



# **The New Media Applications in ETV Newsroom**

**Leena Abdul Aziz Hamed**

**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**

**Addis Ababa University  
Addis Ababa, Ethiopia  
June 2012**

**Addis Ababa University**  
**School of graduate studies**

This is to certify that the thesis prepared by Leena Abdulaziz, entitled: *The New Media Applications in ETV Newsroom*, and submitted in partial fulfilment of the requirements for the degree of Master Of Arts (journalism and communication) complies with the regulation of the university and meets the accepted standards with respect to originality and quality.

**Signed by the Examining committee:**

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## **Abstract**

### **The New Media Applications in ETV Newsroom**

**Leena Abdulaziz Hamed**

**Addis Ababa University, 2012**

The development of the internet and flexible new media technology profoundly changed the level of information exchange. The study tried to examine the extent to which new media technology is employed at ETV newsroom. (Both qualitative and quantitative approaches were applied. Questionnaires and individual in depth interviews were the instruments used to collect data from journalists, who were the focus of the study. The data were analyzed using SPSS genre. The result of the study depicted that the majority of the journalists surveyed know how to operate a computer with some basic training skills and on trial and error basis, but almost all the journalists do not have in-depth training on how to browse information from the Internet. Except some of the journalists, the majority of them have neither access to computer nor free access to the Internet in their respective media organizations. The finding showed that the journalists are far behind the information about events that are taking place worldwide as a result of lack of access to the Internet.

The problem of poor access to Internet is attributed mainly to the poor infrastructure of this media house. The basic reason was lack of financial resource. Lack of giving attention to new media sector was also one challenging factors.

Finally, the result of the study showed that there was a strong need to direct priority to the expansion of new media infrastructure in the media organizations and also building the capacity of journalists in order to cope up with globalization and information society. The utilization of the Internet potential was found to be insufficient in the organization

## **Acknowledgments**

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

My appreciation also goes to Dr. Gebremehidn Semoin, dean of the School of Journalism and communication who facilitated the way for my study and progress in my life.

I also thank my family for the support and encouragement they offered me to finish this paper successfully.

Moreover, I would like to express my gratitude to the ETV staff for being cooperative with me and giving me the information I needed in order to complete this paper.

Finally, I would like to thank all the staff members and my classmates of the Faculty of Journalism and Communication for the wonderful time we had together. I would like to wish you all the best in your future.

## **Table of content**

	<b>PAGE</b>
<b>Chapter One: Introduction.....</b>	<b>1</b>
<b>1.1 Background of the Study.....</b>	<b>1</b>
<b>1.2. Statement of the Problem.....</b>	<b>2</b>
<b>1.3. Objectives of the Study.....</b>	<b>4</b>
<b>1.4. Research Questions of the Study.....</b>	<b>4</b>
<b>1.5. Significance of the Study.....</b>	<b>5</b>
<b>Chapter Two: Review of Related Literature.....</b>	<b>6</b>
<b>2.1. The Communications Revolution.....</b>	<b>6</b>
<b>2.2. New Media Technology .....</b>	<b>8</b>
<b>2. 3.The Historical Development of New Media (The Internet).....</b>	<b>9</b>
<b>2.4. The Interface between New Media Technology and Journalistic Practices.....</b>	<b>11</b>
<b>2.5. Challenges of New Media Application .....</b>	<b>13</b>
<b>2.6. History of Media in Ethiopia .....</b>	<b>14</b>
<b>2.6.1. The Print Media .....</b>	<b>15</b>
<b>2.6.2. Ethiopian Broadcast Media.....</b>	<b>16</b>

2.7. Internet use in Ethiopia.....	18
2.8. Technological Determinism of Media Theory.....	20
<b>Chapter Three: Research Methodology.....</b>	<b>22</b>
3.1. Data Sources.....	23
3.2. Sampling Procedure and Sample Size.....	23
3.3. Data Collection.....	24
3.3.1. Questionnaire.....	25
3.3.2. Individual In-depth Interviews.....	25
3.3.3. Observation.....	26
3.3.4. Data Organizational.....	26
<b>Chapter Four: Data Presentation and Discussion.....</b>	<b>27</b>
4.1 Introduction.....	27
4.2. Demographic Background.....	28
4.2.1 Exposure and Status to the New Media Technology.....	31
4.2.2. Area of Specialization of Respondents.....	32
4.2.3. Work Experience of Respondents .....	33
4.2.4 Available Media Technology Devices for Personal Use.....	34

