

**ADDIS ABABA UNIVERSITY
COLLEGE OF HUMANITIES, LANGUAGE STUDIES,
JOURNALISM AND COMMUNICATION**

**THE PERCIEVED EFFECTS OF SOCIAL
MEDIA/FACEBOOK ON THE NEWS CONTENTS OF
ADDIS ZEMEN AND REPORTER AMHARIC
NEWSPAPERS**

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Addis Ababa, Ethiopia

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**The Perceived Effects of Social Media/Facebook on the News
Contents of Addis Zemen and Reporter Amharic
Newspapers**

**A Thesis Submitted to the School of Journalism and
Communication Presented In Partial Fulfillment of the
Requirements for the Degree of Master of Arts in
Journalism and Communication**

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This is to certify that this thesis is prepared by Alemtsehay Meketie Gebeyehu, entitled *The Perceived Effects of Social Media on the News Contents of Addis Zemen and Reporter Newspapers* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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DECLARATION

I declare that, this thesis (The Perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic Newspapers) is my own work and I have duly acknowledged the sources of materials I have used.

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Abstract

The main purpose of the study was to assess the perceived effects of social media on the news content of Addis Zemen and Reporter Amharic newspapers”. In order to meeting the objectives of the study, four research questions were prepared. 1) What are the advantages and disadvantages of social media for Addis Zemen and Reporter Amharic newspapers? 2) How social media influence Addis Zemen and Reporter newspapers? 3) How Addis Zemen and Reporter Amharic newspapers try to mitigate the influence? 4) What are the major shifts occurred on both newspapers due to the proliferation of social media? The study answered these questions by using qualitative and quantitative (mixed research design). The study used purposive sampling technique to collect data through survey questionnaire, individual in-depth interview and assessment of newspapers which were in the period of 1 April, 2018 – 30 August, 2018. A total sample of 30 journalists was selected to fill the survey questionnaire and to support the findings of in-depth interview. Whereas, four media professionals like producers, editors-in-chief’s and managing editors were purposively selected for the in-depth interview to collect the main data. The study revealed the following major findings. The first one was, however, social media influence the printed newspapers to focus on planned and analytical stories; mostly they were trapped by covering event based stories. The second one is that even social media gives an ample opportunity for the media industry; printed newspapers have not been exploiting the potential of the social media to the best of their interest. The third one was because of social media printed newspapers were challenged to cover event based stories and they were lead by social media and the reputations of printed newspapers in playing the role of forth state were took by the booming of social media become challenged. Therefore, printed media organizations must give especial attention to escape from these hindrances to perform a better achievement in the industry, it needs especial attention by the media houses, Ethiopian broadcasting Authority (EBA), media training institutions, media researchers as well as media policy makers.

Key words

Newspapers, Social media, technology, convergence

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Acronyms

Lists of acronym used throughout the thesis

BBC	British Broadcasting Corporation
BITE	Bringing Internet to Ethiopia
CNN	Cable News Network
EBA	Ethiopian broadcasting Authority
ESTC	Ethiopian Science and Technology Commission
ETC	Ethiopian Tele Communication
ETTI	Ethiopian Telecommunications Training Institute
IP	Internet Protocol
MAU	Monthly active users
NCT	New Communication Technology
PADISNet	Pan African Documentation and Information Service Network
SMN	Social Media Networks
TCP	Transfer Communication Protocol
TLD	Top Level Domain

Chapter One

1.1. Background of the study

News consumption today is not the same as pre-internet news when people tune into events happening around the world through 24-hour television news channels. More recently, a growing number of readers, viewers and listeners use online for their news consumption. Television, newspapers and radio are still here but there is a growing competition from interactive social media (Alejandro, 2010: 5). Thomas (2013:51), also said that social media are becoming an alternative means for information gathering and dissemination around the globe. Citizens communicating without limitation of boundary, language, culture, citizenship and others through the giant hollow of information, the social media. The rise of social media gives power to the uninformed mass, pledge them an option to voice their concern and to expressing themselves freely than which traditional media couldn't allow them to do. Globally, this has happened with the advent of new media (Williams, 2003). The advent of internet is shrinking and lessening the world we live in, in a manner that was never seen before. Furthermore, of all the recent technologies it is the social networking that got hype much despite its young age and becomes a global phenomenon (PEW, 2010).

To disseminate information in the society mass communication can play a crucial role. Lorimer(2002)describes that the mass media can be defined as the sometimes state-regulated, corporately financed, and industrially organized institutions of information and entertainment dissemination such as newspapers, magazines, cinema, television, radio, advertising, book publishing, music publishing, recording and performance, and all interactive media that are engaged in providing entertainment and information to large, unknown audiences for both private and public consumption.

However, the emergence of internet/new media leads the media industry from traditional outlets, like newspapers and magazines, to digital news sources. According to Kamp (2016) the emergence of social media have a good opportunity for the traditional medias. Social media

platforms, notably Twitter and Facebook, has improved access to online resources and the sharing of information. According to Isra Garcia (2011) the interactive Social Media platforms (Facebook, LinkedIn, Twitter, Youtube, Foursquare, Digg in...) have radically changed the communication paradigm.

Media industry publications and cities often mentioned a media shift from traditional outlets like newspapers and magazines to digital news sources. Newspaper currently faces a crisis on how to make the news profitable in the digital era. Social media especially social networking sites like the Twitter has begun to affect the news organizations and changed for better or worse how journalists perform their jobs every day (Ruth, 2010).

On the other hand, Garrison (1996) stated that the advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. As Domingo &Heinonen (2008) clearly stated the presence of new media and the Internet, in particular, has posed a challenge to conventional media, especially the printed newspaper.

For many years the media evolution from print to radio, to TV and now online media has continued to influence mass opinions and perceptions. Mathias Kamp (2016) However, the emergence of social media sites such as facebook, Twitter and YouTube has taken this very concept a step further, with some arguing that social media now shape the opinions, perception and actions of the majority whose opinions were previously shaped by information from traditional and mainstream media houses.

Newspapers at the ancient time are permitted to the elite group only. Lately, With Gutenberg's invention of the movable printing press, the printed word became a dominant medium for mass communication (Roper Organization, 1983). Gutenberg's machine enabled the free exchange of ideas and the spread of knowledge. In the first half of the 17th century, newspapers began to appear as regular and frequent publications. The first modern newspapers were products of western European countries like Germany publishing relation in 1605, France Gazette in 1631, Belgium NieuweTijdingen in 1616 and England the London Gazette, founded in 1665. (Charon, 1987)

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products (Kipphan, 2001).

Telling stories to the general public, providing crucial information and influencing perceptions is no longer a preserve of traditional media. Audience needs updated information about the issues what is going on around the world and they are eager to know what is next. Because of that new media have a chance to be visited by many people. Kamp (2016) clearly state that the difference remains that social media because of its unregulated nature can disseminate news without any filter or direct control, while traditional media houses still perform the function of an intermediary who filters, analyses and explains information before it goes to public. At Kamp(2016) clearly stated that most social media users will boldly agree that breaking news, often considered the bread and butter of news outlets, is struggling and being replaced by social media channels. This being a big treats for the traditional media, especially, for printed newspapers.

In traditional printed newspapers the message is sent from one to many/one directional, like newspapers, books and films. But with the advent of the Internet, we enjoy the benefits of high technological mass media. That is not only faster than the old one, but also has a widespread range and access.

An obvious generalization stated by scholars (McAdam, Tarrow, and Tilly (2001), Nick Couldry And James Curran (2003) is that networks of diverse groups could not be sustained without the presence of digital communication channels (e-mail, lists, organization and campaign websites, mobile phones) that facilitate information exchange, coordinate action, and establish electronic records of common cause.

With the invention of computers the impossible has become possible. People virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology Mockba(2012).

As the above scholars stated that, social media can affect the printed newspapers tremendously. So, the researcher motivated to delve in the topic, as a mediapractitioner to know what effect does Facebook have on Ethiopian printed newspapers. To do that the researcher assessed the influence of Facebook on printed newspapers and how the media organizations try to mitigate the problem they face. Finally the findings of this particular research may help the printed newspapers by indicating the better way to realize their existence and competitiveness of the industry by indicating the major challenges and showing possible ways. So, this study focuses on to assess the perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic newspapers.

1.2 Statement of the problem

The advent of New Communication Technology (NCT) has brought for a set of opportunities and challenges for conventional media. Especially the proliferation of social media posed a challenge in printed newspapers around the world.

As Domingo & Heinonen (2008) clearly stated the presence of new media and the Internet, in particular, has posed a challenge to conventional media, especially the printed newspaper. Similarly, Rajendran and Thesinghraj (2014) on their book called “The Impact of New Media on Traditional Media” indicate that, the presence of such new media, social media in particular, has threatened the existence of printed newspaper.

Due to technological advancement the way of getting information has changed. It is true that social media and other online news sources, also known as the “new media”, have become an integral part of modern society. Online and digital news consumption continues to increase, with

many more people now getting news on cell phones, tablets or other mobile platforms. Media industry publications and cities often mentioned a media shift from traditional outlets like newspapers and magazines to digital news sources. Newspaper currently faces a crisis on how to make the news profitable in the digital era.

Social media especially, social networking sites like Facebook and Twitter has begun to affect the news organizations and changed for better or worse how journalists perform their jobs every day (Ruth.2010. Vol. 2). With the coming of new media, everybody can use the tools of new media like Facebook, Twitter and YouTube to gather and disseminate information that supported with photo, audio and visual material instead of reading a newspaper for their daily information consumption. Because newspaper compared with new media,newspaper is not available due to circulation and publication time. Due to that people tends to shift to social media like Facebook, Twitter, YouTube and Telegram.

According to Barthelme (2011) analysts in industrial organizations and businesses, Garrison et, al (2001) are the view that the U.S. newspaper industry is due to suffering of the Great Depression, Since 1999, almost 90% of daily newspapers in the United States has been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets.

Even if the new media easily accessible to get information, relatively their credibility is under question. On the other hand, newspaper uses known sources and also censored by government. Because of that newspapers have better credible. Compared to conventional media, assessing information credibility in social media is a challenging. In the case of conventional mediasuch as newspaper, the source and media are known; in addition to the medium's owner take responsibility for the content. However, in the case of social media, the source can be unknown. Thus no one takes responsibility about the content. For example fake account or profile in Twitter, Facebook or other social media tools that publishes information about different issues.

According to Pew Research center (2016) for newspapers, 2015 might as well have been a recession year. Weekday circulation fell 7% and Sunday circulation fell 4%, both showing their

greatest declines since 2010. Additionally the research conducted by Brhane (2017) under the topic “New Media Influence on Newspaper Reading Habit”, the finding indicated that because of the interactivity of social media peoples migrate from reading newspaper to using social media. So the newspaper reading habit becomes decrease from time to time. According to the above explanation the study try to assess due to the popularity of social media if people tend to use social media rather than reading newspaper, this may affect the print media in general and newspaper industries in particular. So, this study assesses the perceived effects of social media on the news content of Addis Zemen and Reporter Amharic newspapers and the shift occurred.

Seen genuinely, several researches conducted on the area of social media, such as, Ameyu Etana (2015), social media and journalism: journalists and media outlets’ use of social media networks in Ethiopia, Birhane Tadesse (2017), New media influence on newspaper reading habit: the case of Addis Ababa University academic staff and Wagari Kenea (2018) “The Impact of Social Media on Newsmaking Process at Oromiya Broadcasting Network: Facebook in Focus”. But the topic raised in this particular study were not assessed before. So, the researcher was assessing the perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic newspapers.

1.3 OBJECTIVES OF THE STUDY

1.3.1 GENERAL OBJECTIVE

The general objective of the study is to assess the perceived effects of social media/Facebook on the news content of Addis Zemen and Reporter Amharic newspapers.

1.3.2 SPECIFIC OBJECTIVES

1. To assess the opportunities of social media for Addis Zemen and Reporter newspapers
2. To find out the challenges of social media on Addis Zemen and Reporter newspapers.
3. To assess their way to mitigate the influence of social media/Facebook.
4. To look at the shift occurred on their news content due to social media.
5. To assess possible ways of the futurity of survival of printed newspapers.

1.4 RESEARCH QUESTIONS

1. What are the advantages and disadvantages of social media for Addis Zemen and Reporter Amharic newspapers?
2. How social media influence Addis Zemen and Reporter newspapers?
3. How does Addis Zemen and Reporter Amharic newspapers try to mitigate the influence?
4. What are the major shifts occurred on both newspapers due to the proliferation of social media?

1.5 SIGNIFICANCE OF THE STUDY

This study may have the following contributions:

1. It helps the media organizations by indicating the threats and opportunities of Facebook on printed newspapers.
2. It helps to know the print media organizations and anyone who are involved or plan to join the sector can know how to mitigate the influence of Facebook on printed newspapers.
3. It could serve as a springboard, especially for those who would have an interest to conduct a study that related in the study area.

1.6 SCOPE OF THE STUDY

This study focused on the perceived effects of social media on the news content of Addis Zemen and Reporter Amharic newspapers. The study uses the news of Addis Zemen and Reporter Amharic newspapers published from April 1, 2018 to August 30, 2018.

The newspapers to be selected are Addis Zemen (daily) and reporter Amharic (biweekly, Sunday and Wednesday). So from both newspapers the publication of Wednesday news was selected to make a balance, the researcher peak similar day from both newspapers.

1.7 LIMITATION OF THE STUDY

As the study focus on the perceived effects of social media on the news content of Addis Zemen and Reporter Amharic newspapers, for this study the informants are only the media practitioners of Addis Zenmen and Reporter Amharic newspapers. That means the study doesn't include about the audience or the readers side. Because studies conducted earlier by other researchers already assess about the readership sides. So, this can take as a limitation of this study. Additionally the difficulty of getting enough information from the social media pages of the newspapers can be taken as a limitation. The researcher manages those problems by using maximum effort to get sample stories from their social media pages helping by IT experts to download materials from backup.

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

1.8 organization of the study

This study consists of five chapters. The first chapter gives an introduction on the background of the study, a statement of the problem, objectives of the study, 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 the impact of social media on printed newspapers. The third Chapter presents discussions of the methodology of employed to conduct

this study and the reasons why the researcher has chosen the combination of quantitative and qualitative method. The fourth Chapter discusses the analysis and presentation of the data. This chapter discusses all the data collected from respondents through questionnaire, interview and the selected news from Addis Zemen and Reporter newspapers. Finally Chapter five provides conclusion and recommendations.

Definition of terms

NEWSPAPERS- are defined as "written publication containing news, information and advertisements usually printed on low-cost paper called newsprint". It is a printed Publication issued at regular, close intervals, especially daily or weekly, consisting of folded unstapled sheets and often containing current news, comment, feature articles, advertising and correspondence. Sandman et al, cited in

New Media: Blogs, Facebook, Twitter, Websites

Mainstream/traditional media: Printed Newspapers

Social media: Facebook, Twitter.

Online news: news story that published on a web.

Story: different types of news stories that can be news, articles, analysis and future.

Facebook : A social website that allows users to share information, create digital profiles and invite others to interact with them by being friends.

Exclusive news: the media institutions cover a story by planning and investigating from different sources. It is not event based. Other media's will not report about it simultaneously.

Regular news: type of news that is event based stories like meeting, anecdotal issues unlike planned, exclusive and investigative stories.

Future news: It is event based soft news story type. Once the reporters attend the event, they give detail and all situations to their audience. They can produce it after two or three or more days later. Relatively it have relaxing time than hard news.

