that media development, in the aspects of technological advancement of new media technology infrastructure, professional capacity building, and as well as awareness in new media has been low. As to technological determinism of media theory, the technology determines the nature mass communication and it has role in society and the lives of people. The idea of technological determinism is that technology and technological innovation force

social change, culture, economics and politics. Hence, access to the technology by media professionals in practical, selective and easy use is a serious concern, because whether we believe it or not the technology can determine us directly or indirectly from the point of view of the theory. But journalists in this organization lack behind in use of the new media technology, and still they use pen and pencil to produce their stories, and this shows that they are determined by new media technology since they were not cope up and upgrading with the innovation of new media. It would have been more efficient and effective for the professional work of journalism, if journalists were able to use the new media. Although the level of awareness of journalists towards the potential of new media technology is encouraging, lack of Internet access and skill to use has considerably blocked them from the exposure to international information sources. McLuhan emphasis on how the technology of a medium determines the nature of mass communication and its impacts on society. Lack of access Internet results in a negative impact on the society at large by sliding news from reaching its audience in time unless the journalists are building their capacity in order to cope up with globalization and information society.

► The research also showed that there is a strong need to direct priority to the expansion of new media infrastructure in the media organizations and also building the capacity of journalists in order to cope up with globalization and information society, because it is believed that technology and technological innovation force social change, culture, economics and politics in technological determinism. Because the utilization of the Internet potential was found to be scanty in the organization, confirming that the journalists in this study area do not easily access foreign news information source.

► On top of this, even those few journalists who have full access to the Internet do not have the know-how to exploit its potential because of lack of training skills. In almost every sector of economic and political development and in today's globalization where every corner of the world is almost under control with the transmission of real time events occurring in one place and in different forms the performance of the new media is very high.

► Currently, because media is an engine towards the goals of any development issues, there are signs of encouraging commitment by the Oromia Regional Government putting clear vision of new media development, and in ejecting more capital on improvement of new media technology (Internet) and capacity building for all journalists. In short, on the basis of the finding the researcher has drawn the following conclusion:

► The findings of the research revealed that the overall utilization of Internet as sources of foreign new information is low. This is because of different problem like lack of awareness, Interest, technical skill, Internet connection and access, adequate access of computer across their office or newsrooms. These mentioned problems are the major challenges that journalists are currently facing which hinders them to effectively utilize it for foreign news related information purposes. As a result journalists highly tend to depend on other existing alternative sources of information like printed media (magazines, newspapers like Times, The economist, Focus on Africa, etc), broadcast media (TV, like BBC, Aljazeera, CNN, and radio), which are the major existing alternative sources of information that journalists highly depend currently as an alternative source of foreign new information.

► The study showed that the Oromia Mass Media Organization journalists believes that new media (Internet) is very important for journalists to get foreign news sources of information.

► When the connection exist the availability of computer is not match with the number of Internet service seeker. As the result the journalists should wait for a long period of time which results in delays of foreign new information. That is the lack of sufficient availability of computer determines journalists to get foreign new information.

► Language barrier is also found to be another aspect that contributes to the low level of awareness of new media by journalists. But, it cannot be said that the majority of the journalists are not aware of the potential of new media Internet for media development in general. The problem of poor access to Internet is attributed mainly to the poor infrastructure

of this media house. The basic reason is lack of financial resource. Lack of giving attention to new media sector is also one challenging factors.

► The slow speed of Internet connection is also one the major problem journalists' faced. The factor for the low Internet speed is attributed primarily to the bandwidth of Internet connection of the organization to its service provider, which is the Ethiopian Telecommunication Corporation. Accordingly, the organization is gaining about 512KB of bandwidth connection from ETC, which doesn't support and satisfies the need of journalists in the organization to access Internet. Moreover, the internal network infrastructure like limited number of computer has contributed for its low speed of Internet which makes down the internal network.

► According to discussion made by Chivhanga (2000), slow Internet speed is one of the major factors affecting Internet access and use in Africa. According to the data generated through questionnaire, 71.6% of the respondents said that the speed of Internet connection within the Organization is too slow. This is a serious problem for the journalists that result in the low level of utilization of the technologies. This problem obstruct them to access and download any forms of data (files, images, documents, video and audio-visual) for foreign news sources of information. In an interview with reporter Beshea Mulugeta, quoted that: ".....Let alone to access foreign new information in the Organization, opening my email is very sluggish which takes much time to open."