<b>4.2.5 The Extent to Which Journalists Interact With the New Media Technology.....</b>	<b>34</b>
<b>4.2.6 Journalist’s Attitude towards the New Media Technology and Social Media.....</b>	<b>36</b>
<b>4.2.7 .Respondents’ Attitude towards the Impacts of New Media Technology.....</b>	<b>37</b>
<b>4.2.8. Attitude of New Media Technology versus Age.....</b>	<b>38</b>
<b>Chapter Five: Conclusion and Recommendation.....</b>	<b>39</b>
<b>5.1. Conclusion.....</b>	<b>39</b>
<b>5.2. Summary of the Findings.....</b>	<b>41</b>
<b>5.3. Recommendations.....</b>	<b>43</b>
<b>5.4. Further Research.....</b>	<b>44</b>
<b>The Bibliography.....</b>	<b>45</b>
<b>Appendices.....</b>	<b>47</b>
<b>Appendices I.....</b>	<b>47</b>
<b>Appendices II.....</b>	<b>58</b>
<b>Appendices III.....</b>	<b>60</b>

## List of Tables

<b>Contents</b>	<b>Page</b>
<b>Table.1-4 Demographic Background.....</b>	<b>28-30</b>
<b>Table5.Respondent’s Exposure and Status to the New Media Technology.....</b>	<b>32</b>
<b>Table6.Area of Specialization of Respondents.....</b>	<b>33</b>
<b>Table7. Work Experience of Respondents.....</b>	<b>33</b>
<b>Table8.Duration Spent On Internet Use At Once.....</b>	<b>35</b>
<b>Table9.Internet Training Ability to Use Internet for Profession Cross Tabulation..</b>	<b>35</b>
<b>Table10. Attitude of New Media Technology versus Age.....</b>	<b>38</b>



## **List of Acronyms**

CD	Compact Discs
DVD	Digital Versatile Disc or Digital Video Disc
ETC	Ethiopian Telecommunication Corporation
ETV	Ethiopia Television
ICT	Information Communication Technology
MP3	Portable Media Players(short for MPEG-1 Audio Layer 3)
CDMA-	Code Division Multiple Access

# **CHAPTER ONE**

## **Introduction**

### **1.1. Background of the Study**

There are a growing number of digital media titles on the bookshelves and in some important respects there is an overlap between works being described as new media and that defined as digital media. The main problem with the term 'digital media' is that it has a tendency to privilege technology itself as the defining aspect of a medium, as if all digital media practice will be first and foremost about, or will reflect, the character of digital technology. In contrast, the term 'new media' signals more about the contemporary cultural concepts and contexts of media practices than it does about simply a new set of technologies. It is important and absolutely central to this way of thinking that technologies and cultural and expressive practices are thought of as inseparable (Dewdney and Ride, 2006).

The term "new media" came into prominence in the mid-1990s, usurping the place of "multimedia" in the fields of business and art. Unlike its predecessor, the term "new media" was not accommodating: it portrayed other media as old or dead; it converged rather than multiplied; it did not efface itself in favor of a happy if redundant plurality. The singular plurality of the phrase ("new media" is a plural noun treated as a singular subject) stemmed from its negative definition: it was not mass media,

specifically television. It was fluid, individualized connectivity, a medium to distribute control and freedom. Although new media depended heavily on computerization, new media was not simply “digital media”: that is, it was not digitized forms of other media (photography, video, text), but rather an interactive medium or form of distribution as independent as the information it relayed (Wendy Hui Kyong Chun 2006:1)

The development of the internet and flexible new media technology profoundly changed the level of information exchange. The utilization of the new media technology should be the top priority and a basic tool for the smooth operation of the newsroom. This would be the most advantageous if human ware; hardware and software are sufficiently provided and well integrated for the proper function. A newsroom, like that of the ETV, in the age of information, can cope with the challenges of modern broadcasting if the resources of the new media technology were properly introduced and the skilled human resources to handle such resources is made available.