News Genre: the category of news story such as planned (exclusive or only produced by one media institution or it can be investigative story), event based (stage story like meeting, press release, concert, etc)

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

Chapter Two

Review of Related Literature and Theoretical Framework

2.1 Introduction

This chapter contains issues related to social media/Facebook and newspaper in brief. First it provides an overview of the Internet, social media, new media, advantages of online platforms, new media and journalism, advantages and disadvantages of social media, traditional mass media and their function, the challenge of the rise of social media on newspapers and theoretical framework. Then it explores theories of media selection and use to describe the purposes for which the new media and mainstream media are being used. Based on that, it examines the perceived effects of the development of social media on printed newspapers.

2.1.1 The New Media

As new Media have a broad term, it is related to the Internet and the combination of images, technology, and sound. Due to that scholars give many definitions for it. Joy I. (2015) defined new media as "a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics. New media includes websites, streaming audio and video, chat rooms e-mail, online communities, web advertising, CD-ROM and DVD, virtual reality environments, integration of digital data with the telephone, such as Internet telephony, digital cameras, mobile computing."

Additionally, Logan (2010) sees new media as a term in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to "old media" such as the telephone, radio and, TV.

New media are web-based computer technologies which can be interactive and networkable such as the internet and website. Because of the nature of interactivity new media's preferred by millions around the world. Traditional form of publishing and broadcast are now stored in new media formats. Newspapers and magazines are widely available on the internet through mobile

phone, tablets, personal computers, and handheld materials. New media is a way of organizing a cloud of technology, skills, and processes. Eiber, S. (2006) stated that one of the primary characteristics of new media is that it is free from the linear restriction of older formats Such as newspaper, books, and magazines. According to Croteau and Hoynes (cited by Birhane, 2017), new media "radically break the connection between physical place and social place, making physical location much less significant for our social relationship.

New media platforms offer flexibility and convenience. Apart from being an alternative source of revenue for newspapers, they have additional features in dissemination of their stories . For instance, interactivity, which gives readers an opportunity to comment on the stories, seek answers and question content that has been published (Gleason, 2010).

The main reason for growth of news and information sharing in social media sites include the following: First, mainstream audience's today use social networks bringing their preoccupations and interests, including news sharing. The dramatic growth, in terms of global audience, recorded by Facebook between December 2007 and December 2008 was driven by users aged between 35 and 49 (Newman, 2009). The time people spend reading online content has more than doubled (Willnat, 2009) Fifteen percent of online users use Twitter and the figure has quadrupled since 2010 (Smith and Brenner 2012)

Second, Facebook developed news and activity feed in September 2006, which is now a default setting on a user's homepage. It links online readers with mainstream news sites. This gives the user access to other news-related sites and recommendations appearing on the homepage (Newman, 2009). Additionally, it can cost literally nothing to create content and make it available for other people to enjoy (Comm, 2009).

Third, websites have icons that allow users to easily share and link to promoted social networks. Video integration with YouTube has proven to be a huge boon because of the younger demographic, and news sites have followed suit (Newman, 2009).

Online news content is expected to have immediacy and be much more fluid, i.e. repeatedly updated, than printed news (Ward, 2003: 21; Pavlik, 2001). This, Pavlik argues, is a "better representation of events and processes in real life", and people want to get their news in real time and as fast as possible (Ibid, 2001). The Internet's ability to

quickly handle breaking news is surely one of its greatest advantages (Pape and Featherstone, 2005). However, very few online newspapers actually utilize this potential, because it is a challenging activity and as Ward (2003: 27) points out, failing to update an online news site immediately is contradictory to the nature of the Internet medium Mike Ward (2002).

2.1.2 The Internet

The Internet is a world-wide electronic network that enables many independent computer networks to connect together by using a common connection, called an Internet Protocol (IP). The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the web. Many people concluded that the web was over hyped, when in fact bubbles and consequent shakeouts appear to be a common feature of all technological revolutions. Shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage.

The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and Media Live International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having "crashed", the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have some things in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as "Web 2.0" might make sense? We agreed that it did, and so the Web 2.0 Conference was born.

Internet-based communication conforms to a particular set of data communications protocols that comprises a set of rules for exchanging information in virtual space for example the Transfer Communication Protocol (TCP) that is also known as Internet Protocol (IP). Computer networks use protocols to enable computers, printers and other network devices known as clients connected to each other through a server, to send and receive information (Onunga 1998 cited by GathiiMuria 2007).

2.1.3 The emergence of internet in Ethiopia

The use of the Internet in Ethiopia began in 1993 when the UN Economic Commission for Africa (whose headquarters are in Addis Ababa) established a store-and-forward email service called PADISNet (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to GreenNet's Internet gateway in London.

Because of no other services were available, the facility was heavily used by international organizations and NGOs, but also by some academics, individuals and private companies. At its peak the service had about 1,200 users ITU (2002).

In 1996, a broadly constituted 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. This, together with the PADIS/HealthNet services, helped build significant demand for full Internet access which was ultimately provided by ETC in January 1997. Following a survey of the potential market, Global One was contracted to commission the service (called EthioNet), carry out training and provide the upstream International bandwidth (256Kbps initially) via ETC's existing satellite earth station and circuits to the United States (backhauled to central Addis Ababa via microwave). Because ETC did not have a leased line data service at the time, Internet services were limited to dial-up access and local website hosting and development.

The ETC took over the administration of the .et Top Level Domain (TLD) from the technical administrator at UNECA when the EthioNet service was launched, and although it has developed a tariff for hosting sub domains of .et, it has yet to allow registration of new sub domains.

Training for users is provided via the ETC's Ethiopian Telecommunications Training Institute (ETTI) and free telephonic technical support is given for setup and e-mail issues, while directing other support queries to its helpdesk e-mail address.

Within a month of its launch EthioNet had over 600 users and this grew to 1,750 by February 1998 (including 200 in other towns), 2,500 in December 1999 (when bandwidth was upgraded to 1Mbps, with an additional 1Mbps added in June 2000) and about 3'500 by March 2001.

(Ibid:2002). According to June 2019 report of internet users in African, the number of Facebook users in Ethiopia reached more than 20 million.

From the most part, as Ethiopia is a developing country, mostly the media's were busy by covering issues related with developmental activities in the country. Even those who claim that they are an independent press, some magazines and newspapers, including the problem of circulation have long felt short of serving the rural citizens. However, due to diffusion of technology, problems and weakness of the press, and other factors, the people are looking for other media outlets. Due to that SMNs have come to serve as an alternative are mainly for issues ignored mostly at conventional media. Seleshie (2014) argues that, Facebook is serving as an alternative media platform to newspaper, radio and television as much contents of the platform are that overlooked on mainstream media.

As of December 31, 2012, the penetration rate of Facebook users in Ethiopia is 1.0%. This means there are 902, 440 users in the country (Internet World Stats, 2014). However, promisingly, in spite of the problems of internet access, the SMNs users are rising as internet accessed phones are enabling this to happen.

2.2 An overview of Social media

2.2.1 Definition of social media

It is possible to trace the emergence of social media to when Tim O'Reilly (2005) introduced the term 'Web 2.0' in 2005. While O'Reilly claims that 'Web 2.0' denotes actual changes whereby users' collective intelligence co-create the value of platforms like Google, Amazon, Wikipedia or Craigslist in a "community of connected users," (O'Reilly and Battelle 2009, 1) he admits that the term was mainly created for identifying the need of new economic strategies of Internet companies after the 'dot-com' crisis, in which the bursting of financial bubbles caused the collapse of many Internet companies. So he states in a paper published five years after the creation of the invention of the term 'Web 2.0' that this category was "a statement about the second coming of the Web after the dotcom bust" at a conference that was "designed to restore confidence in an industry that had lost its way after the dotcom bust" (ibid.).

On top of that, another author has defined the term social media as a communication medium which is catered by the Internet and that the content of the online communication is generated by the users (Mangold, W. G., & Faulds, D. J. (2009). Besides that, social media helps in conveying the information whether about the user or any issues and events, which it will then allow other online users to interact through commenting, updating, and engaging in the online participation.

According to Duggan (2015), Facebook is the number one social network in the world, far outpacing other popular platforms in regular use. So as Lon Safko(2012), social media is the media we use to be social.

2.2.2 History of social media

Social network media such as Facebook and Twitter have become increasingly important means by which citizens learn about issues related with public; they have also been praised as platforms for individuals and organizations to engage in deliberations on private and public affairs.

Demographics of Facebook the highest number of Facebook users as of October 2018 is, from India and the United States, followed by Indonesia, Brazil and Mexico. Region-wise, the highest number of users are from Asia-Pacific (947 million) followed by Europe (381 million) and US & Canada (242 million). The rest of the world has 750 million users. Over the 2008-2018 periods, the percentage of users under 34 declined to less than half of the total.

Worldwide, there are over 2.32 billion monthly active users (MAU) as of December 31, 2018. This is a 9 percent increase in Facebook MAUs year over year. This is compared to 2.27 billion MAUs for quarter three 2018. (Facebook 1/30/2019). There are 1.15 billion mobile daily active users (Mobile DAU) for December 2016, an increase of 23 percent year-over-year. (Source: Facebook as of 2/01/17) This is hugely significant and shows the dramatic growth of mobile traffic on Facebook. According to Facebook 2018 statistics 1.52 billion people on average log onto Facebook daily and are considered daily active users. There are 1.74 billion mobile active users (Mobile Facebook MAU) for December 2016 which is an increase of 21% year-over-year.

2.2.3 Social media types

A range of types or forms of social media that exist on the internet are ‘Magazines, Internet Forums, Weblogs, Social Blogs, Micro-Blogging, Wikis, Podcasts, Photographs, Videos, Rating and Social Bookmarking’ (Taprial and Kanwar, 2012: 30). Whereas, Kaplan and Heanlein (2010) in their widely cited journal classified social media in six broad types; Collaborative projects (e.g. Wikipedia), blogs content communities (e.g. YouTube), social networking sites like Facebook, microblogs (e.g. Twitter) and virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life). The social media tools are mutating though, the most famous known worldwide are numbered. As a result most common will be discussed here:

Facebook: began in February 2004 and open for public in 2006 though, it is the leading social media with the number of users. For the fact that it provides several services on the same platform, many are embracing Facebook as their best social media.

Twitter: created in March 2006 this micro blogging service let users use 140 characters to send a message. Micro-blog is the latest development of blog. It highly embraced by media outlets and the critical mass for fast information delivery.

Blogs: it is a contraction of the term web blog. Blogs traced back to 1990 and are popping up as an alternative media. Kiary turned interactive website, blog, enables the public to own its website for opinion, daily experience and thought. It allows for a conversation.

YouTube: Came to the sphere in 2005, YouTube is the leading video service on the internet that challenges the use of VCD/DVD. It gives a chance to anyone to upload video in such a way anybody could access and comment under. It is this social media type that serves footages a lot for mainstream media organizations during protests.

Wikipedia: an open webpage for all to edit and produce contents online, Wikipedia is embraced by a lot of users for the fact that it provides digested information. It is called most democratic forum by most for the reason that is free from advertising.

LinkedIn: launched in 2003, it is the biggest online professional network. This makes it different from other social media types. It is serving as networking role for professionals and to those who look for them.

Google+ with Google plus Google makes its latest effort to join the social networking space after a try with Google Wave, Buzz and Talk.

2.2.4 Characteristics of social media

Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. According to Heidi Cohen (2011) Social media has the following characteristics:

- Encompasses wide variety of content formats including text, video, photographs, audio, PDF and PowerPoint. ([Social content](#) is a by-product of creating content with your community.)
- Allows interactions to cross one or more platforms through social sharing, [email](#) and feeds.
- Involves different levels of engagement by participants who can create, comment or [lurk](#) on social media networks.
- Facilitates enhanced speed and breadth of information dissemination.
- Provides for [one-to-one, one-to-many and many-to-many communications](#).
- Enables communication to take place in real time or asynchronously over time.
- It can take place via a computer (including laptops and netbooks), [tablets](#) (including iPads, iTouch and others) and [mobile phones](#)(particularly smart phones).
- Extends engagement by creating real-time online events, extending online interactions offline, or augmenting [live events](#) online.

The social media can be defined by the characteristics of participation, openness, conversation, community, and connectivity (Hermida, 2010). These features of characteristics of social media show the powerful nature of the media over traditional media. They are incongruent with the networked society that is why they are changing strongly. Social media (Facebook, Twitter, Instagram, etc) differs from traditional media such as newspapers, television, radio, and others in

many ways. For this reason, it has several advantages when compared with traditional media. On the other hand, social media characterized by Taprial and Kanwar (2012) in five distinctive ways.

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

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

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

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

Reach: due to the internet; anything put on social media can reach anyone crossing social interaction of the yore limited by cute breaks.

2.2.5 Facebook – A prototypical social media site

Facebook is a social media site that was founded in 2004 by Mark Zuckerberg, EduardoSaverin, Dustin Moskovitz and Chris Hughes. It is designed to help people stay in touch with each other produce and consume content and connect with things they like. (Facebook, 2012)

Facebook is the most popular social network, one of the most visited in the world, Funk (2011) and considered to be a prototypical social medium. Chunsik, Jarvinen, and Sutherland, (2011) it is considered a potential marketing tool because of all of its active users.

Facebook is the number one social network in the world, far outpacing other popular platforms in regular use (Duggan et al., 2015). A Pew research report calls Facebook one of the most influential platforms for news and information (Anderson &Caumont, 2014).

Previous research suggests SNS users share news as part of their own information seeking goals, to socialize and to seek status Lee & Ma (2012). Facebook users are sharing all kinds of content but one study suggests news stories are the most common type (Baresch et al., 2011).

Facebook users are highly immersed in the news other people have chosen to share. People may not be setting out to read the news when they check Facebook. But it happens anyway - a process that has been described as "ambient journalism" (Hermida, 2012). News organizations may have lost some control over setting the agenda but so too have those who once used the media to set narratives (Johnson & Perlmutter, 2010). That is why the researcher wants to focus on Facebook in this particular study.

2.3 New media and Journalism

2.3.1 The use of new media for journalistic activities

New media comes with variety of advantages for journalistic activities. Social media such as Facebook, Youtube, Twitter and others has been used widely around the world. Mostly new media cannot be seen separately from other mediums, rather, it taken as a crutch for journalist's day to day activity. Social media helps by sourcing news leads and content is among the common use of social media for journalists in Ireland Heravi (2014). Similarly in Africa journalists are sourcing from social media. Although in South Africa, journalists mainly rely on traditional sources, the use of social media sources is increasing among journalists and media institutions (Rodny-Gumede & Hyde-Clarke, 2014).

2.3.2 The impact of technology on journalism

Technological advancement has been inextricably linked to the ability to disseminate information since the invention of the written word. From monks copying bibles by hand, we progress towards the invention of the printing press which was a massive paradigm shift, and had cascading repercussions on many aspects of everyday life. Technologies, according to mass media experts like Albarran (2007) and MacQuail (2005) is viewed as an agent of change. Due to that social Media technologies most probably presenting new media conduits where people can develop their own media. This suggests that people may no longer be limited to the mainstream media such as newspaper, magazine, television and radio or their preferred Websites" for any ways of getting information. The Audiences are expected to become more

interactive, voicing more what they see and know among themselves. MacQuail (2005) puts it, is shifting the balance of power from the conventional media to the audience.

Now days, the field of journalism was challenged in different ways. Such as the convergence of media formats, digitization of messages and diffusion of interactive technologies are some of the most vital ones. The booming of technologies (Internet) is changing the profession of journalism in different ways. Such as, it offers the media professional a vast array of resources and sheer endless technological possibilities to work with (Quinn, 1998; Pavlik, 1999); it has the potential to make the journalist as an intermediary force in democracy superfluous (Baroel, 1996); and it creates online journalism (Singer, 1998; Deuze, 1999). These all becomes a treat for journalism profession, especially for the printing newspaper industry unless they familiar with the newly emerged technologies.