► The findings of the study showed that there is a variation among different departments in the organization in accessing new technologies. The journalists who are working around science and technology and online news room department had better access to the new media to manipulate their stories and foreign new information than those who are working in other newsrooms. Even, some of the journalists working in online news room relating to the nature of their work use CDMA at their home.

► The findings of the research indicated that the access to Internet café by journalists is low. The factors associated with the low level of access to Internet café is due to relatively expensive

cost which most journalists couldn't afford to use it for long hours, even though, few journalists working in online news room relating to the nature of their work use Internet café for browsing foreign new information by the cost of the organization.

5.3. Recommendation

Based on the findings of the research, the following points are recommended to effectively and efficiently utilize new media (Internet) technologies as source of foreign new information by Oromia Mass Media Organization.

- ▶ The findings of the study demonstrated that there are persisting gaps regarding awareness and capacity building of the journalists on new media technology. Hence, there is a pressing need to systematically plan and build the capacity of journalists through series of training.
- ▶ The regional government of Oromia need to give attention to the advantages of using new media technology in the organization. Unless and otherwise, Internet would not be used as a major means of accessing foreign new information.
- ▶ Awareness creating programs should be held to change the perception and attitudes of journalists who are pessimistic toward using new media technology. This can be done possibly by the office of the director of the new media technology of the organization.
- ▶ Increasing access to new media infrastructures like computer and Internet solves the problems in certain ways. In addition, matching the number of needs with the service required in the organization is needed to make it widely available for journalists.
- ▶ Continuous training on basic computer and Internet is mandatory in order to promote their general technical skills and in utilizing the technologies. Experience sharing should also be held to enable the journalists' effective and efficient users of data from the new media.
- ▶ Journalists should be informed different sites and search engines through training, experience sharing and awareness creating programs to enable them to search foreign news easily.
- ▶ The possibility to establish relation with Universities offering journalism should be making.
- ▶ Finally, increasing the bandwidth of the organization in order to improve the speed of internet which motivates and enables more journalists to utilize it at a faster speed is another means of tackling the identified problems.

Further research

The researcher believes that the research has provided a foundation for further research in the area of new media 'Internet' technology as a source of information in news room in Ethiopia. Research in these areas is important for the development of new media technology for the improvement of the journalistic skill in Ethiopia. Therefore, further research should also be directed in the area of use of new media in media sectors of our country from the perspective of journalistic side which is not addressed in the present research to show the usage of technology in Ethiopia media house news rooms.

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APPENDICES

Appendix I

Questionnaire

Dear Respondents,

I am conducting a research to produce a thesis required for Master of Arts (MA) degree in Journalism and Communication at Addis Ababa University. The questionnaire comprises of questions on new media as source of foreign news. Since the information you provide will be decisive for the effectiveness of the study, you are kindly requested to give genuine and frank responses to each question. The information you provide will be used only for research purposes and will be kept confidential. Therefore, please, feel free to fill in the questionnaire honestly. You are not required to write your name.

Thank you in advance!!

Instruction: Answer the following questions by putting tick mark (✓) in the boxes given below and use blank spaces to make a list of your answers for those questions.

Part I: Personal information

Q1. Sex: a) Male b) Female

Q2. Age: a) 20- 25 b) 26- 35 c) 36- 45 d) 46 and above

Q3. Marital status: a) Married b) Single c) Divorced

Q4. Educational qualification

a) Certificate d) M.A/ MSc

b) Diploma e) PhD

c) BA/BSc f) Others, Please Specify _____

Q5. Area of specialization

a) Journalism and Communications d) Natural Sciences

b) Language and Literature e) Engineering

c) Social Sciences f) Other (Specify) _____

Q6. Work Experiences in media house in years

a) < one year

b) 1- 3 years

c) 4-6 years

- d) 7-10 years
- e) > ten years

Q7. If you even have worked for other media before Oromia Mass Media Organization, please, mention the name of the institution and years of service (experience).