## **1.2. Statement of the problem**

New media as the product of mediated communication technologies comes together with digital computers. Before the 1980s the media relied mainly on print and analogue models like newspapers, television, cinema and radio. Currently, digital radio, television and cinema, whereas the printing press has been transformed by new digital technologies such as

image manipulation software like Adobe Photoshop and desktop publishing tools. Some technologies include the Internet and World Wide Web, Digital Television, Personal Computers (PCs), DVDs (Digital Versatile Disc or Digital Video Disc), CDs (Compact Discs), Portable Media Players (such as the MP3 Player), Mobile (or Cell) Phones and, Virtual Reality (VR) are a few that are identified by Creeber and Martin (Creeber and Martin ,2009: 30)

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

In these days, it is observed that Internet cafes and CDMA technologies are flourishing. These can be considered as an indicator of the rise in the Internet service and users in Ethiopia. But there is small of research on ‘new media’ technologies and the use of the Internet (Web journalism) such as blogs, e-mail, face book, YouTube and mobile phones by journalists in Ethiopia. Whatever is available seems to have no significant impact on journalism practice; According to Erik P. Bucy and

John E. Newhagen (2004), some of the major challenges journalists face in using the new media technology is material considerations that are the absence of network connections, bandwidths, fluctuation of Internet connection and slow network. Journalist's Internet using ability, language capacity and barriers to digital skills represent among the major challenges that journalists might face. Thus this study intends to reveal the connections of media practitioners with new media technologies through examining the overall status of new media application in ETV newsroom.

### **1.3. Objectives of the Study**

The major objective of this research was to investigate the connections of media practitioners with new media technologies through examining the overall status of new media application in ETV newsroom.

#### **More specifically, this study aims to:**

- ❖ Examine the extent to which journalists use the new media in the ETV newsroom.
- ❖ Find out the degree of the accessibility of the new media technologies to journalists in the due course of processing news.
- ❖ Establish whether ETV journalists are familiar with the application of the new media approaches.

- ❖ Assess the contribution of the application of the new media in ETV for effective newsroom production to achieve quality news on deadline.

#### **1.4. Research questions of the Study**

The study was done to answer the following research questions:

1. To what extent do ETV journalists employ new media technology in the newsroom?
2. Are ETV journalists aware of the use of blogging and other social media sites for their news?
3. What are the basic internet infrastructures and other new media technological tools ETV journalists can access to process their news?
4. What are the major constraints journalists face in using new media production?
5. What is the ETV journalist's attitude towards new media technology?

#### **1.5. Significance of the Study**

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

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE:**

#### **2.1. The Communications Revolution:**

The world we live in today is changing rapidly, in no small part because worldwide television, communication satellites, high-speed transmission of news and data, and other computer and electronic hardware and software (including the Internet) have transformed the ways people communicate with one another. The fact that a news event can be transmitted almost instantaneously to newsrooms and onto television and computer screens (and into cell phones) around the world can be important as the event itself. . . . Long-distance mass communication has become a rudimentary central nervous system for our fragile, shrinking, and increasingly interdependent, yet fractious, world. (Hachten and Scotton, 2007).

According to Marlow (1996) the history of electronic media began with the telegraph (using a series of dots and dashes to represent letter of the alphabet-itself a digitization of sounds of speech) moved to linear, non-interactive technologies (such as radio and television), and has moved on to interactive technologies (such as multimedia and the Internet). Therefore, new media encompasses the emergence of digital, computerized, or networked information and communication

technologies in the latter part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulatable, networkable, dense, compressible, interactive and impartial (Hassan and Thomas (2006) further assert new media as the Internet, web sites, and Computer multimedia, Computer games CD-ROMs, DVD, and Virtual reality,. For these authors, new media represents a convergence of two separate historical lines: Computing and media technologies. Both begin in the 1830s with Babbage's analytical engine. Eventually, in the middle of twentieth century, a modern digital computer was developed to perform calculations on numerical data more efficiently. For the current usage in this work, the researcher relates new media with Internet technology.

Holmes (2005) state that new media indicates variations of meanings like mobile telephone, Internet network and its features enabling to efficiently generate, store and produce data and information systematically and new media changes continuously due to the fact that it is constantly modified and redefined by the interaction between the creative uses of the masses, emerging technology, and cultural change (Feyisa, 2011).