2.4 Advantages and disadvantages of social media

Liu Y. (2010) stated that Social media tools have become ubiquitous. Most popular tools are Facebook, Wiki, YouTube, bulletin board, LinkedIn, blogging, and twittering. The advancement of modern technologies tries its best to accommodate the needs from people, especially the younger generation. As its young age, social media has questioned the status quo of journalism. Scholars who studied the century old and the emerging platform have spell diverging views on the impact of social media on journalism. These include seeing either social media as a threat or an opportunity for a profession of journalism. According to Garrison (1996), the advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. Domingo & Heinonen (2008, cited by Jessica E. Smith, 2015) added the presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper.

2.4.1 Advantages of social media for mainstream media

Social media which are a form of electronic communication have become the highest activity on the internet (Lynne, 2010). In contribution, Ganiyu, and Akinreti (2011), submit that the emergence of social media has increased interactivity among people, making them be producers and consumers of information in a simultaneous manner. Social media such as Facebook,

Twitter, 2go etc. have brought tremendous improvement in the communication system, it has provided different entertainment functions which serve as a tool for social change and fast exchange of information.

The emergence of Facebook has a golden opportunity for traditional printed newspapers by facilitating additional outlet to reach their audience. Not only that it reduce time and cost that reporters spent in searching information tips. Social media play an important role in news discovery (Reich, 2009). The information that posted on different social media such as on Facebook must have short and precise. Even the length of the text presented on the screen though should be kept to a maximum of perhaps 250 words and it may need cutting from the original (print) version. Rather than simply 'cutting from the bottom' as often happens in editing for the print media, the online journalist should make sure that all essential information is present on the first page. (Rudin and Ibboston 2002, introduction to journalism, Publish in Great retain). By appearing online the printed newspapers can disseminate their news immediately and can be appeared their stories as a breaking.

Some media have been slow to use interactive elements, though (Dibeau & Garrison, 2001; Greer & Mensing, 2004; Singer, 2002; Tankard & Ban, 1998). The current environment has media trying to determine whether online news is complementary or competitive for their operations (Dutta-Bergman, 2004) while journalists are trying to understand how to work in multiple media platforms (Huang, Davison, Shreve, Davis, Bettendorf, & Nair, 2003; Killebrew, 2004).

On the basis of speed, newspapers cannot compete with online news media. They distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010).

2.4.2 Disadvantages of social media for mainstream media's

Because social media tools are mostly free applications for public use, users' background is very diverse. Some people refuse to use any social media tools due to un-trusted sources. Nobody could really be sure what is truly happening on the other end of the wire. Online identity theft has led to numerous cases of financial even physical harm.

Towards the media perspective, Social media have its own impact on the profession of journalism. Deuze (2007) and Shirky (2008) state that social media put the profession of journalism to death, whereas Harper (2009), Belair-Gagnon (2012) and Hermida (2012) argue that social media has just merely raised a question on the status quo of journalism as it shapes and transforms the discipline. They stressed social media is shaping journalism. It has changed the way people communicate and the way information produced, consumed and distributed. Oppositely, Dimitrov (2014) asserts that journalism will survive with its professional status in the age of social media. Supporting Dimitrov views, Huffington (2008) adds that where social media is rising “will not only survive, journalism will thrive”. Self-assuredly, Tomno (2012) claims that social media has been named as “golden age of journalism.” Similarly, Newman (2009) and Montgomery (2014) contend that social media is not replacing journalism rather it offers an opportunity for the profession. For them, social media has brought additional platforms to provide information, to ignite discussion and to communicate easily with news and information consumers. Or the emergence of social media is a new challenge for journalism per se (Watt & Allan, 2013)

Audiences are no more to wait morning news papers or television sets for breaking news. The way institutions engage audiences is changing as well. Above all, in contrast to traditional journalism’s lecture, there comes a conversation. Researches show that social media has come to stay which in turn pushes media institutions look for presence in the new platform.

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Lowrey (1999) said both journalists and users must develop new schemas for processing news online instead of viewing it as a modified version of print journalism. This is an opportunity for newspapers to move past shovel ware content pushed directly from the print product to a Web page and convert stories into forms that make them worthwhile for the online user. To do so this needs well organized staff.

Now a day's mainstream news media especially printed newspapers are facing new challenges; new competitors, new demands and new expectations and opportunities due to the advancement in information gathering, processing and dissemination technologies. Major newspapers like Addis Zemen and Reoprter newspapers now days faced a great challenge from social media to be the first with breaking news.

2.5 Traditional mass media and their functions

The term 'traditional media' is used interchangeably with the terms 'mainstream media', 'old media', 'conventional media' 'Industrial media' and 'vintage media' as expressed by Defleur and Denis (2002). Consensus on what constitute traditional media has been reached as they are said to comprise eight different mediums namely: the book, newspaper, magazines, recordings, radio, movies, television and non-interactive Internet systems that have been evolving in that order from the time of the movable type of printing press by Gutenberg in the 15th century to date (MacQuail 2005; Defleur and Denis 2002; Littlejohn 1992).

The evolutions of these media are analyzed by this author in the background to the study part in chapter one and this chapter extends that by looking at their social functions.

Traditional media have played three important roles over the years. It has helped to inform, to educate and to influence opinion. Moreover, traditional media enables people to participate in events and interact with communities over long distance. For instance global events such as:- Olympic Games, World Cup soccer and royal weddings are capable of creating an intense conversation globally. Traditional media platforms such as, TV, radio and newspapers bring the outside world into our homes. The broadcast times of programs set the routine of life within a society. Their content provides viewers and listeners with something to talk about for days. Traditional media has served as a companion as well as an important source of information for the audience. However, the only drawback with traditional media is the fact that it is limited to a one-to-many approach, an approach in which one entity can communicate with many people in a way which is one directional. For instance, an ad campaign on a newspaper can be sent by a business and will be seen by perhaps thousands of people. But this approach does not allow the ad readers to communicate with the business, or easily disperse the information. This is one of

the drawbacks to traditional media. Due to this fact traditional media have been challenged by new media, which is changing the participation natures of the audiences.

2.5.1 Printed Newspapers

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008). Where they cannot compete with online news media on the basis of speed, newspapers are distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010).

2.5.2 Newspapers in Ethiopia

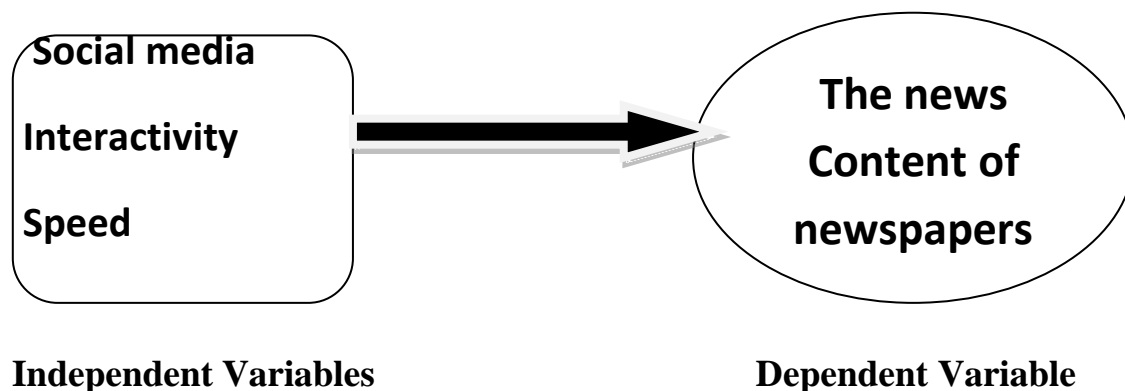
The history of media in Ethiopia dates back a century. *Le Semeurd' Ethiopia*, a bilingual weekly (1905–1911) and *Aimero* (1902-1903) are widely considered as the original newspapers in the country although some historical evidence suggests that the handwritten sheet produced by Blatta Gebre Egziabhere round 1900 probably preceded both *Le Semeurd' Ethiopia* and *Aimero* and may, therefore, be considered the first Amharic 'newspaper' in the country (Pankrust, 1992). Then, followed *Berhanena Selma* in 1923 by the progressive crown Prince, Ras Teferi Mekonen to disseminate leftist views and as an instrument against the conservative nobility (Shimeles, 2000).

In 1941, two Amharic newspapers, *Sendek Alamachin* and *Addis Zemen* were launched to reflect the era of liberation from the Italian occupation (Mekuria, 2006). Other newspapers both in local and foreign language were also started in the Haile Selassie regime like *Ethiopian Herald*, *Yezareyio Ethioia* and different magazines.

After new political order was established in 1991 by the coming of EPRDF (Ethiopian People's Revolutionary Democratic Front) a new press law was proclaimed on 21 October 1992 that guarantees a relative freedom of speech (Pankrust, 1992) and The 1995 Constitution of Ethiopia secured a free press in its Article 29 (Mekuria, 2006).

The Ethiopian publishing industry mushroomed after the Press Bill of 1992. Figures differ, but according to the Government, 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. At any one time, there are probably about 20 different newspapers for sale in Addis Ababa. More than half of the total numbers of newspapers and magazines have vanished as dramatically as they have appeared during the same five-year period, often because of limited resources. According to Ethiopian Broadcasting agency (EBA, 2019) recently there is 123 registered newspapers, of which 13 were under distribution And 300 registered magazines of which only 17 were under distribution. Additionally 98 TV and Radio broadcast channels were licensed of which 74 were broadcast actively.

2.6 Conceptual Framework



As the figure shows the social media aspects that influence the news content of newspapers are: the proliferation of social media, interactivity of the platform and the speed of the information dissemination influences on the news content of newspapers. These aspects are the independent variables and expected to influence the newspapers to change their news content. This study finding shows that the proliferation of social media becomes a challenge for the newspapers to change their content.

2.7 Theoretical Framework

This study anchored on technology determinism theory of Marshall McLuhan developed in 1960s. The theory states that media technologies shape how we as individuals in a society think, feel act and how a society operates as we move from one technology age to another. In another way, McLuhan theories assumes that changes in media forms and technology can change our way of gaining experience in essential ways and even our relations with others” (MacQuail 2005:79).

This theory proposes that people select communication technologies based largely on the attributes of the medium (Daft and Lengel, 1984). Another transition is taking place in the realm of communication across all the media typologies i.e. print, broadcast, and cinematography. Our world is now a digital world and its technology is forever evolving, technology drives the change. Some of the biggest technological changes over the past decade have been phones, computers, and television and it is still evolving. In the context of Dizard, Jr. (1997), what is happening across the world at the moment is that “the media industries are going through a transitional period in which old technologies are being adapted to new tastes. The most interesting example of this is the Internet, which relies on old fashioned telephone circuits and ordinary computer modems. Assessing the impact of the internet after two decades of its emergence, Wigston (2009) says “the emergence of new media technologies over the past 20 years has dramatically changed the media environment that many of us have been familiar with,” additionally “the internet has changed the way in which most of us work and live.”.McQuail (2010) however revealed: "the expression 'new media' has been in use since the 1960s and encompasses an expanding and diversifying set of applied communication technologies". Burton (2010:37), quoting McQuail (2000) identified four main characteristics of 'new media', namely: Interpersonal communication media i.e. email, Interactive play media, an example is computer games, Information search media, i.e. Net search engines, Participatory media, such as Net chat rooms. Features of the new media such as those listed above in the context of Alexander Hanson (2005) points to the fact that the coming on board of new media is a development that instigated a populist political movement where citizens have great access to the political world than ever before. Many commentators claimed that (Natalie Fenton, 2010) journalism is undergoing a

fundamental transformation one the key reason cited for this transformation is changing nature of technology, which is claimed to impact directly upon the practice of journalism and access to the profession.

The nature of this transformation is considered variably as a negative and positive development. Over the years we have invented many technical devices, television, mobile technology and computer technology being the most important and effective to our lifestyle. These individual technical devices are now evolving into one another. For example, mobile technology now offers new possibilities and has merged with television and computer technology. People by using the internet, they can watch television on their phone and can use news applications.

Nowadays instead of picking up a newspaper or waiting for the news on the television or radio, they can look at it straight away on their phone by just entering an application such as the Aljazeera, CNN and BBC News application. Games, emailing, photography, video-recording and it has now even evolved in 3D technology. They can text, tweet by using mobile applications including messenger more recently WhatsApp (Ibid, 2010). With technological advancements that made computers more affordable and suitable. Newspapers such as the Atlanta Journal had graphical and navigational capabilities far beyond prior efforts. Of course, all of this was made possible by the growth of and increased access to the Internet. Now media companies had a standard format to build their convergence efforts (Ibid, 2010).The convergence of information supply and the competition of communication professions will force journalism online and offline to become more transparent, responsive and indeed interactive. These all create new challenges to printed newspaper industries.

Chapter Three

Research Methodology

3.1 Introduction

As the aim of this study was to assess the perceived effects of social media/Facebook, on the news contents of Addis Zemen and Reporter Amharic newspapers. The chapter presents the methodology of the study; such as Method of research techniques, the research design, subject of the study, population and sampling, data collection instruments, data collection procedures, techniques of data analysis and printed documents were discussed in detail. The current chapter were discusses the research methodology, data collection procedures, sampling techniques and data presentation and analysis were employed to access the data and to answer the research questions were stated in chapter one. It begins with explaining the methodology selected for this particular study and describe the qualitative and the quantitative data were discussed separately. The qualitative component of the study discussed the tools, procedures and techniques used to grasp deep understanding of the effects of social media in the context of the study.

3.2 Research Design

The study used descriptive research design for this particular research. The aim of descriptive research is to provide an accurate and valid representation of the factors or variables that pertain / are relevant to the research question. So the study described the perceived effects of social media on the news content of Addis Zemen and Reporter Amharic newspapers were described according to the data that collected through survey questionnaire, in depth interview and assessing of newspapers were described well.

3.3 Mixed Research Approach

The study approaches the combination of qualitative and quantitative methods to answer the basic research questions. It is a combination of qualitative and quantitative methods since it includes the elements of both approaches (Zoltan, 2007). This type of research method has come of age. In mixed methods research (MMR), data collection involves both the collection of quantitative and qualitative data, distinct designs as well. The main reason of using mixed

method, each method has its weakness, thus using multiple methods (triangulation) is advantageous. This method which is based at integration of different research designs lies at an assumption of pragmatism. Therefore, mixed method was involved. This would help to understand the research problem and important to answer the research questions. The basic premise of this methodology is, such integration permits a more complete and synergistic utilization of data than using quantitative and qualitative data collection and analysis separately. This approach is, thus, seen as suitable for this particular study which assess the perceived effects of social media/Facebook on the news content of Adiss Zemen and Reporter newspapers.

3.3.1. Qualitative research

Qualitative research is an interpretive research in which the researcher has a direct contact with the participants. Qualitative approach of research is concerned with subject assessment of attitudes, opinions, and behavior, in this situation the researcher's role are understandings and impressions Kothari (2004). Creswell also added that, qualitative is an approach for understanding the meaning and views of individuals or groups ascribe to human or social problems, whereas quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014). The qualitative method includes observation, interview, focus groups and others. Therefore, in this study qualitative research method helps to harmonize what the questionnaire (quantitative data) could not extract and as a mechanism of discussing the issue more thoroughly. Thus, in this study individual in depth interview were used to collect the qualitative data. The researcher assumes that the qualitative approach is appropriate and necessary to answer the research questions of the study by getting and talking to the right people who were concerned with the subjects of the study.