Q8. Current position

- a) Senior Reporter
- b) Deputy Editor in chief
- c) Reporter
- d) Program producer
- e) Editor in chief
- f) Senior Editor
- g) Editor
- h) Other, please specify _____

PART II: Regarding Use of Internet

Q9. Do you have access to the Internet?

- a) Yes
- b) No
- c) I can't say

Q10. Where do you have access to the Internet?

- a) At home
- b) News room
- c) Internet Cafe
- d) ICT Libratory
- e) Other, Please specify _____ .

Q11. If you have access to the Internet, do you use it to search foreign news information?

- a) Yes
- b) No
- c) I can't say

Q12. If your answer to Q11 is ' Yes', for what purpose do you use the Internet?

- a) International news source
- b) Games
- c) Chatting
- d) Email
- e) Scholarships
- f) Entertainment
- g) Other, Please specify _____ .

Q17. If your answer to Q16 is above 'Yes', how often?

- a) Always b) Sometimes c) Rarely d) Never

Q18. Do you get timely foreign news information from the new media "Internet"?

- a) Yes b) No c) I can't say

Q19. Do you think that the information you access through the "Internet" as foreign news are reliable?

- a) Yes b) No c) I can't say

Q20. If your answer to Q19 is 'Yes', how do you check?

PART III: Opportunities of new media (Internet) use

Q21. Do you think that using the Internet as a source of foreign news has advantages?

- a) Yes b) No c) I can't say

22. If your answer to Q21 is 'Yes', what is (are) the advantage(s)? You can choose more than one alternative and put (√) mark in the box as appropriate. More than one answer is possible.

1. Is economical
2. Has interactive nature
3. Transmits audio and video formats
4. Sources of information are credible
5. Minimizes distance problems
6. Provides me with current news information
7. Helps me to produce stories as journalist
8. Allows me to copy and share documents
9. searching multiple files at a time
10. Other, please specify _____

Q23. Do you think that new media (Internet) has a vital role or contribution for development?

- a) Yes b) No c) I can't say

Q24. If your answer for Q24 is 'Yes', in which sector of the region is (are) the contribution? You can choose more than one alternative and put (✓) mark in the box as appropriate to you. *More than one answer is possible.*

1. Health

2. Education

3. Business

4. Politics

5. Media

6. Social

7. Cultural

8. Economic

9. Other, please specify _____

Appendix II

Gaafilee Gaazexeessitoota Dhaabbata Raadiyoofi Televijinii Oromyaatiin guutamu.

Qorannon Kun Kan gaggeessamuuf yunivarsiitii finfinneetti Barnootaa muumnee Joornaaliziimiifi koomunikeeshii jalatti barreeffama eebbaaf (Thesis) barnoota Dgirii Lamaffaa tiif qopheesuf.

Gaafileen Kun gaafiiwwan tekinoooljii haarrenyi (intarnetii) akka madda odeeffannoo alaattii fayyadaa jira kaneen jedhu of keessatti hammata.

Jaallee! Deebii fi odeeffannoon isin gaafilee kanneennif laattan amanamummaafi dhugummaa qorannoo kanaatif iddoo guddaa qaba waan ta'eef, deebiinii fi odeeffannoon isin laattan kan dhugaamaatti haala hundaa'ee fi iftoominaan akka laattan kabajaan isin gaafadha. Kanumaan walqabatee odeeffannoo fi deebiin isin laattanis dhimma qorannoo kanaatiif qofa kan ooluufi iccitiidhan kan qabamu ta'uu isaa isiniif mirkaneessa.

Kanaaf, deebii yoo laattan bilisaan amanamummaarratti haala hundaa'een yaa ta'u jechaa warqaa isiniif laatamu kanarratti maqaa keessan hin guutinaa.

Gargaarsa keessaniif duursan isin galateeffadha!