## **2.2. NEW MEDIA TECHNOLOGY:**

The evolution to an information society is driven in part by speedy changes in technology, such as computers and digital TV. We should no longer think about the various media of communication- books, newspapers, magazines, radio, television, film, telephones, and computers as completely separate entities. Advances in computers and telecommunications networks have led to the merging of conventional mass media with new ones so that now we have for example, the morning news-paper delivered to us through our internet connections (Straubhaar and La Rose 2006)

Familiar mass media forms, such as newspapers, radio, and television are evolving into new forms that are all digital such as high-definition television (HDTV) and the World Wide Web (Straubhaar and La Rose 2006)

Marshall (2004: 45) cited in Creeber and Martin (2009) describes the new technology as: “More than any other new media technology, the Internet has represented the idea of change and newness within contemporary culture. A whole new vernacular has developed from its myriad forms that underline its pervasive influence and its normalization in our lives” (Creeber and Martin 2009: 30).

Furthermore, new media as the product of mediated communication technologies comes together with digital computers. Before the 1980s the media relied mainly on print and analogue models like newspapers, television, cinema and radio. Currently, digital radio, television and cinema, whereas the printing press has been transformed by new digital technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools. Some technologies include the Internet and World Wide Web, Digital Television, Personal Computers (PCs), DVDs (Digital Versatile Disc or Digital Video Disc), CDs (Compact Discs), Portable Media Players (such as the MP3 Player), Mobile (or Cell) Phones and, Virtual Reality (VR) are a few that are identified by Creeber and Martin (2009).

The era of digitization led to the development of Information Communication Technology. Hence, the major focus of the retrieval, dissemination, reception, integration, and the practices of new media undertaken as a great opportunity for day to day activities of media organization. The journalist tries to take advantage of every new development in technology to gather and distribute information. “From clocks to telegraphs to radio and television, new media have always woven themselves into everyday life, interfering with existing patterns of spatiotemporal organization, generating new rhythms and spaces” (Lister 2003: 237).

### **2.3. The Historical Development of New Media (the internet)**

**What is the internet?** According to William F. Slater (2010), the internet is a network of networks, joining many government, university and private computers together and providing an infrastructure for the use of E-mail, bulletin boards, file archives, hypertext documents, databases and other computational resources.

Marlow (1996) discusses that Internet was developed in the 1970s in the American military research. In the 1960s, the Advanced Research Projects Agency (ARPA) of the United States was working on networking computers in different locations, which lay the foundation for the Internet technology. According to Reddick and King (2001), the technology at that time was limited to academicians and the government, started to grow when non-profit organizations and businesses joined the effort. The fundamental idea of the internet is extremely basic; however, with several innovations, the internet has grown and evolved in to where it is today.

Typically the 20<sup>th</sup> century was defined by communications that went from one major source to thousands or millions of people at a time. This type of communication was characterized by television and radio broadcasters which sent out communications signals to TV sets and radios around the country and world. While the telephone evolved and became ubiquitous in the world as a way for an individual to reach out

and talk with a specific person, this type of communications usually involved mostly two people, or a handful of people at most if you were on a conference call. However, with the advent of the internet, a new type of communications technology would be available, where not only can two people communicate simultaneously, but thousands, millions and yes even billions of people at the same time.

<http://www.historyofthings.com/history-of-the-internet>

#### **2.4. The Interface between New Media Technology and Journalistic Practices**

As stated in Pavlik (2001) the key consequences are to consider the journalistic practices within the overall corporate goals of the organization. Pavlik (2001) also says the incorporation of news outlets into huge media organizations places news production within mostly entertainment oriented commercial organizations, creating internal pressures on journalists that many argue are in conflict with the traditional principles of journalism.

The second kind of consequence is that 'converging computing and telecommunications technologies are rapidly rewriting the traditional assumptions of newsroom organization and structure' (Pavlik, (2001: 108)). The application of new technologies is changing such patterns of production. The key to these changes is the development of non-linear

editing. The switch to computer-based composition and the development of network-based computing have created a very different environment for news production in both print and broadcasting. In broadcast news, bulletin scripts can be edited by producers, directors, and also by the reporters and presenters, all from their own desktop computers. Regarding the digital media, changes can be made to scripts whilst live on air – editing of a script in a newsroom will be relayed to the news presenter's computer, and indeed to their autocue. Moreover, the digital composition allows the flexible composition of reports, such that text, audio, graphics, or video can be integrated into a report in any order (Pavlik (2001:107).

The writer also deals with the role of the individual journalist which is being changed by convergence. Nonlinear editing has had a clear impact on notions of deadlines for journalists. Since the technology allows editors to wait until literally the last few minutes before the cameras or the presses roll, journalists are now not only able to work closer to deadline (Pavlik 2001: 108), but are increasingly expected to perform on the deadline. Non-linear editing also raises questions about the distinctions between reporting and editing roles and the independence of journalists.