3.3.2. Quantitative research

The second component of this particular research is quantitative. The quantitative research component of this particular study used questionnaire to gather primary data. The quantitative research refers to approaches of empirical inquiry that collect, analyze, and display data in numerical rather than narrative form (Given, 2008). It involves survey, content analysis, experimental studies and non-experimental studies. The main data for the present study employed survey questionnaire. Survey is a research design in quantitative research. It is a

method used by social scientists to empirically and scientifically study and provide information about people and social phenomena (Lavrakas, 2008). For that reason, questionnaire, the main instrument to collect data in survey research, was used by the researcher in this study to collect the attitude, behavior, experience and understanding of journalists toward the perceived effects of social media/Facebook on Addis Zemen and Reporter Amharic newspapers.

3.4 Subjects of the Study

The subjects of this study are journalists from two media institutions and the media institutions themselves. The two media organizations are Addis Zemen and Reporter Amharic Newspapers. The media organizations are selected from two different ownerships: Addis Zemen Newspaper is state owned while Reporter Newspaper is licensed for private. This is for the fact that not to be biased while selecting subjects of the study. Thus, the study purposely selected the subjects of the study. In the in-depth interview four media personnel's (two from Addis Zemen and two from Reporter newspapers) were the subject of the study. Thus, the researcher purposively selected the subjects of the study and the justification will be discussed ahead.

3.5. Sampling technique

Samples are very important in research because it is not feasible for a researcher to study the whole population. In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal. As a topic is to assess the perceived effects of social media/Facebook on the news contents of Addis Zemen and Reporter Amharic newspapers, the informants were selected purposively from two newspaper media institutions.

Addis Zemen and Reporter Amharic newspapers were selected as the subject of the present study. Addis Zemen is the daily Amharic published government newspaper. The newspaper was set up in 1941. Reporter Amharic newspaper is a privately owned newspaper. It was founded in 1995 after the fall down of the Military and Communist government in 1991. The newspaper publishes twice a week, every Sunday and Wednesday in Amharic language. As it indicates both are well

established in Ethiopia and they have expected as a better experienced institutions in the newspaper industries, the researcher believes that using those newspapers were help to find tangible effects of social media/Facebook in printed newspaper industries. Hence, the need to include the newspapers in the sample is vital.

On the other hand, Consideration was also given to experienced journalists who filled up the questionnaire. The researcher selects the informants by considering their years of experience and their career (not assigned on especial reporting) mostly engaged on news related stories rather than column writers were purposively selected as they were expected to have a better knowledge about the effects of social media/Facebook, by relating with their daily activities.

Additionally, the researcher was assessed news stories from Addis Zemen and Reporter Amharic newspapers, to triangulate the data that collected qualitatively. However, the researcher selects only Wednesday publication of the two newspaper organization. It is true that Addis Zemen is daily and Reporter Amharic newspaper is biweekly. By considering this, the researcher selected the days that planned and analytical stories were released most of the time on those newspapers. Auspiciously, the researcher select Wednesday publications were suitable for this particular study. Due to that, the researcher was look at stories that published on those newspapers about five consecutive months from 1 April, 2018 to 30 August, 2018. Finally the researcher identified 357 news stories that are in the form of planned, event, analytical and feature. Hence, it used to consider the tendencies that: 1) to identify which stories treated as (planned, event and analytical) stories were produced at the selected period; 2) In terms of timeliness how they are carefully published stories in respected time were assessed. Finally the data were used to cheek the data that gathered qualitatively.

3.6 Data Sources

In this study the primary and secondary data were used.

3.6.1 Primary data sources

In this study the primary data were employed. Primary data is the data which collected and firsthand for the researcher. Due to that the study used as primary data such as individual in-depth interview and questionnaire.

3.6.2 Secondary Data sources

In this particular study the researcher used secondary data. Secondary data were collected from the data that prepared by others. Such as books, scholars, newspapers, research findings, speeches etc. However in this study newspapers were employed as a secondary data.

3.7 Data collection instruments

Gathering data for research depends on the basic research questions and the paradigm the study falls into. This is due to the fact that the tools for gathering data are important to answer the questions raised in the study. In research there are several methods of data collection and the method for primary and secondary data are different. According to Wimmer and Dominick (2011) data collection method is a specific data collection process in accordance with the assumption of the selected methodology. To do so, for these study the researcher adopted survey questionnaire and in-depth interview as a primary data. Newspapers, books, journal articles, workshop papers, study reports, scholars and online documents were used as a secondary data collection tool. These tools use to feed the research with data's in such a way enhances the data presentation and analysis. Therefore, those data collection instruments of the research were separately discussed in detail.

3.7.1 Individual in-depth interview

In this study, in-depth interview were employed when the necessary information is expected to acquire from few people with special knowledge about the subject under the study. In this case, information was obtained as the researcher and the participant contact face-to-face, enabling the researcher to probe more questions. According to Wimmer and Dominick (2006:135) intensive or in-depth interviews are essentially a hybrid of one-on-one interview approach which is the most effective for information gathering when dealing with small number of respondents. For this particular research unstructured interview questions were employed. This type of interview involves fairly rigidly stated questions, but which the researchers do not have to follow any specific, or predetermined order (Grix, 2004). This may help to give a chance to the respondents to articulate their answers, ideas, beliefs and opinions in their own term. Moreover, it helps the researcher to forward follow up questions. In addition to that in-depth interview helps to verify the quantitative finding to the answers given by similar questions but in different format.

Furthermore, the interview questions were unstructured. Because of this qualitative method is suit better to understand the informant's views for the method stresses the need to see through the eyes of the researcher to understand the perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic newspapers in their own views.

In this particular research an in-depth interview was conducted with four interviewees from newspaper media institutions. The interviewee from newspaper institutions were selected purposively according to their years of experience and hierarchical position. Because, when they are well experienced in the profession and at the position they can have a better knowledge towards the effects of social media on their organization newspapers.

Therefore, to achieve the intended objectives, the study used an individual in-depth interview with media practitioners such as editors, editor in-chief's and managing editors. During the interview the researcher were used professional sound recorder and took notes.

3.7.2 Survey questionnaire

Questionnaire is a popular method of data collection instrument in quantitative research. Barr, Davis and Johnson (As cited in Singh, 2006) questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired. Basically, in this study the survey questions were close ended and distributed in Amharic languages by aiming to get the better views of journalists. Later on questionnaires and responses that given by the informants were, interpreted to English language. The questions were prepared by likert-scale. The questionnaires were distributed to journalists to triangulate the data were gathered qualitatively. In this study the survey involved thirty respondents (fifteen from Addis Zemen and fifteen from Reporter Amharic newspapers) selected purposively to meet the research questions. The researcher selects the informants by considering their years of experience and their carrier (not assigned on especial reporting) mostly engaged on news related stories rather than column writers were purposively selected. Because, they were expected to have a better knowledge about the effects of social media/Facebook through their daily activities and trends.

3.7.3 Document Analysis

In this study the researcher were assessed the news that published on Addis Zemen and Reporter Amharic newspapers within the selected time period. The researcher purposively select the news from Wednesday publication of the two sampled newspapers that helps the researcher in identifying the coverage of stories reported by the two sampled newspaper media institutions within the selected time period. The main aim is by assessing their tendencies on what genre of stories (planned, event, feature or analytical stories) largely covered, to triangulate the data collected qualitatively.

3.8 Population and Sampling

In this study, there are two data sources were used, primary and secondary data sources. The primary data source contains the first hand information about the issue. So, in this study in- depth interview and questionnaire were employed to collect primary data. Whereas, secondary data were collected from published materials like newspapers, books and speeches. In these particular study newspapers were took as a secondary data.

The study employed in depth interview with four media practitioners were selected purposively (two producers and two editor in chief's from Addis Zemen and similarly from Reporter Amharic newspapers). To triangulate the data, the questionnaire was distributed for thirty reporters (Fifteen from Addis Zemen and Fifteen from Reporter Aharic newspapers) who are working in the selected newspapers as a sample. There are two types of questions were used. For the individual in depth interview, the questions were unstructured and for the questionnaire multiple choice type of question were employed.

For this particular study newspapers were assessed. Due to that the publication of Addis Zemen and Reporter Amharic newspapers from 1 April 2018 to 30 August 2018 and the news posted on the sampled newspapers Facebook pages were analyzed.

3.9 Data Collection Procedures

For this particular study, to collect data from different sources, from the beginning the researchers were having letter of recommendation from Addis Ababa University faculty of journalism and communicated with Addis Zemen and Reporter Amharic newspaper. The researcher submitted the letter of recommendation to the head of newsrooms of both newspaper organizations. The researcher physical presence is important to create understanding with the people who are in the newsroom and to select appropriate professionals that help to meet the research objectives. Finally, the researcher was disseminating questionnaires to the selected informants and having an appointment to conduct the interview. The date, place and time of the interview were selected according to the consent of the interviewees. Because of the busy nature of the newsroom, working with shift and annual leave becomes impossible to disseminate and collect the questionnaire easily. Additionally the researcher was assessed documents to collect secondary data from four consecutive month's publication of Addis Zemen and Reporter Amharic newspapers. Additionally the news that post by the sampled organizations through their Facebook pages with similar months. To do so, because of the interruption of internet and to get the news that post on their Facebook page, it has to be challenging to the researcher. The Questionnaires and interview questions were prepared in Amharic language and finally transcribed to English.

3.10. Data Analysis Techniques

Since the study employed both qualitative and quantitative research methods, as the way of the data collection, the way of presentation and data analysis also different. The raw data were transcribed and organized in various categories of themes and in line with the breadth and scope of the study. The analysis of the data was done on the basis of the objectives of the study applying largely qualitative techniques. The researcher had 40-60 seconds duration interviews with editors, editor in-chief and managing editors were recorded with tape recorder machine and note were took. Finally the interview transcribed and translated from Amharic to English language and quoted carefully.

Some quantitative aspects were also included from findings of attitudinal test questionnaires, which were designed to measure the effects of social media on their newspaper in general and their journalistic activities in particular. To do so, quantitative data were analyzed by using descriptive statistics. Descriptive statistics is a branch of statistics usually used in presenting a quantitative analysis of data in a simple way Uri Peter (2019). In a study, there are quite number of variables that are usually measured. According to Wimmer and Dominick (2011), Descriptive statistics is a way to condense and organize data in a meaningful way in such a way it would be easier for interpretation. Therefore, descriptive statistics comes in to break numerous amounts of data into a simple form. As descriptive statistics is a great way of breaking raw data into meaningful piece of information that can be easily understood by people they are intended for. On top of that, the quantitative data were analyzed by discussing numerical data briefly and in a simple way. In this study, the research questions were answered by analyzing and presenting the collected data with the help of tables, the power of words and studies with the support of theories as well.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The objective of this particular study was to assess the perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic newspapers. Based on the objectives of the study, data were collected by using questionnaire, in-depth interview and by assessing stories from the selected newspapers as a sample. Therefore, this chapter deals with data presentation, analysis and discussion of the findings in a manner that is understandable.

As the study aims to assess the effect of social media on the news contents of Addis Zemen and Reporter Amharic newspapers, the effects both positively and negatively were examined. Such as the changes in the way of covering stories, the changes in focusing of genres of news, and how social media/Facebook becomes advantageous or disadvantageous for the printed newspapers. Also the measures took by the newspaper institutions by mitigate the influence of social media on their newspapers, to meet the question of timeliness and to be competent in the market at this digital era were presented and analyzed accordingly with the objectives of the study. Besides, the printed news papers use of social media for journalism purpose were studied. The impact of the rise of social media networks/Facebook and their effects on the Ethiopian print media landscape, including the potentials and challenges are examined as well.

The data was collected from 36 journalists such as (reporters, senior reporters, producers, editors, senior editors, editors in chief, managing editors and social media activists) selected purposively. What is more, the collected data through assessment of printed newspapers from 1 April 2018 to 30 August 2018 were utilized together with the data gathered through interview and questionnaire were presented and analyzed.

In this chapter the data collected qualitatively and quantitatively were discussed very carefully. The results of the analyses of both the questionnaire and interview data are presented below. Then the data were discussed according the literatures and the chosen theoretical frameworks.

4.2 Demographics of research participants

For this particular study 34 journalists were taken as a sample. Among them for quantitative study, 30 people participated in answering questionnaires who are journalists worked in two media institutions, 15 from Addis Zemen and 15 from Reporter Amharic newspapers and all questionnaire's were completed and returned to the researcher. Therefore, the response rate is 100% and it is excellent. On the other hand qualitative data were collected from four media practitioners of which two from Addis Zemen and two from Reporter Amharic Newspapers were interviewed.

In this chapter the data collected through in depth interview, questionnaire and the assessment of newspapers were analyzed carefully.

4.2.1 Demographic Profile of Respondents

The researcher did not control gender, as these factors were not found to have any theoretical implications towards the effects of social media on Addis Zemen and Reporter newspapers. But majority of the respondents were male as compared to female. The study used 34 professionals in the field of journalism from Addis Zemen and Reporter Amharic newspapers. Almost all respondents have first degree in their field. So, this can take as good opportunity to consider the way how using social media in relation with the printed newspapers accordingly.

The study used respondents from both privately and governmental owned newspaper institutions. The following table indicated that the respondents from which organizations were taken as a sample in this study. It helps the researcher to examine how the influence of social media in private and government owned newspaper institutions looks like.

The following table present the data that the respondents who were working in two different ownerships (Government and private) newspaper media institutions, that help the study to look at the perceived effects of social media in private and public printed newspaper industries.

Table 1 Respondents produce content for

No	Respondents by Media Institutions	Frequency	Percentage
1	Government (State) owned media	17	50%
2	Private owned media	17	50%
Total		34	100%

Table 1 shows that the number of journalists working for private media accounts 17 which means (50 %) of them were worked in private institutions and 17 informant's form (50%) were working at governmental media institution. Which means the number almost the same and the number which of the government of the total sample taken in the study. That means the number of journalists working in government and private media in the sampled newspapers organizations were equal.

The next table shows that the age distribution of the respondents sampled in the study to assess the perceived effects of social media on the news contents of Addis Zemen and Reporter Amharic news papers. The aim to include the age of the respondents in the study was how the age level of professionals in the use of social media in their carrier to be studied.

Table 2 Respondents Age distribution

No.	Age Interval	Frequency	Percentage
1	20-25	2	5.8%
2	26-30	10	29.4%
3	31-35	11	32.3%
4	36-40	7	20.5%
5	41 and above	4	11.7%
Total		34	100%

According to Table 2 shows that the age distribution of journalists in the sample 11 of them are aged between 30-35 constituting (32.3%) followed by 10 journalists were 26-30 aged journalists that formed (29.4%) of the sample. This shows that 88 % of journalists are below age 40 and above 40 aged journalists account only 4 in number (11.7%). This shows that journalism is a young profession and embraced by the youth in Ethiopia. As Birhanu (2014), there is an age distribution difference in media industries that shows journalism is a younger profession. So this directly related with the youth are highly familiar in using Facebook. This implies that journalists were high tendency to get news from social media pages. So they can generate what sort of story to be produce in different way.

Even though, social media gives the opportunity to use by its platforms it needs some sort of knowledge how to use it. Similarly, journalists were expected to have a knowledge how they use it ethically for their job. So the next table shows the respondents level of education as follow.