Qajeelfama: Gaafilee armaan gaditti bifa filannootiin dhihaatannf sanduqa qophaa'e keessatti mallattoo (✓) *kaawa, kaneen akka yaada keessan barreeffamaan laadhaa.*

Ktaa I. Gaaffiifi Odeeffannoo haala dhuunfaa

G1. Saala: a) Dhiira b) Dhalaa

G2. Umrii: a) 20- 25 b) 26- 35 c) 36- 45 d) 46 fi ol

G3. Haala fuudhaa-heerumaa: a) Kan fuudhe/Heerumte b) Kan hin fuune/Heerumne c) Kan hike/Hiikte

G4. Sadarkaa barumsaa

a) Sartafikeetii d) M.A/ MSc

- b) Diiplomaa e) PHD
c) BA/BSc f) kan biroo yoo jiraate ibsa _____

G5. Ogummaa ittiin leenji'e/te

- a) Jornaalizimii fi komunikaashinii d) Saayinsii Uumamaa
b) Afaaniifi liitireecharii e) Injinarnyii
c) Saayinsii Hawaasaa f) Kan biroo -----

G6. Muuxannoo hojii miidiyaa keessatti waggaadhan

- a) waggaa 1 gadi c) waggaa 4-6
b) waggaa 1- 3 d) waggaa 7-10
e) Waggaa 10 ol

G7. Dhaabbata Raadiyoo fi Televijnii Oromiyaatii alatti dhaabbata miidiyaa biro keessatti hojjetteetta yoo ta'e maqaa dhaabbatichaafi muuxxannoo hojii qabdu ibsi mee?

G8. Gahee hojii

- a) Riiportara olaanaa b) Idiitara olaanaa c) I/A/ Idiitara olaanaa
d) I/A/ Idiitara olaanaa e) Idiitara f) Riiportara
g) Qopheessaa sagantaa
h) Kan biroo yoo ta'e ibsi _____

Kutaa II: Itti Fayyadama Intarneetii

G9. Intarneetii ni fayyadamtaa?

- b) Eeyyee b) Lakkii c) Homaa hin beeku

G10. Nifayyadamta yoo ta'e eessatti?

- a) Manatti c) Intarneet kaaffeetti
b) Kutaa oduutti d) Laaboraatoorii ICT
d) Kan biroo yoo jiraate ibsi _____ .

G11. Yoo intarneetii fayyadamta ta'e, intarnetiirraa odeeffannoo biyaa alaa ni ilaaltaa ykn hordoftaa?

- b) Eeyyee b) Lakkii c) Homaa hin beeku

G12. Gaafii 11 olii kanaaf deebiin kee ‘eeyyee’ yoo ta’e, dhimma maalitiif intarneetii gargaaramta?

- a) Madda oduu Addunyaaf b) Imeeliif
 c) Barnoota tolaa barbaduf d) Chatingiif
 f) Entertainmentf
 g) Kan biroo yoo jiraate ibsi _____.

G13. Odeeffannoo biyaa alaa argachuuf madda odeeffannoo ykn ‘website’ armaan gadii keessaa kam faayyadamta? Deebii tokkoo ol laachuun ni danda’ama.

No	Madda odeeffannooWebsite	Yeroo hunda	Yeroo baay’ee	Darbeedarbee	Yeroo muraasa	Sirumaahin fayyadamu
1	www.bbc.com/					
2	www.cnn.com/					
3	www.reuters.com/					
4	Washingtonpost.com/					
5	www.yahoo.com/News/					
6	www.google.com					
7	www.newsindex.com/					
8	http://wire.ap.org/					
9	www.newsdirectory.com					
10	any other, please specify _____					

G14 Odeeffannoo alaa argachuuf dhaabbilee odeeffannoo (media) Addunyaa waliin waliigaltee koontraataa qabduu?

- b) Eeyyee b)Lakkii c) Homaa hin beeku

G15. Yoo deebiin kee gaafii 14 ‘eeyyee’ ta’e, miidiyaa ykn dhhaabbata madda odeeffannoo Aduunyaa kam waliin waliigaltee qabda?

- a) Reuters
- b) AFP
- c) Aljazeera
- d) CNN
- e) BBC
- f) Kan biroo yoo jiraate ibsi _____

G 17. Odeeffannoo biyya alaa yeroodhan intarneetiirraa argataa?