However, since non-linear editing gives wider access to material, there is also more scope for external editing of journalists' work. Also the

journalists have to be multi-skilled having the materials, equipment, particularly computers is meaningful only if the journalists have the necessary skills, both in terms of editing and using the materials. Moreover, with the rise of online, this very situation leads journalism to the need of combining text, audio, graphics, and video, so that the clear delineation between a print journalist and a broadcast journalist is rapidly being consigned to the past (Pavlik 2001).

Right after the emergence of the World Wide Web in the early 1990s hand in hand the internet, online journalism happened to be really practicable. As located by Singer(1997), the effects of Computer Aided Reporting and using the internet as a reporting tool for journalists and news work, concluding that beyond obvious benefits (more freely-available information, sources, checks and balances), of the internet in daily reporting as well as the increased technical element in news work caused by it.

Journalists now are turning to social media, such as Facebook, twitter, YouTube and other sites that allow individuals to post content. These sites can provide story ideas and useful leads. It also helps a journalist to interact with a community or to promote a journalism “brand” by encouraging readers to visit a news organization’s Web site.( media law hand book(2010:50). Even though, ethically there are challenges because verifying the posts can be difficult.

## **2.5. Challenges of New Media Application**

Having access to the media technology is not the same as using these media or having access to the content of these media (Bucy & Newhagen, 2004). Research shows huge differences in the frequency of use and in the various ways in which people use these digital media in their daily lives (Robinson, DiMaggio, & Hargittai, 2003; Verdegem & Verhoest, 2009; Wasserman & Richmond-Abbott, 2005).

Media access is organized into three main sections:

Psychological dimensions of media access; social and cultural dimensions of media access; and media access to public sphere ( Bucy and Newhagen 2004)

According to Bucy and Newhagen (2004), there are four successive challenges to new media 'internet' access and they are:

First the psychological dimensions, which is lack of any digital experience, caused by computer fear, a rareness of user interest, or a deliberate avoidance of the new technology. Secondly, material considerations, just as the absence of computer or network connections. The third challenge to access involves digital skills, including the ability not only to operate computers and network connection but to search, select, and process information from superabundance of sources. Fourthly, they expect usage opportunities to remain uneven for some

time to come, where segments of the population systematically engage with and benefit from advanced information technology and more sophisticated applications and services. While other segments use only basic digital technology for simple applications with a relatively large part of that use consisting of entertainment.

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

## **2.6. History of Media in Ethiopia**

Mass Media in Ethiopia has a short history compared to western countries. Nearly a couple of centuries have already been lapsed since the first introduction of its kind. Tracing back the specific date of the first day and place could be illusive and may need more comprehensive research. Nevertheless, for the sake of this instant study, perusing a very scanty and incomplete materials (nearly nonexistent reference books on Ethiopian Mass Media) would offer some important insights when and where; and how and who started the Mass Media in the country.



### 2.6.1 The Print Media

According to the paper done by Tadesse Zinaye, The history of media sector in Ethiopia dates back more than a century. *Le Semeur d’Ethiopie* (1905-1911) and *Aimero* (1902-1903) are widely considered as the original news papers, Some historical evidences suggests that the hand written sheet produced by Blata Gebre Egziabhere around 1900 probably preceded both of the above papers, Belata is usually labeled as ‘the father of Ethiopian journalist’ by some Ethiopian academics. The first issue was hand written. From the late days of Emperor Menelik to the early tenure of Lij Iyasu weekly newspaper like *Melekete Selam*, *Yetor Wore* and many other publications began to appear.

The introduction of Berhanena Selam printing press (1965) eased the scarcity of the copies and made possible regular publications a phenomenon among the literate groups. Many different materials were being produced including the prominent two weekly newspapers. *Addis Zemen* (1941), Amharic newspaper and *Ethiopian Herald* (1943), an English newspaper became popular as the result of the introduction of printing press. They are the oldest and only newspapers that endured (three different regimes of the country) name adjustment and readjustment in the history of Ethiopian Mass Media.

Several newspapers began to pump up in to the industry of Ethiopian mass media under the 17<sup>th</sup> tenure of the military junta. *Mekerem*

("September"), *Serto Ader* ("worker"), *Yezaritu Ethiopia* ("Ethiopia Today"), *Berissa (Afan Oromo)* and *Al-alem (Arabic)* were being published in addition to *Addis Zemen* and *Ethiopian Herald*.