Table 3 Respondents level of education

No	Level of Education	Frequency	Percentage
1	Certificate	0	0%
2	Diploma	1	2.9%
3	BA/BSc Degree	29	85.2%
4	MA/MSc Degree	4	11.7%
5	Doctorate Degree	0	0%
Total		34	100%

The above table shows that quite a number of journalists 29 of them (85.2%) earned BA/BSc degree. Whereas, four respondents (11.7%) were MA/MSc holders. Only one respondent were diploma holders the one that would account 2.9% of the total sample. Birhanu (2014) posits that there is a dramatic change in educational background of journalists when compared to a research conducted nine years before. The educational background of journalists has improved than it was, (Ibid). The number of degree holders increased and the certificate holders jumped to Diploma or Degree. Thus in this research, there was no working journalist neither with a certificatenor with a PhD in Ethiopian print media institutions. The majority of the journalists'

education level was Degree. This indicates that Addis Zemen and Reporter newspapers media institutions are hiring educated professionals. So they were expected to have well understanding towards how to handle the challenges of social media on their institution.

The following data under table four shows that the positions of the respondents who were engaged in the study that aimed to show the study used appropriate professionals were used to answer the research questions about the effects of social media on the printed newspapers through their routine work.

Table 4 - Journalists by current duties

No	Job Titles of Journalists	Frequency	Percentage
1	Reporter	13	38.2%
2	Senior Reporter	2	5.8%
3	Producer	6	17.6%
4	Assistant Producer	2	5.8%
5	Senior Producer	1	2.9%
6	Editor	5	14.7%
7	Senior Editor	7	20.5%
Total		34	100%

Table 4 shows that in terms of duties, 34 respondents were indicated as their current duties with the majority (13) were being 38.2% reporters followed by seven senior editors consists (20.5%) as shown in the table. Six producers consists of 6(17.6 %) were followed by five editors consists 14.7%. Similarly two senior reporters 2 (5.8%) shared by senior reporters and assistant producers followed by one senior producer 1(2.9%). It is worth noting that these percentages are relative to all those who participated in the study. That means most of the respondents were at a position of reporter that means even they are the frontiers in the use of social media which means reporters were expected to searching, gathering and producing news stories for their newspapers. Because of the highly interaction of their duty, it is a good chance to answer the research questions properly.

The respondents of this particular study were experienced in the profession of journalism particularly in the newspaper organizations. It helps to form the exact answers to address the research questions through their experience in the sampled newspaper organizations.

Table 5 Journalists years of experience

No	Years of experience	Frequency	Percentage
1	1-5	8	26.6%
2	6-10	12	40%
3	11-15	6	20%
4	16-20	4	13.3%
5	21 and Above	0	0%
		30	100%

Table 5 indicated that the majority of journalists in this survey questionnaire have 6-10 years of experience in media work 12 (40%), followed by journalists who stayed in media for 1-5 years 8 (26.6%). This implies that 14 (66.6%) of journalists have below 10 years of experience. The more the number of experience goes, the more the frequency of journalists decline. Journalists who have more than 11 years of experience are 6 (20%) of all journalists. This does tell that the field of journalism in Ethiopia is filled by mobile journalists who use the profession as a way to brand themselves and leave the profession. Weaver (2005) argues that this would be moderately common trend in many countries around the world. Mainly, the factors cannot only attributed to economic benefits as dissatisfactions with regard to lack of professional media environment and others are common in Ethiopian media industries (Shubba, 2014).

Social media were perceived by printed media organizations both as an opportunity and a treat. Towards the opportunity it gives several advantages for the printed newspapers by introducing the new platform. The next two consecutive tables were shows that the journalists perception towards social media by their organizations as an opportunity or as a treat.

Table -6 Journalists response on the perception of social media on their organizations as an opportunity

No	Social media perceived as an opportunity in your organization	Frequency	Percentage
1	Strongly Agree	3	10%
2	Agree	16	53.3%
3	Disagree	11	36.6%
4	Strongly Disagree	0	0%
Total		30	100%

As table 6 show that, the importance of social media is perceived by the print media organization as an opportunity. The majority of respondents 16 (53.3%) agree that social media perceived as an opportunity by their organization. As the table shows that, 11 (36.6%) of the informants believe that using social media is not appreciated by their organization. Whereas, 3(10%) of the respondents strongly agree that social media is perceived as an opportunity by their organization. So, the majority 19 (63%) of the respondents agree that social media is perceived as an opportunity by their organizations.

Table – 7 Journalists response about social media is perceived as a treat by their organization

No	Social media perceived as a treat in your organization	Frequency	Percentage
1	Strongly Agree	4	13.3%
2	Agree	6	20%
3	Disagree	18	60%
4	Strongly Disagree	2	6.6%
Total		30	100%

Table 7 shows that, the majority of journalists believe that social media doesn't perceived as a treat by their organization. 18 journalists that formed 18 (60%) of the sample responded that disagree, whereas 20% of journalists agree that social media were perceived as a treat by their organization. Oppositely the lesser journalists 4 (13.3%) strongly agreed that social media perceived as a treat by their institution. Few journalists 2 (6.6%) indicated that they strongly disagree. This implies that social media is not perceived by printed newspapers as a treat.

To sum up, in printed newspapers industries social media were not perceived as a treat by their organization.

Even social media were perceived by printed newspaper organizations as an opportunity it influence them by one or any means to focus on searching the new insights. Table 8 and table 9 were present about what the influence looks like.

Table – 8 Journalists perception on social media influences the newspaper to focus on depth analysis

No	Social media influence your newspaper to focus on depth analysis	Frequency	Percentage
1	Strongly Agree	4	13.3%
2	Agree	17	56.6%
3	Disagree	8	26.6%
4	Strongly Disagree	1	3.3%
Total		30	100%

Table 8 shows that majority of respondents 17 (56.6%) agree with social media influence the newspapers to focus on depth analysis than covering event based stories. Whereas 8 (26.6%) were disagree with it. The rest respondent's 4 (13.3%) strongly agree that social media influence newspapers to focus on covering depth news than event or regular news. Only 1(3.3%) of the respondent strongly disagree that the influence of social media leads the newspapers to

focus on covering depth analysis. Totally 21 (69.9%) of the respondents were agreed that social media influence their newspaper to focus on depth analysis. This implies that due to the influence of social media newspapers were largely focused on giving depth for their stories.

The data under the above table indicated that Social Media have certainly changed the way of printed newspapers to push on focusing genre of the news stories from event based stories to the analytical one.

Table –9 the influence of social media leads newspapers to focus on exclusive/planed than regular news coverage

No	social media influences your organization newspaper to focus on exclusive/planed than regular news	Frequency	Percentage
1	Strongly Agree	7	23.3%
2	Agree	13	43.3%
3	Disagree	9	30%
4	Strongly Disagree	0	0%
Total		30	100%

According to table 9 due to the influence of social media, newspapers focus largely on covering exclusive news than the regular one. 13 (43.3%) respondents agree that social media influence printed newspapers to focus on exclusive or planed news stories than covering event based news. Whereas 9 (30%) respondents believe that, social media doesn't influence printed newspapers to focus largely on covering exclusive news. But 7 (23.3%) were strongly agreed that social media influence newspapers to focus on exclusive news than covering regular news. However the influence of social media leads the printed newspapers to focus on exclusive or planed news stories were agree by 20 (66.6%) of the total respondents. However, the influence of social media leads printed newspapers to focus largely on planned or exclusive stories. This might be kept the printed newspapers to survive in the market as an alternative medium.

However, the respondents and the informants said social media influences printed newspapers to focus largely on planned and analytical news stories than event news, the assessed data from newspapers indicated that they were still largely focused on covering event stories.

Table –10 Influence of social media on the competitiveness of newspapers

No	Social media influence the competitiveness of your organization's newspaper	Frequency	Percentage
1	Strongly Agree	6	20%
2	Agree	13	43.3%
3	Disagree	11	36.6%
4	Strongly Disagree	0	0%
Total		30	100%

Table 10 show that the majority of journalists 13 (43%) agree that social media influence the competitiveness of printed newspaper organizations. Whereas 11 (36%) are disagree with view of social media influence the competitiveness of newspapers. The rest 6 (20%) strongly agree that social media influence on the competitiveness of printed newspapers. Generally 19 (63.3%) agree that social media influence the competitiveness of printed newspapers by any means. This implies that the competitiveness of printed newspapers were fall under the influence of social media.

As table 11 shows that to escape from this influence, newspapers were take possible actions to mitigate the influence.

Table –11 Actions taken by the media organization to mitigate the influence of social media

No	To mitigate the influence of social media actions taken by your organization	Frequency	Percentage
1	Strongly Agree	3	10%
2	Agree	18	60%
3	Disagree	7	23.3%
4	Strongly Disagree	2	6.6%
Total		30	100%

The above table show that majority of journalists agree that printed newspaper organizations take possible actions to reduce the influence of social media. 18 journalists that formed 18 (60%) of the sample responded that they are agreeing. Whereas, 7 (23.3%) of journalists responded that they disagree, 3 (10%) journalists claim that they strongly agree that possible actions taken by printed newspaper organization to reduce the influence of social media. The rest 2 (6.6%) of respondents strongly disagree. This means generally 21 (70 %) of journalists agree that the media institutions to reassure their survival in the market takes possible actions to reduce the influence of social media/Facebook.

Social media comes with an ample opportunity by providing lots of tip information, it reduce the reporters fatigue to find stories here and there. So the next table showed that the use of social media as a tip in printed newspaper.

Table- 12 Using social media as a source of a tip of information

No	Your organization use social media to get tip information	Frequency	Percentage
1	Always	0	0%
2	Many times	2	6.6%
3	Sometimes	24	80%
4	Never	4	13.3%
Total		30	100%

Table 12 show that printed media organizations use social media to get tip information sometimes. 24(80%) of respondents believe that the print media institution sometimes use social media to get tip information. Whereas 4 (13.3%) journalists witnessed that the printed newspapers never use social media as a source of tip information. Only 2 (6.6%) journalists believe that many times they use social media to get information tip. That means printed newspaper organizations do not use social media always as tip information.

As social media have its own influence on printed newspapers, the media organizations make a change on the contents of their newspapers.

Table –13 To reduce the influence of social media the organization make a change on the genres of their news content of the newspaper

No	Due to the influence of social media the institution make a change on its gunner of news	Frequency	Percentage
1	Strongly Agree	2	6.6%
2	Agree	17	56.6%
3	Disagree	10	33.3%
4	Strongly Disagree	1	3.3%
Total		30	100%

As table 13 indicated that 17 (56.6%) of respondents agree that due to the influence of social media, newspaper institutions make a change on their news content. Whereas 10(33.3%) disagree. While 2 (6.6%) of respondents strongly agree with the idea and1 (3.3%) was strongly disagreeing. Totally that means, most journalists agree that there is a change in the gunner of news content of newspapers due to the influence of social media.

Table –14 The accessibility of using social media in the media organizations

No	There is enough access in your organization to use social media	Frequency	Percentage
1	Strongly Agree	13	43.3%
2	Agree	16	53.3%
3	Disagree	1	3.3%
4	Strongly Disagree	0	0%
Total		30	100%

Table 14 shows that morethan 96 % respondents believe that there is unlimited social media access in the printed newspaper media organizations. This is assured by the response of informants indicated in the table that 16 (53.3%) of respondents agree and 13 (43.3%) supporting the idea by commenting strongly agrees. Only 1 (3.3%) respondentdisagree. That means weather the media institutions use social media efficiently or there is unlimited access to use it for journalistic purpose.

Printed news papers were influenced by social media/Facebook by one or any means. Especially in terms of speed printed newspapers were not compute with social media.

Table -15 Respondents response towards influence of social media on printed newspapers

No	Social media influences printed newspapers	Frequency	Percentage
1	Strongly Agree	7	23.3%
2	Agree	15	50%
3	Disagree	8	26.6%
4	Strongly Disagree	0	0%
Total		30	100%

As table 15 shows that 15 (50%) agree that social media influence printed newspapers, followed by 23.3% strongly agree. Where As 8 (26%) respondents were disagree with the idea that social media influence printed newspapers. However 22 (73.3%) respondents agreed that social media influence on printed newspapers by any means.

It is possible to reduce the influence of social media by using its platform properly. To do so the media organizations should have to include the use of social media in the news making process of the newspaper clearly included in organizational editorial policy.

Table –16 The inclusion of the use of social media in the editorial policy of Addis Zemen and Reporter Newspapers

No	The usage of social media is clearly stated in the editorial policy of your media organization	Frequency	Percentage
1	Strongly Agree	3	10%
2	Agree	7	23.3%
3	Disagree	15	50%
4	Strongly Disagree	5	16.6%
Total		30	100%

In table 16 indicated that 15 (50%) of the informants disagree or they indicated that the use of social media is not incorporated in their organization editorial policy. On the other hand 7 (23%) were agreeing that the use of social media is clearly incorporated in the editorial policy of their organization. 5 (16.6%) of which respondents strongly disagree that the use of social media is never incorporated in their organization editorial policy. Few 10% respondents strongly agreeing that the use of social media is incorporated in their organization editorial policy clearly stated. This implies that about 20 (66.6%) respondents believe that in printed newspaper organization the use of social media doesn't clearly stated in their editorial policy.

4.3 Advantages and disadvantages of social media for Addis Zemen and Reporter Amharic newspapers

4.3.1 Advantages of social media for the two media institutions

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008). Where they cannot compete with online news media on the basis of speed, newspapers are distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010). Addis Zemen and Reporter Amharic newspapers were disseminating news stories by using different outlets. Such as, hard copy of the newspaper, Facebook and Website. Since recently, social media has become alternative media outlet of these media organizations used to promote their activities. Moreover, Facebook access plenty of information for conventional media organizations. In the past 15 years, print newspapers appear to have changed in content, design, and writing style in perhaps the most drastic manner, due in large part to the radically changing media landscape that, with the emergence of online news outlets. Therefore, the advantage of social media on the accessibility of the newspapers is that, it feeds immediate news/flash of information to their audience. Moreover it helps them to focus on different perspectives.

The new platform of social media, especially Facebook, help us by getting people who have important and well structured ideas to use as a springboard of issues. But the main important value of social media for mainstream

Medias especially for printed newspapers is, clicking to be strong and alert ever before (Interviewee 3, May 19, 2019).

According to Heidi Cohen(2011) one of the characteristics of social media is facilitating enhanced speed and breadth of information dissemination. On the basis of speed, newspapers cannot compete with online news media. They distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010).

Before the booming of social media any media houses can report event as well as planned stories in similar way. But now a day by any means social media especially Facebook obliged every media houses to shift from covering event to analytical and feature and planned news stories (Interviewee 1, May 25, 2019).

Moreover the expansion of social media helps the printed newspaper industry to promote their activities and to catch their audience by giving a clue about what they have been appeared online.

Social media have a good opportunity for us by introducing with a new platform. As our newspaper published biweekly we don't hold information's until the publication of our newspaper, rather by using our social media pages we can release our stories immediately (Interviewee 3, May 19, 2019).

Before the proliferation of social media, printed newspaper industries were disseminating today's news by next day or week of their publication date. This influences their competitiveness at this digital era. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate." This trend is challenging mainstream media and they are adjusting themselves to utter social media technologies, unless they can't compete.

Social media creates an ample opportunity for the printed newspapers by changing the challenge to appear as a form of breaking stories like radio and TV. In addition to that we can post our news through our Facebook page without holding the publication date. In addition to that we can invite our

audience what we have in tomorrow's publication by giving tip information to catch our audience. This is a breakthrough for us (Interviewee 3, May19, 2019).

Moreover social media becomes a means of communication tool, not only getting a news lead, to collect information about our acceptance, how much news are shared by our audience, how much we are connected with our audience and getting feedback from our audience easily. Generally it reduces our time and money (Interviewee 01, May14, 2019).