- b) Eeyyee b) Lakkii c) Homaa hin beeku

G18. Yoo deebiin kee gaafii 17f 'eeyyee' ta'e yeroo hammamii?

- b) Yeroo hunda b) Darbeedarbee c) yeroo muraasa
- d) Sirumaa hin fayyadamu

G19. Odeeffannoon intarneetiirraa argattu amanamaadha jettee yaadda?

- a) Eeyyee b) Lakkii c) Homaa hin beeku

G20. Yoo deebiin kee gaafii 19f 'eeyyee', ta'e haala kamiin madaalte? _____

Kutaa PART III: Caarraa intarneetii fayyadamuu

G21. Intarneetii akka madda odeeffannoo alaatti fayyadamuun bu'aa qaba jettee?

- a) Eeyyee b) Lakkii c) Homaa hin beeku

G22 Yoo deebiin kee gaafii 22f 'eeyyee' ta'e, bu'aan kun maal faadha? Deebidha jettee kan yaaddurratti maallattoo (✓) *saanduqa qophaa'e irratti kaa'i*. Deebii tokkoo ol filachuu ni dandeessa.

1. Diinagdee qusaata
2. Quunnamtii garlameeti
3. Sagalee fi Suuran dabarsa
4. Maddi odeeffannoo isaa dhugaadha
5. Fageenya ni hir'isa
6. Odeeffannoo haara'a naaf laata
7. Akka gaazexeessatti seenaa qopheessuuf na gargaarera
8. Ragaaleewwan akkan koppii godhuufi nagargaara

9. Ffaayiloota addaddaa altokko akkan barbaadu nagargaara

11. Kan biroos yoo jiraate ibsi _____

G23. Dagaaginaafi guddina naannoo keetitiif intarneetiin gargaarsa qaba jettee yaada?

a) Eeyyee b) Lakkii c) Homaa hin beeku

G24. Yoo deebiin kee gaafii 24f ‘eeyyee’ ta’e, sektara kam keessaatti? Kan deebii ta’a jettu saanduqa qophaa’erratti mallattoo (√) kaa’i. Deebii tokkoo ol laachuun ni danda’ama.

1. Fayyaaf 6.Hawaasummaaf

2. Barnootaaf 7. Aadaafal

3. Bizinasiif 8.Diinagdeef

4. Siyaasaaf 5. MiidiyaafMedia

9. Kan biro yoo jiraate ibsi _____

Kutaa PART IV: Rakkoolee itti fayyadama intarneetiin walqabatan

G25. Akka madda odeeffannootti intarneetii yoo fayyadamtu rakkoon si muudatee beekaa?

2) Eeyyee

2) Lakkii

c) Homaa hin beeku

G26. Yoo deebiin kee gaafii 26f 'eeyyee' ta'e, sadarkaa cimina rakkinichaa haala armaan gadii kanaan akkamiin madaalta?

Lakk.	Rakkoolee	Rakkoo cimaa	Rakkoo salphaa	Rakoo hin qabu
1	Dhabiinsa muuxxannoo diijitaalaa			
2	Rakkoo Afaanii			
3	Sodaa teknooloojii haara'atti fayyadamuu			
4	Fedhii itti fayyadamuu dhabuu			
5	Quunnamtii intarneetii jijjijjiramuu			
6	Teknooloojii kanaaf ogummaa gahaa dhabuu			
7	Haala hawaasummaa fi aadaadhaan walqabatu			

Kan biroo yoo jiraate ibsi _____

G27. Yoo deebiin kee gaafii 26f lakkii ta'e, rakkoon jiru maalidha? Ibsi mee!

G28. Rakkoolee kanneen fooyyessuuf maaltu yoo raawwatme gaariidha jettee yaada?

Gaafilee kanneen guutuu keessaniif galatoomaa!

Appendix III

Interview with Journalists

1. Do you have basic computer skills?
2. Do you use new media (Internet) as source foreign news in your news room?
3. What other sources do you use to obtain foreign news besides the internet?