Online news content is expected to have immediacy and be much more fluid, i.e. continually updated, than printed news (Ward, 2003; Pavlik, 2001). Pavlik stated, "That is a better representation of events and processes in real life", and people want to get their news in real time and as fast as possible (Ibid, 2001). The Internet's ability to handle breaking news quickly is one of its greatest advantages (Pape and Featherstone, 2005). However, very few online newspapers actually utilize this potential. Because, it is a challenging activity Ward (2003). And he points out; failing to update an online news site immediately is contradictory to the nature of the Internet medium (Ibid). The same is true in our country newspapers. Even the newspapers start using the social media platforms, they can't use it properly to maximize their accessibility.

Because of its vast followers we create our verified Facebook page. On our page we release the stories what we have on our newspaper is directly link with our page and we can post breaking stories. Of course our page is readable, but I don't believe that we are vibrant towards using it effectively. Some media houses update their stories frequently within a day. I think that is the problem of the top management to understand the change of technologies and making fast decision over it. (Interviewee 02, May12, 2019)

In general, social media gives a good opportunity for printed newspapers to tip their stories immediately for their audience through their online pages. Of course, on the basis of speed, newspapers cannot compete with broadcast and social media. But there is a chance to disseminate their stories through their social media pages immediately as a flash, then by beefing up the story can publish on their newspapers. Towards this they can't fully practice this trend. When the researcher analyze text news that disseminated through those newspapers and their social media pages indicated that the stories published on newspapers are directly appeared on their social media outlet equally with the publication date of the newspaper. Additionally, Social media needs short stories but the newspapers make similarly as a newspaper long stories that posted on their social media pages. This indicates that there is lack of understanding towards the utilization of the social media potential. So, this can affect the selectivity of the newspapers. (See attachment seven and eight).

Social media play an important role in news discovery Reich (2009). The next table would show how journalists perceive the importance of social media for journalistic work was presented as follow.

4.3.1.1 The advantage of social media for journalistic work

Table 17 Journalists perception about the importance of social media for journalistic work

No	The importance of social media for journalistic work	Frequency	Percentage
1	Very important	10	33.3%
2	Important	12	40%
3	Less important	6	20%
4	Not important	2	6.6%
Total		30	100%

Table 17 shows that social media is important in the daily activity of journalists in Ethiopia. The majority of journalists 12 (40%) agree with the important of social media for journalistic work. This is followed by the group that assumed very important 10 (33.3%). Whereas, 20% says social media have less important for journalistic work. Only few journalists 2 (6.6%) believe that social media is not important for journalistic work at all. On sum 22 (73.3%) of the respondents believed that social media is important to journalistic work. Beyond this, majority of journalists in UK cannot do their job without social media. This implies that the use of social media is extremely important for them (Cision, 2015). According to Interviewees also contend that social media is an essential tool for journalists of this age in that it provides them ample information across the globe that was not the case before, argue experienced journalists.

Tayebwa (2016) said, the spread of social media platforms provides an opportunity for enhanced access to information and a diversification of sources and opinions. In the old days, a reporter was given a lead or went out to find a story. Today, several stories were posted on via social media sites. So, the assigned reporter can get a lead or a tip from the social media universe. Due to that, the reporter now has to take that into consideration and find some angle to the story that is not yet being talked about (Alejandro, 2010). This makes ease the stress of journalists at all level.

Mainly, we use verified social media sites, especially the page of the office of Prime Minister. Furthermore, we got a lead from Facebook that posted by any individuals are to be verified and by adding additional information's we produce a story. So we use it so far safely. (Interviewee 02, May 12, 2019)

Social media critics have been questioning also the credibility of the messages circulating in the social media platforms. From the journalistic point of view, cannot be trusted due to the absence of the editorial process to filter the content. An experienced journalist in the newsroom at Reporter Amharic newspaper claims that even social Medias serve for the journalistic carrier as a tipster; the question of accuracy becomes a big challenge.

How could you take social media as a source? Because, most of the time information were released through social media are equivocal. So, if it is posted by the page of communication offices, we use it by indicating from where we got the news unless it is very difficult to use. The most accurate social media information we use is the office of Prime Minister (OPM) with the limitation of detail. (Interviewee 3, May 19, 2019).

The proliferation of social media comes with an ample opportunity to the mainstream Medias including printed newspapers by giving tip information. That makes ease the job of the media practitioners. Compared to Ethiopian journalists, however, sourcing news leads and content is among the common use of social media for journalists in Ireland (Heravi et al, 2014). In Africa too journalists are sourcing from social media. Although South African journalists mainly rely on traditional sources, the use of social media sources is increasing among journalists and media institutions (Rodny-Gumede & Hyde-Clarke, 2014)

Sometimes we got stories from social media as a tip. Then by verifying the truthfulness of the story, by investigating and develop it more and more, then we give deep analysis towards the issue. (Interviewee 02, May 12, 2019)

Finally, the importance of social media for journalistic activity is not questionable. But proper use of the information that released through social media is the vital. According to the respondents the major challenge of using information from social media is the issue of accuracy and lack of detail. So to solve these, media organizations should establish good relationship with their news sources and widen their communication one another to get updated information then can disseminate credible tip information through their social media pages to their audience instead waiting until the publication date. By doing this they can resolve the problem they face.

4.3.2 Disadvantage of social media on Addis Zemen and Reporter Amharic newspapers

For centuries, newspapers have delivered news to the reading public, informing important events of the day throughout the world. Since its daily format became widespread in the early 19th century, newspapers have delivered first-instance news on a daily news cycle: Whatever happened on a given day, its news was printed in the paper and delivered to readers' doorsteps the next day. Notwithstanding the successful adjustments they made in response to emerging competition from radio, news magazines, and television over the past century, the position newspapers maintained as the leading purveyor of text news has been seriously challenged with the advent of online and digital media starting in the late 1990s.

Now a day these roles of newspapers have influenced by the proliferation of social media. The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. As Domingo & Heinonen (2008, cited by Jessica E. Smith, 2015) stated the presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper. Due to that readers need to get new information that different from what is said by broadcast media and social media. Additionally audience needs not only what is going on, but why and how. Because of that newspapers were expected to do accordingly.

“The disadvantage of social media on our newspaper, it makes us busy by searching exclusive stories that never told by social media's before. Sometimes, social media may lead us by getting stories that we plan to use on the cover page of our newspapers will taken by social media” (Interviewee 4, May 16, 2019). Not only that weather it is credible or not, most of the time social media news are sensational, and released with a high speed because of seeking to get large audience. Whereas, our newspaper focus on feature and depth analysis rather covering stories like what social media do. On top of that sometimes we considered by our audience like dilatory. (Interviewee 02, May14, 2019).

As the response of interviewee 3 and 4, even social media widen the opportunity of getting tip information and serve as the source for the printed newspapers; instead mostly we use like government, political parties, political science and economical analysts as a source. The main reason is social media stories were not credible. Not only that, even the information that released by credible sources lack a detail. To release any information without filtration like social media, the nature of our media doesn't allow. Because, relatively with social media's, newspapers need more detailed and analysis. However, to do that it takes time. On top of that sometimes we miss human interest stories. Due to that social media makes we perceived by our audience as a biased.

On the other hand, according to interviewee 03, the other disadvantage of social media is that by using the technology, some organizations release valuable information through their social media sights rather giving a brief for journalists through question and answering session. This is very difficult to media practitioners. Because once those institutions release tip information on their page, it is difficult to get them easily to add a detail.

In general, it is obvious that printed newspapers were threatened by the booming of social media. Especially it push printed newspapers strive more to do exclusive stories that were not released by other media's. Mostly stories that released on social media lack depth. So printed newspapers can using this gap to attract their readers by presenting detailed and investigated stories they can reduce the challenges. On the other hand organizations posting stories on their social media pages rather than giving press conference with media practitioners. This can give opportunity for them to hide the fact and only post positive information about their organization to build their image. This makes a challenge for the newspapers to make more investigation and giving detail about the issue becomes challenging. And finally this may damage the institutions, society as well as the country at all.

4.4The influence of social media on Addis Zemen and Reporter newspapers

Newspapers are becoming like news magazines, offering lengthy analyses of evolving events of the world and featuring newsworthy people, corporations, and social trends, and at the same time displaying layouts that increasingly prioritize photographs (Franklin, 2008). Where they cannot

compete with online news media on the basis of speed, newspapers are distinguishing themselves by beefing up the depth of information, analysis, and coverage of trends that are not published elsewhere (Usher, 2010). As newspapers, they still strive to retain their identity. Many articles that are intended to supply readers with background, perspectives, and interpretation about important public events may contain references to related events that most recently happened the day before the publication of the article to add a touch of newness, blurring the line between straight news stories and analytical articles. Straight news stories may also employ situational, anecdotal, and other descriptive types of leads rather than the traditional five W's and one H lead paragraph that dictates an inverted pyramid structure (Fink & Schudson, 2014).

Social media have a good opportunity for printed newspaper. Not only introduce with new technology, it lead us to focus largely on planning, investigative and exclusive news. Moreover, it influence us to focus on making feature news and depth analysis instead of stage events, to do so it takes more time (Interviewee 04, May 16, 2019).

The study assessed the newspapers published in four consecutive months of Addis Zemen and Reporter Amharic newspapers Wednesday publication news were presented as follows.

Table 18 Coverage of Wednesday News items that published on newspapers within five months

No	Newspaper Organization	Total Number of News	Event News	Planned News	News Analysis	Feature Story
1	Addis Zemen	193	119	35	22	17
2	Reporter Amharic	164	103	57	3	1
Total		357	222	92	25	18

The researcher analyses the total number of news produced in five consecutive months of Wednesday publication of Addis Zemen and Reporter Amharic newspapers are 357. The majority of the news 222 (62.1%) is produced by those newspapers is event news. Out of which the share of planned news are only 92(25.7%). Only 25(7%) news are news analysis and few number of stories 18(5%) are feature story. This implies that even in this digital era to resist the influence of social media, newspapers expected largely to focus on exclusive and analytical stories. Whereas the newspapers trapped in doing stage stories which can get more coverage with other media's. Again even the respondents who participated in the questionnaire as stated in table ten said because of the influence of social media newspapers focus on covering exclusive and planned news. But the reality shows that still they are continue in covering event news than the exclusive one. This implies that even the influence of social media is well understood by the printed media organizations they never escaped from the challenges.

New technological advancements have made the job of conventional journalists easier but have changed how audiences get news and their expectations of the content (Meyer, Marchioni & Thorson, 2010). New media platforms offer flexibility and convenience. Apart from being an alternative source of revenue for newspapers, they have additional features. For instance, interactivity, which gives readers an opportunity to comment on the stories, seek answers and question content that has been, published (Gleason, 2010). This influence leads the newspapers to begin using social media platforms. Mark Deuze (2007) suggests in his book, media Work in the context for media production is changing rapidly. On top of that media workers have been expected to adopt new tools; techniques, working arrangements and practices in restructure to address digitalization, internet protocols, communications, publishing, and transnational competition to satisfy the needs of their audience.

Before a year and half, in our institution using social media regarded as simply useless and unnecessary wasting of time. At that time it doesn't understood as a type of alternative media. This thinking is surprising as a print media organization. Lately when the influence of social media was increased and understanding that continuing by excluding the use of social media becomes challenging and that believed by the top management of the organization we obliged to begin post our stories on our social media page.

Now we post our news and any information that produced through four languages where posted on Facebook. Due to that we generate more income than before (Interviewee 01, May 14, 2019).

As the major informants of this study said that, now a day the influence of social media is tremendous on printed newspapers. Especially covering event stories become very hard. Interview 02 said the following:

The challenge of social media, it affects us negatively, but positively for our audience. Because of time constraint we can't report today's event by our tomorrow publication. We never report only what has happened as what is reported on social media. But rather we try to show the big picture and assessing and analyzing the consequence of the issue deeply. This makes boring. (Interviewee 02, May14, 2019).

To sum up, at this digital era printed newspapers to assure their survival to compare with other mediums, they are respected to do stories in different way especially in covering event news they can use the social media pages to give immediate information about the event. But in the next day of their publication they must give detail of it and produce stories by finding new angle. By doing this they must strive to increase their readability. Again in the next day they can give analysis about what is said and can show the big picture of the story. By doing this they can keep their color. Moreover the printed media organizations must have deep knowledge of technological advancements and familiarize themselves as far as possible.

4.5 The way newspaper industries mitigate the influence of social media

As (Lipschultz, 2015), social media has led to loss of revenue for conventional media organizations. To escape from this, printed newspaper industries, now a day's change their presence to increase their readability through via alternatives.

Social media has its own impact on our newspaper. To mitigate the influence we apply different reforms. Such as, before a year we receive news from different news organizations like Ethiopian News Agency,

Walta Information Center and others by today and release it in the next day of our publication. But now because of social media it is unthinkable and only archives purpose rather than news. So totally we leave it and replaced by our exclusive stories and major event news only. (Interviewee 04, May 16, 2019).

Similarly, focusing on making exclusive and investigative news stories, become preferable by the printed newspaper industries to escape from the challenge what they face due to social media.

In the media industry competition is mandatory. So, to be competent in the market we have to escape from these challenges. The digital media goes far away. We have to keep this balance. So to be the leading star in the information market, rather than verifying information's what is being said on social media, we strive to produce investigative and exclusive stories. By doing this we attract our audience because they got new thing on our newspaper (Interviewee 02, May 12,2019)

These days because of the booming of social media the competition in the media industry becomes high. To win a competition especially printed newspapers obligated began to apply new incitements.

It is impossible continue with what we do before. To stay in the market and make a balance of the flourishing of social media, always we must come up with new and fresh angle. Otherwise, readers may turn their face to other alternatives rather waiting with us. Because of that to satisfy our readers we already began a total change on our Saturday newspaper called "Kidamit" without event story fully the stories were planed and investigative stories only. And in the long run we try to change all days of our publications will have only planned and investigative stories (Interviewee 01, May14, 2019).

In general, printed newspapers take possible actions to mitigate the influence of social media. Of which they start to cover their pages with the stories that prepared by their staff reporters instead

receiving news from different media organizations. Mainly they began to believe the only way to survive in the market is focusing on planned and investigative stories. In mind that printed news papers began to believe to cover their newspapers fully with planned and investigative stories only. Moreover, they start to make this kind of stories through all days of their publications.

4.6 The major shifts occurred due to the proliferation of social media

New media platforms offer flexibility and convenience. Apart from being an alternative source of revenue for printed newspapers, they have additional features. For instance, interactivity, which gives readers an opportunity to comment on the stories, seek answers and question content that has been published (Gleason, 2010). According to him, the appearance of newspapers online create conducive atmosphere to the audience to interact and participate directly on what is being said by that particular media. So it makes the print media institutions relatively conscious to be responsible. This can be considered as a shift observed in the printed newspaper organizations.

Social media has led to loss of revenue for conventional media organizations (Lipschultz, 2015). As offline audiences shrink, online users are increasing, usually comprised on younger generation. However, these young people are not financially stable and prefer to get the content for free of charge. Wellbrock (2016) therefore says, traditional media houses are still gapping with ways of generating income from their online platforms to supplement money from advertising. Newspapers do not rely on the revenue from newsstands or subscribers, but advertisers (Paine, 2015). Recently due to start using social media pages newspapers began to increase their revenue by getting more advertising than ever.

Because of social media we become trusted news media. Due to that we have got more advertising ever. A year before, our advertising customers are governmental institutions only. But now we have private customers as well. Similarly our online visibility becomes increased. This is because of people who have grievances they will come to our organization because we

are trusted by them. Additionally we start to identify our target audience. Generally we consider this as a big shift (Interviewee 01 May 14, 2019)

Before the proliferation of social media like other media's, printed newspapers also cover event based stories largely. But now it is challenging, so they come up with new insight. Boyd (2001), "news is only news while it is new. What happened yesterday is dead and buried. There has to be something new to say, some fresh angle." According to this newspapers that taken as a sample were face a difficulty to

Now a day's covering event news as it is very difficult to printed newspapers. So we turn our face to cover the stories by giving depth and analysis. Sometimes if the event is new for us the reporter make a story for our website page immediately rather holding until the publication date. But if he wants to show the bigger picture of the story the judgment left to the reporter and the editor. (Interviewee 02, May 12, 2019)

For the above response given by interviewee 2, the researcher were raise a cross checking question that, if you say so, why sometimes regular news reported after two or three days directly as it happen at the event without any development? For this question the interviewee replied that "I don't believe that we are perfect in all aspects but, we striving to do so. If this kind of situation happened, may be the editor faces the problem of shortage of content or he became carless. He only uses this kind of content to feel the gap of the page only.

Similarly interviewee 4 replied by sharing the idea that given by the above respondent that unless today's news is released for today, otherwise it becomes history rather than news.

This kind of stories is most of the time used to fill a gap of the page. Maybe even after two days they may call it by saying currently. It is not advisable and it may happen in rare case. (Interviewee 04, May 16, 2019).

According to the response of interviewee 3, he believe that sometimes these kind situations may happen due to the newsroom pressure to put the story first. In his interview he state that those kinds of mistakes may happen on Friday on rush hour to send stories to printing house.

Especially, sometimes stories that produced on Friday, when we sent to printing home we have no time for those news.

In general, printed news papers by began using social media makes them profitable and increases their accessibility for their readers. Their responsibility also becomes increased. Moreover it makes them to understand focus on planned stories is a crucial. Editing news story is hard and needs consciousness of the reporters and editor. Unless, if the information goes to the printing house without carefully edited, individuals, societies as well as the country may face to potential damage. So they must give special emphasis on editing their news stories before goes to printing houses. Additionally, as news is a perishable product unless it doesn't keep its freshness it lost its value. If the news lacks its timeliness it doesn't mean news. Towards this printed newspapers in Ethiopia still produce delayed event based stories. They must give special emphasis towards delayed news that if it doesn't meet timeliness, just they must leave rather using after two or three days later. But, if it needs some detail and analysis, hold it until having full information. Unless publishing delayed event story on their newspaper at this age may lead them to lose their readers. Additionally, table 18 shows that even the printed newspapers believe that there is shift in covering from event to planned stories still they make event stories than the planned one.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The study examined the perceived effects of social media/Facebook on the news content of Addis Zemen and Reporter Amharic newspapers. Social media/Facebook was the focus of this particular study because as it becomes a global phenomenon that brings a global impact on several disciplines including printed newspapers.

To meet the objective of the study both qualitative and quantitative approaches (mixed research design) were applied. Questionnaires and in-depth interviews were the instruments used to collect data from journalists, who were selected purposively. For the qualitative research, individual in-depth interview were made with purposively selected professionals as a sample and survey questionnaire were employed to gather quantitative data for triangulation. Qualitative data were analyzed through a power of words and quantitative data were analyzed by descriptive statistics.

In this study majority of the respondents 13(36.1%) were reporters, they were expected to gather news for their organization from all sides of the country. Auspiciously the emergence of social media comes with an ample opportunity to reduce their fatigue while finding the story. However the finding of the study reveals that the majority 24 (80%) of respondents said that in their organization, social media were used to get tip of information sometimes. Whereas, some respondents (13.3%) said that social media never used as to get tip of information. Few respondents 2 (6.6%) were social media used as tip information many times.

Of course, social media introduce a new platform to the printed newspapers, it has its own advantages and disadvantages. On the one hand they were advantageous to have additional outlet and can put their news stories on their social media pages rather waiting until the publication date of their newspapers. Additionally they have an opportunity to appear as a breaking by giving tip information immediately what has happened, then by beefing up the story can release on their next day or week of publication. This help to increase their relationship with audience.

Social media gives a good opportunity for printed newspapers to tip their stories immediately for their audience through their online pages. Of course, on the basis of speed, newspapers cannot compete with broadcast and social media. But there is a chance to disseminate their stories through their social media pages immediately as a flash, then by beefing up the story can publish on their newspapers. However they don't fully practice this trend. Additionally the assessed documents of Addis Zemen and Reporter Amharic newspapers revealed that, they release stories on their social media pages equally with the publication date of the newspaper. Additionally, Social media needs short stories but the newspapers make similarly as newspaper long stories were posted on their social media pages. This can lead us to conclude those newspaper institutions did not understand the nature of social media well.

The study reveals that printed newspapers were challenged by the technology of social media. The findings indicated that social media becomes a challenge in the information gathering process of printed newspapers. The one is that it makes challenging to get exclusive stories and covering event based stories. Mainly, due to the interactivity of the platform news sources were release news stories on their institutional and individual social media pages rather than giving a press conference for journalists. Because of the nature of social media stories lack a detail, it makes challenging to get a detail and to investigate more. This can give opportunity for the news sources to hide the fact and only post positive information about their organization to build their image. This makes a challenge for the newspapers to make more investigation and giving detail about the issue. And it is possible to conclude that the proliferation of social media/Facebook becomes challenging to the printed newspaper to make depth stories and to select the story angle in different way and posse challenging to promote the best and criticize the wrong doings. Finally this may have potential damage on the institutions, society as well as the country at all.

The majority 13 (43.3%) of the respondents agreed that the news contents of their newspapers were influenced by social media largely to focus on covering planed/exclusive news stories than event based stories. Whereas 9 (30%) respondents believed that, social media doesn't influence printed newspapers to focus largely on covering exclusive news. But 7 (23.3%) are strongly agreed that social media influence newspapers to focus on exclusive news than covering regular news.

However, the influence of social media leads the printed newspapers to focus on exclusive or planned news stories, agreed by 20 (66.6%) of the total respondents. The respondents said that, the assessed document revealed that still printed newspapers do not start to focus on planned/exclusive stories. Rather most of their news stories focused on regular or event oriented stories. That means the total number of news within the sampled period on the Wednesday publication of Addis Zemen and Reporter newspapers were 357. Out of which the majority news 222 (62.1%) were unplanned or event based news. out of which the share of planned news stories were 92 (25.7%) only. Only 25(7%) news were news analysis and few number of stories 18(5%) were feature. It is possible to conclude that Addis Zemen and Reporter newspapers still largely focused on covering event based stories rather than planned or exclusive one.

The finding also revealed that social media in newspapers media organizations were perceived as opportunity. The majority of respondents 16 (53.3%) agree that social media perceived as an opportunity by their organization. Whereas, most informants 11 (36.6%) they believe that social media is not perceived as an opportunity by their organization. Whereas, 3 (10%) of the respondents strongly agree that social media is perceived as an opportunity by their organization. The majority 19 (63%) of the respondents agree that social media is perceived as an opportunity by their organizations. According to the respondents social media helps by giving a chance to their newspaper to get more advertizing ever. So, this leads us to conclude that social media is not considered as a treat by printed newspapers. Rather it perceived as an opportunity by the newspaper media institutions.

The study also reveals that newspapers organizations try to mitigate the influence of social media. They began used the platform to post their news stories and to catch their audience by giving a tip about what they have on their next publication. Especially Addis Zemen newspaper try to take a remedy to mitigate the influence, stopped receiving event based stories from other media institutions unlike before. Additionally some newspapers began to make especial publication on some days of the week that contains only investigative and planned story that never told by other media.

It was revealed that even the newspapers tried to mitigate the influence of Facebook in different ways still there is a problem with them in using the platform properly and timely. Because of that

it is possible to say that at the age of social media printed newspapers still goes traditionally in the same way. So, to escape from the challenge they should have to revise and include the proper use of social media in their organizational editorial policy.

The findings show that at this digital age printed newspapers were recognizing the influence of social media. However, the sampled newspapers are still following traditional way of news making and dissemination rather than what is needed at this digitalized time. So, in conclusion the main findings were presented as follow.

At the time of the booming of social media, printed newspapers were predominantly covering event stories than the exclusive and analytical one. The highest number of stories 62.1% took the share of event stories.

The shift achieved by printed newspapers was using social media pages to give tips for their audience about what they have in next publication.

Even the technology of social media at hand, consumers of printed newspapers never get information at real time.

Printed newspaper organizations still follow traditional ways of news gathering and dissemination. 80% of the respondents said that the sampled newspapers do not use social media as a tip of information usually. However they have their social media pages, instead of posting stories immediately, most of the time they post their news equally the hard copy of the newspapers.

Unlike newspapers, the nature of social media needs short stories. However, newspapers media organizations similarly post long stories on their pages like a newspapers.

The proliferation of social media was regarded as disadvantageous by printed newspapers in covering event based stories.

The question of credibility towards the information released by social media/Facebook is continuing as a challenge for printed newspapers.

Newspaper organizations were not revising their editorial policy by adjusting ways of utilizing social media contents clearly.

To mitigate the influence of social media, printed newspapers began to use the platform as an alternative outlet and goes to some special publications that contain only planned and investigative stories.

5.4 Recommendations

The outcome of this study shows that printed newspapers were still trapped largely by covering event oriented stories than planned and analytical stories. Additionally, they were not use social media platforms properly to penetrate the market at this digital era. The media house were not been exploiting the potential of the social media to the best of their interest. To assure their futurity in the market, printed newspapers must largely focus on planned, investigative and analytical stories than covering event or stage stories.

- Newspaper organizations must give special emphasis in promoting their professionals to make more exclusive stories than the event one.
- To solve the problem in covering event based stories, newspapers can post short news immediately about the happening of the event, then by beefing up the story can publish on their printed newspaper.
- To use the social media platforms efficiently printed media organizations must have competent staffs towards what the nature of social media platform needs.
- To use social media in journalistic activities efficiently and properly, printed newspaper organizations must incorporate the use of social media in their editorial policy.
- By escaping the hindrances to perform a better achievement in the printed newspaper industry, it needs especial attention by the media houses, association's of media professionals, Ethiopian broadcasting Authority, media training institutions, media researchers as well as media policy makers.

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Appendix

APPENDIX A: A SURVEY QUESTIONNAIRE ENGLISH

Addis Ababa University Graduate School of Journalism and Communication

Questionnaire for Reporters of Addis Zemen and Reporter Amharic newspapers

Dear Respondents,

The purpose of this questionnaire is to collect data for the research project entitled “The Perceived Effects of Facebook on Addis Zemen and Reporter newspapers.” Your genuine and accurate responses will have great contributions to the findings of the research. Therefore, you are kindly requested to give your answers to the items below. The researcher would like to remind you that the answers that you give will solely be used for this research purpose. I thank you in advance.

Part One: Personal information (Please marks (✓ or x) in the boxes circle one from the given choices and write clear statements.

1. Sex

Male Female

2. Age

20-25 26-30 31-35 35-40 and above

3. Education

Certificate Diploma BA/BSc Degree MA/MSc degree PhD

4. What is your job title?

Reporter Senior Reporter Assistant Producer Producer

Senior Producer Editor Above Editor

5. How many years of experience do you have in media work?

1-5 6-10 11- 15 16- 20 21 and above

6. Address; Email_____

Telephone_____

Part two: Please give your answer for each question by circling.

1. The understanding of social medea/Facebook in your organization towards printed newspapers.

A. Very high B. High C. Medium D. Low

2. Social media/Facebook is important for journalistic work.

A. Very important B. important C. less important D. not important

3. In your organization, using social media/Facebook as a source of news.

A. Always B. Occasionally C. Rarely D. Never

4. Social media/Facebook is taken as a treat in your organization.

A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree

5. Social media/Facebook is taken as an opportunity in your institution.

A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree

6. Social media/Facebook has its own impact on printed newspapers.

A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree

7. Socil media/Facebook serves your newspaper as a tip of information

A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree

8. Your organization used social media information as a news source/tip.

9. Because of social media/Facebook your newspaper began to focus on in-depth analysis.
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree
10. Because of social media/Facebook your newspaper began to focus on planned or project news.
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree
- 11 Social media/Facebook influences on the competitiveness of your newspaper.
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree
- 12 The usage of social media/Facebook in news making is well treated in your institution's editorial policy
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree
- 13 To reduce the influence of social media/Facebook, your organization take remedies to increase the competitiveness of the newspaper
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree
- 14 To tackle the influence of social media/Facebook, your organization applies some changes in terms of usage of sources.
- Strongly Agree B. Agree C. Disagree D. Strongly Disagree
- 15 , There is enough facility in your organization to access social media/Facebook easily
- A. Strongly Agree B. Agree C. Disagree D. Strongly Disagree

Appendix B: SURVEY QUESTION AMHARIC VERSION

በአዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ስነ-ምግባር ትምህርት ክፍል

የቃለ መጠይቁ አላማ ማህበራዊ ድረገጽ/ፌስቡክ በአዲስ ዘመንና በሪፖርተር ጋዜጣ ላይ ያሳደረውን ተጽእኖ በሚመለከት ለሚከናወነው የመመረቂያ ጥናት/ቴሴስ/ ግብአት የሚሆን መረጃ ማሰባሰብ ነው። ስለሆነም ለጥያቄዎቹ ከተሰጡት አማራጮች መካከል ተገቢውን መልስ መርጠው በማክበብ ወይም የ √ ምልክት በማስቀመጥ ክክለኛ ምላሽዎትን በመስጠት እንዲተባበሩኝ በማክበር እጠይቃለሁ።

- የታሰቡት ወንድ
- እድሜ 20-25 26-30 31-35 35-40 41
እና ከዚያ በላይ
- የትምህርት ደረጃ _____
- የስራ ደረጃ _____
- የስራ ልምድ _____
- አድራሻ - አ.ሜ.ይ.ል _____

1. ማህበራዊ ሚዲያ/ፌስቡክ/ክብራት መትጋዜጠኝ ላይ የሚያደርሰውን ተጽእኖ በተመለከተ በተቋማዊ ማሻሻያ ለውጥ አረዳድ ምን ይመስላል
 ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ መ. ዝቅተኛ
2. ማህበራዊ ሚዲያ/ፌስቡክ ለጋዜጠኝነት ስራ አስፈላጊ ነው
 ሀ. በጣም አስፈላጊ ለ. አስፈላጊ ሐ. መካከለኛ መ. አያስፈልግም
3. ተቋሙ ማህበራዊ ሚዲያ/ፌስቡክን በዜና ምንጭነት ይጠቀማል
 ሀ. ሁልጊዜ ለ. አልፎ አልፎ ሐ. አንዳንዴ መ. አንጠቀምም
4. በተቋሙ ማህበራዊ ሚዲያ/ፌስቡክ እንደ ጋት ይታያል
 ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ. በጣም አልስማማም
5. በተቋሙ ማህበራዊ ሚዲያ/ፌስቡክ እንደ መልካም አጋጣሚ ይታያል

- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
6. ማህበራዊ ሚዲያ/ፌስቡክ በሕትመት ጋዜጦች ላይ ተጽእኖ አሳድሯል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
7. በተቋማችሁ ማህበራዊ ሚዲያ/ፌስቡክ መረጃ መነሻ ሃሳብ በመጠቀም ያገለግላል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
8. ተቋሙ ከማህበራዊ ሚዲያ/ፌስቡክ መረጃዎችን በፍንጭነት/መነሻ ሃሳቦችን ለማግኘት ይጠቀማል
- ሀ. ሁልጊዜ ለ. ብዙ ጊዜ ሐ. አሌፎ አሌፎ መ. በፍፁም
9. በማህበራዊ ሚዲያ/ፌስቡክ ምክንያት ጋዜጣችሁ ጥልቅ ቅትን ታኔ ወደ መስጠት እንዲያዘነብልክ ድርጉ ታል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
10. በማህበራዊ ሚዲያ/ፌስቡክ ምክንያት ጋዜጣችሁ ከመደበኛ ዜናዎች ይልቅ ትኩረቱን ወደ እቅድ ወይም የፕሮጀክት ዜናዎች አድርጓል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
11. ማህበራዊ ሚዲያ/ፌስቡክ በጋዜጣችሁ ተወዳዳሪነት ላይ ተጽእኖ አሳድሯል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
12. በዜና ስራው ስጥየ ማህበራዊ ሚዲያ/ፌስቡክ አጠቃቀምን በተመለከተ በተቋሙ ኤዲቶሪያል ፖሊሲ ሲላይ በግልጽ ተቀምጧል
- ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
- በጣም አልስማማም
13. የማህበራዊ ሚዲያ/ፌስቡክን ተጽእኖ በመቀነስ የጋዜጣውን ተወዳዳሪነት ለማሳደግ ተቋሙ የተለያዩ እርምጃዎችን ወስዷል

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
በጣም አልስማማም

14. ተጽእኖውን ለመቀነስ ተቋሙ በምንጭ አጠቃቀም ረገድ ለውጥ አድርጓል
ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ.
በጣም አልስማማም

15. በተቋሙ ማህበራዊ ሚዲያን/ፌስቡክን በበቂ ሁኔታ ለመጠቀም የሚያስችል ሁኔታ ተመቻችቷል
ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. አልስማማም መ. በጣም አልስማማም

ጊዜዎትን ወስደው ለጥያቄዎቹም ላሽ በመስጠት ስለተባበሩኝ አመሰግናለሁ፡፡

Appendix C: List of Questions for Key Interviewees (Editors, editors-in-chief's and managing editors) English

First of all I would like to thank for your willingness to spend your ample time to conduct the interview.