3. Where do you get access to the internet?
4. Which websites do you access mostly as source of foreign news? Why? What is (are) your favorite website(s) to access foreign news?
6. Do you think that, new media "internet" have potential contribution for the development of the media in general? In what ways?
7. What are the major challenges faced by the Oromia Mass Media Foreign News Department journalists in using internet as source of foreign news, if any?
8. How do those challenges affect your capabilities to use the Internet for news source?
9. What were the corrective measures taken to solve the challenges?
10. What do you suggest to overcome the challenges?

Thank you for your cooperation!

Appendix IV

Gaaafii afaanii Gaazexeessitootaf Taasifamu

1. Ogummaa kompiitera fayyadamuu qabdaa?
2. Odeeffannoo alaa argachuuf akka madda odeeffannooti Intarneetiin nifayyadamtaa? Maddi biraa odeeffannoo alaa itiin argattan maali?
3. Intarneetii eessaatti fayyadamta?

4. Odeeffannoo alaa argachuuf madda odeeffannoo ‘website’kam irra caalaa fayyadamta? Maalif?
5. Odeeffannoo alaa argachuuf maddi odeeffannoo ‘website’baay’ee jjalattu kami?
6. Dagaagina siistama miidiyaaf Intarneetiin gahee qaba jettee yaaddaa? Haala kamiin?
7. Gaazexeessitoota kutaa odeeffannoo alaa dhaabbata Raadiyoofi Televijinii oromiyaa keessatti intarneetii akka madda odeeffannootti fayyadamuurratti rakkoon gurguddoon muudatan maal faadha, yoo jiraate?
8. Rakkooleen kunniin dandeettii intarneetii fayyadamuu kee hammam miidhe?
9. Rakkoolee kanneen hambisuuf tarkaanfii maal faatu fudhatame?
10. Rakkoolee kanneen hambisuuf maaltu yoo raawwatame gaariidha jetta?

Gargaarsa naa gootaniif baay’ee galatoomaa!

Appendix V

Interview with Media Managers

1. Do journalists have adequate access, each to internet, in your organization?
 2. Do you have contractual agreement with any international mass media organizations or agencies to access information?
- If any, please, specify?

3. Who is using the Internet more often in your organization as a source of information? Is it the journalist or any other get keeping person assigned to browse or investigate stories?
4. Do you offer trainings on computer skills to journalists?
5. Do you think that new media (internet) has contribution for media, economic, social, etc. development?
6. What are the major challenges encountered by journalists in using internet as source of foreign news?
7. What do you suggest to solve the existing problems of Internet use as source of foreign news in your organization?

Thank you for your cooperation!

Gaafii afaanii Manaajara Miidiyaaf

1. Dhaabbata miidiyaa keessan keessatti Gaazexeessitoonni tokkoon tokkoon isaanii intarneetii fayyadamuu?
2. Odeeffannoo argachuuf dhaabbilee Odeeffannoo Addunyaa waliin waliigaltee qabduu? Yoo jiraate ibsi?

3. Dhaabbata miidiyaa kee keessatti eenyutu intarneetii akka madda odeeffannootti irra caalaa fayyadama? Gaazexeessitoota moo namoota dhimma kana qofa akka hordofan ramadamantu jiru?
4. Gaazexeessitootaaf Ogummaa Kompiitaraarrattii leenjii ni laattuu?
5. Intarneetiin dagaagina sabquunnamtii, diinagdee, hawaasummaa fi kkf irraatti gahee qaba jettee yaaddaa?
6. Gaazexeessitoonni Intarneetii akka madda odeeffannoo alaatti yemmuu fayyadaman rakkoolee cimaan isaan muudatee maal faadha?
7. Dhaabata keessan keessatti rakkooleeitti fayyadam Intarneetiin walqabatan jiran jeettan kaanneen furuuf wanti furmaata jettanii yaaddan maal faadha?

Gargaarsa naa gootaniif baay'ee galatoomaa!

Appendix VI

Observation check list

No	Activity	Remark
1	Adequate availability of computers	

	and other facilities in news room	
2	Connection of Internet	
3	Computer skills of Journalists in accessing Internet	
4	Journalists use of Internet Webs as foreign news	
5	Contractual agreement with international Mass Media	
6	Gender composition in the newsrooms	
7	Verification of the actual websites browsed by the journalist on duty	
8.	Overall set ups and infrastructures in the studio	