1. Can you introduce yourself please?
2. How news are selected and prioritized?
3. What sort of news (project or event news) dominate your news stories, and why?
4. What are the news sources you often use in making news in your organization?
5. How is social media/Facebook perceived and used in your organization?
6. Is social media/Facebook taken as a news source in your organization? How and when?
7. How does your organization editorial policy treat social media/Facebook usage in the news making process?

8. Do you encouraged in using social media/ Facebook content/source for making news?
9. How helpful is using social media/Facebook as a source in your story?
10. Is there enough facility in your organization to access social media/Facebook easily?
11. What is the advantage of the emergence of social media/ Facebook for your newspaper?
12. What are the disadvantages of the emergence of social media/Facebook on your newspaper?
13. What measures has been taken by your organization to tackle the influences of social media/Facebook?
14. Is there any shift in your newspaper due to the impact of social media/ Facebook?
What are these?
15. In the future, how can printed newspapers exist by resist the influence of social media/Facebook?

I would like to thank again for your time.

Appendix D: AMHARIC VERSION OF INTERVIEW QUESTIONS WITH KEY INTERVIEWEES

1. በቅድሚያ ራስዎን ቢያስተዋውቁ?
2. በአዲስ ዘመን ጋዜጣ ዜናዎች እንዴት ይመረጣሉ?
3. ከዜናዎቻችሁ መካከል አብዛኞቹ መደበኛ ዜናዎች ናቸው ወይስ በእቅድ የሚሰሩ ናቸው? ለምን?

4. የዜና ምንጮቻችሁ እነማን ናቸው?
5. በተቋማችሁ ስለማህበራዊ ሚዲያ/ፌስቡክ ያለው አረዳድና አጠቃቀም ምን ይመስላል?
6. ጋዜጣችሁ ማህበራዊ ሚዲያ/ፌስቡክን በዜና ምንጭነት ይጠቀማል? መቼና በምን ሁኔታ?
7. ማህበራዊ ሚዲያ/ፌስቡክ በዜና አዘገጃጀት ውስጥ ጥቅም ላይ ሊውል ስለሚችል በትሁኔታ በተመለከተ የተቋማችሁ የአዲቶሪያል ፖሊሲ ምን ያካተተው ነገር አለ?
8. በዜና አዘገጃጀት ሂደት ማህበራዊ ሚዲያ/ፌስቡክን በምንጭነት ምሆነ ይዘቶችን እንድትጠቀሙት በረታታ ላችሁ ወይ?
9. ማህበራዊ ሚዲያ/ፌስቡክን በዜና ምንጭነት መጠቀም ምን ጠቀሜታ አለው ?
10. በተቋማችሁ ማህበራዊ ሚዲያ/ፌስቡክ በቀላሉ ለመጠቀም የሚረዳ ምቹ ሁኔታ አለወይ?
11. ማህበራዊ ሚዲያ/ፌስቡክ ለአዲስ ዘመን ጋዜጣ የፈጠረው መልካም አጋጣሚ አለወይ? እንዴት?
12. ማህበራዊ ሚዲያ/ፌስቡክ ለአዲስ ዘመን ጋዜጣ ላይ ያሳደረው አሉታዊ ተጽእኖ ምን ድነው?
13. ተጽእኖውን ለመቋቋም በጋዜጣው ረገድ ምን የተወሰደ እርምጃ አለ?
14. በማህበራዊ ሚዲያ/ፌስቡክ ምክንያት በተቋሙ ጋዜጣ ላይ የመጣ ለውጥ አለ? ምን?
15. በቀጣይ የሕትመት ጋዜጦች የፌስቡክን ተጽእኖ ተቋቁመው እንዴት ተወዳዳሪ መሆን ይችላሉ?

በድጋሚ ጊዜ ዎትን ሰውተው ለቃለ መጠይቁ ስለተባበሩ አመሰግናለሁ፡፡

APPENDIX E: Forms to be filled by key interviewees

Forms to be filled by interviewees from Addis Zemen and Reporter newspapers
(Editors, editor in-chief's and managing editors)

1. Name _____
 2. Sex _____
 3. Age _____
 4. Educational status _____
 5. Working department _____
 6. Job Title _____
 7. Years of experience _____
 8. Address; Email _____
- Telephone _____

Appendix F: List of key interviewees

No.	Name	Profession	Experience	Remarks
1	Araya Getachew	Journalist	12 years	Addis Zemen Newspaper
2	Yohanes Anberber	Editor	10 years	Reporter Amharic newspaper
3	MelakuDemessie	Managing editor	20 years	Reporter Amharic newspaper
4	Fekadu Molla	Editor-in-chief	20 years	Addis Zemen newspaper

APPENDIX: G NEWS ATTACHMENTS

Attachment 1- Addis Zemen newspaper late news



Attachment 2: Reporter Amharic newspaper late news



Attachment 4: Addis Zemen newspaper late news



Attachment 5: Late news on Reporter newspaper



Attachment 6: Reporter Amharic newspaper late news



Attachment 7: post on social media page equally with the newspaper

Ethiopian Press Agency / የኢትዮጵያ ፕሬስ

ድርጅት/

June 21 -

አቶ ገዱ ከአፍሪካ ህብረት ኮሚሽን ሊቀ-መንበር ሙሉ
ፋኪ ማህማት ጋር ተወያዩ

(ኢ.ፕ.ድ)

የውጭ ጉዳይ ሚኒስትር አቶ ገዱ እንዳርጋቸው ከአፍሪካ
ህብረት ኮሚሽን ሊቀ-መንበር ሙሉ ፋኪ ማህማት ጋር
ትናንት ሰኔ 13 ቀን 2011 ዓ.ም ተወያይተዋል።

በውይይታቸውም በሱዳን ወቅታዊ የፖለቲካ ሁኔታ እና
በቀጣናው የሰላምና ጸጥታ ጉዳዮች ዙሪያ ሃሳብ
ተለዋውጠዋል።

አቶ ገዱ በቅርቡ በሱዳን የፖለቲካ ሃይሎች መካከል
ተፈጥሮ በነበረው አለመግባባት ለማርገብና በአገሪቱ
የፖለቲካ ኃይሎች የሰላም ድርድር እንዲቀጥል ጠቅላይ
ሚኒስትር ዶ/ር አብይ አህመድ ወደ ካርቲም በማቅናት
እንዲሁም በአርሳቸው በኩል በተሰየሙት አምባሳደር
ሞሃመድ ድራር በኩል ስለተደረገው ጥረትና ስለተገኘው
ገንቢ ውጤትም ለሊቀ-መንበሩ ገለጻ አድርገውላቸዋል።

በተጨማሪም በደቡብ ሱዳን የሰላም ሂደት የመከራውን
ዕጽኖትን የኢጋድ የውጭ ጉዳይ ሚኒስትሮች ስብሰባ
ዙሪያ የተወያዩ ሲሆን ምክር ቤቱ ለሱዳን ሰላም መመለስ
የኢትዮጵያን ጥረት መደገፉን አብራርተውላቸዋል።

የአፍሪካ ህብረት በሱዳን ሰላምን ለመመለስ በሚደረገው
ጥረት ጉዳዩን በቅርበት የሚከታተል ልዩ መልዕክተኛ
መሰየሙ ይታወሳል።

Attachment 8: Reporter Amharic social media page late and long news post



ኔክሶስ ሆቴል በ410 ሚሊዮን ብር ያካሄውን የማስፋፊያ ግንባታ አጠናቀቀ

18 July 2018

ታያሪት ኔታቸው

ኔክሶስ ሆቴል በ410 ሚሊዮን ብር ተጨማሪ 85 የመኝታ ክፍሎች የሉት ሕንፃ ግንባታ አጠናቆ ለአገልግሎት ማብቃቱን አስታወቀ። ሆቴሉ በሁለት ምዕራፍ ያካሄደው ኢንቨስትመንት ከ560 ሚሊዮን ብር በላይ እንደሆነና የመኝታ ክፍሎቹንም ወደ 115 እንዳደረሰ አስታወቋል።

ሐምሌ 10 ቀን 2010 ዓ.ም. በተሰጠ መግለጫ ወቅት እንደተገለጸው፣ የሆቴሉ የማስፋፊያ ግንባታ ነገሩን ባለአራት ኮከብ ሆቴል ወደ አምስት ኮከብ ለማሳደግ እንደሚያግዘው ተጠቅሷል።

የሆቴሉ አማካሪና አደራጅ፣ የአዲስ አበባ ሆቴል ባለንብረቶች የዘርፍ ማኅበር ምክትል ሊቀመንበር አቶ ዜናዊ መስፍን ለሪፖርተር እንደገለጹት፣ «የቀድሞው ሆቴል በባለአራት ኮከብ ደረጃ የነበረ ሲሆን፣ አዲሱ ማስፋፊያ ግን ወደ አምስት ኮከብ ያደርሰዋል፤» ብለዋል። ሆቴሉ በጠቅላላው 85 የመኝታ ክፍሎች ሲኖሩት፣ ከ15 አስከ 450 ታዳሚዎችን የሚያስተናግዱ የስብሰባ አዳራሾች አሉት። በተጨማሪም ሆቴሉ እንደ አንግዶቹ ጭላጎት የሚከፈትና የሚዘጋ መዋኛ ገንዳ በመገንባት ለሆቴል ኢንዱስትሪው ለየት ያለ አገልግሎት ማስተዋወቅን አቶ ዜናዊ ገልጸዋል።

የኔክሶስ ሆቴል ባለቤት አቶ ዳዊት ገብረ ዳዲቅ ለሪፖርተር እንደገለጹት፣ የሆቴሉ ግንባታ በውጭ ምንዛሪ ዕጣት ሳቢያ መጠናቀቅ ከሚገባው ጊዜ ተጓዥቷል። ከዚህ ባሻገር በሆቴል ኢንዱስትሪው ውስጥ ከፍተኛ ችግር ሆኖ የሚገኘው የሠራተኞች ፍልሰት ለሆቴላቸው ፈተና እንደሆነ አስታወቀዋል።

Attachment 9: news story post on Reporter Amharic Facebook page equally with the newspaper and long story

 **Ethiopian Press Agency /የኢትዮጵያ ፕሬስ ኦፊስ**   

August 30, 2018 · 

የሴት አፈ ጉባዔዎች የጋራ መድረክ ተመሰረተ

አዲስ አበባ፡- የፌዴራል፣ የክልል፣ የከተማ አስተዳደር፣ የዞን እና የወረዳ ምክር ቤቶች አባላትን ያካተተ የሴት አፈ ጉባዔዎች የጋራ መድረክ ተመሰረተ።

የሴት አፈ ጉባዔዎች የጋራ መድረኩ ትናንት በአፍሪካ ኢኮኖሚ ኮሚሽን አዳራሽ በተዘጋጀ መርሃ ግብር ይፋ ተደርጓል።

በመርሃ ግብር ላይ የተገኙት የህዝብ ተወካዮች ምክር ቤት አፈ ጉባዔ ወይም ሙፈሪያት ከሚል፤ በአገሪቱ የሴቶች የፖለቲካ ተሳትፎ ከጊዜ ወደ ጊዜ እያደገ ቢመጣም በአሁኑ ወቅት ካለው የለውጥ ፍላጎት አንፃር ውስንነት መኖሩን ጠቅሰዋል። በመሆኑም የሴቶችን የፖለቲካ ተሳትፎ በማሳደግና አቅማቸውን በማጠናከር የተጀመረውን ለውጥ ለማስቀጠል የሴት አፈ ጉባዔዎች የጋራ መድረክ መመስረት አስፈልጓል ብለዋል።

እንደ ወይም ሙፈሪያት ገለፃ፤ የጋራ መድረኩ መመሥረት የሴት ምክር ቤት አባላትን አቅም በማጎልበት የሴቶችን እኩልነትና ፍትሃዊ ተጠቃሚነት ለማረጋገጥ ይረዳል። የሴቶች መብትን የሚጎዱ ባህሎች፣ ህጎች እንዲሁም ብልሹ አመራሮች እንዲወገዱ ያግዛል። በተጨማሪም መድረኩ በፌዴራልና በክልል መንግስታት እንዲሁም በከተማ አስተዳደሮች መካከል ያለው ድርጅታዊ አሰራር እንዲጠናከር ያደርጋል።

ምክር ቤቶች በየደረጃው በሀገር መንግስቱ የተሰጣቸውን ተልዕኮዎች በተገቢው ተረድተው እንዲተገብሩ የሚያስችል የጋራ ግንዛቤ ለመፍጠር ይረዳል። የሴት አፈ ጉባዔዎች የአመራርነትና ብቃት ለማሳደግ ልምድ ልውውጥ በማድረግ መልካም ተሞክሮዎችን በሌሎች ምክር ቤቶች ለማስፋት ፋይዳው የጎላ ነው ተብሏል።

በአገሪቱ 524 ያህል ሴት አፈ ጉባዔዎችና ምክትል አፈ ጉባዔዎች መኖራቸውን የተናገሩት ወይም ሙፈሪያት፤ የፎረም መመስረት በየደረጃው ያሉ ሴት አፈ ጉባዔዎች በሥራቸው ላይ የሚያገጥማቸውን ተግዳሮቶች እንዲመክሩበት የሚያግዝ ነው። ይህም የምክር ቤት ሴት አፈ ጉባዔዎች ያላቸውን ተደራራቢ ሃላፊነት መወጣት እንዲችሉና አቅማቸውን በማጎልበት በአገሪቱ ፖለቲካ ውስጥ ተሳትፏቸውን እንዲያሳድጉ በማድረግ በኩል ከፍተኛ አስተዋጽኦ አለው።

የጋራ መድረኩ አደረጃጀት ጠቅላላ ጉባዔ፣ ሰብሳቢና አራት ምክትል ሰብሳቢዎች እንዲሁም ስራ አስፈጻሚ ኮሚቴ እና ፀሃፊ የሚኖረው ሲሆን በጠቃላይም 21 አባላትን ያካተተ ነው።

አዲስ ዘመን ጋዜጣ ነሐሴ 24 ቀን 2010 ዓ.ም
በሰብሰቤ ኃይሉ