## **2.6.2. Ethiopian Broadcast Media**

### **The Ethiopian Television and Radio**

National Radio of Ethiopia was a pioneer broadcasting station. It is also one of the first broadcasting media stations in Africa (Ethiopian Radio Magazine-ERM 1999). The 1930s' is the emergence of Ethiopia Radio for the first time in the country. In July 1930, His Majesty Emperor Haile Selassie I put the foundation stone in the place of Nefas Silk to build the radio station. Four years later, the station began telegraphic communication with Cairo-Egypt, Djibouti-Djibouti and Eden-Yemen (ibid).

According to ERTA/ETV (2004), around 1956 different installations were done in many towns. The installation of the Geja Dera 100 Kilowatt transmitter and others brought about a huge change in the history of the station and the coverage of radio. The installation of Geja Dera transmission helped the station to transmit in English and French to West Africa and West Europe, in Arabic to Eastern and Central Asia and North Africa, and in Swahili to Eastern and Central Africa.

On the occasion of the 35th celebration of the coronation of His Majesty Haile Sellasei I (1966), he inaugurated the medium wave transmitter, which had a capacity to cover most of the country. Hence, during that time the name of the station also changed from Addis Ababa Radio to Ethiopian Radio.

During the Derge regime, the station was used for a mere propaganda purpose and its name again changed this time to 'The Voice of Revolutionary Ethiopia' (ERTA2004).

Currently, there are a number of regional, federal, private and community radio station in the country. According to the Ethiopian Broadcasting Authority (2011), there are more than 15 community, regional, FM and national radio station.

November 2, 1964 was the day of Ethiopia's first television broadcast. This was done not only because Ethiopia needed to catch up with the rest of the world in the development of its information services, but also because television was a potent medium of education and an important tool in shaping Haile Selassie's personality cult. Besides, it was the time that the organization of African Unity was established in Addis Ababa.(Birhanu Olana 2009:187)

Color television was introduced in 1982 by the military government in order to commemorate the founding of the Workers' Party of Ethiopia

(WPE). Since its establishment, ETV has remained in the hands of government, with its operations and content regulated by government. These days the common complaint about ETV is of a gradual decline in the quality of its programs (Simon, 2005).

## **2.7. Internet use in Ethiopia**

In 1993 internet use started in Ethiopia, when the UN Economic Commission for Africa established in Addis Ababa to store-and-forward email service called PADISNet (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net's Internet gateway in London (Samuel, 2001).

The state-owned Ethiopian Telecommunications Corporation is the sole Internet service provider (ETC) in the country. Internet cafés are the main source of access in urban areas, and an active community of bloggers and online journalists now plays an important role in offering alternative news sources and venues for political dialogue. However, three-quarters of the country's Internet cafés are in the capital city, and even there access is often slow and unreliable.( Lynn Hartley, Michael Murphree 2006).

A test conducted by a Media Ethiopia researcher in July 2007 determined that the average connectivity speed was 5 KBps and that

Internet service in most cafés was down between 10 and 20 percent of the time. (Samuel, (2007).

High cost of computer is definitely the most important problem followed by poor telecommunication infrastructure, lack of accessories (necessary equipment) and high Internet service charge in that order. Encouraging the establishment of a computer assembly and/or reducing tax/duty rates are among the best options to make the technology more affordable. Liberalizing the telecommunication industry is also important to provide competitive service at lower service charges. Other problems include shortage of trained manpower and absence of an ICT plan. (Mulat and Tadese, 2002).

Today, the Ethiopian Telecommunication Corporation (ETC) show that the number of Internet subscribers increase from time to time. By 2010, the total number of Internet users had reached 143, 000 (ETC, 2010).

## **2.8. Technological Determinism of Media Theory**

In this study the focus is on the technology of Mass Communication and on how such technology determines the nature of Mass Communication and its role in society and the lives of people. In technological determinism it is believed that technology and technological innovation force social change, culture, economics and politics. According to Segerin, and Talkard, one of the best examples of technological determinism in media theory is Marshall McLuhan's theory "the medium is the message". This statement was told in 1964. They also quoted McLuhan "the effects of technology do not occur at the level of opinion or concepts but alter sense ratios or patterns of perception steadily and without resistance." That is an explanation for his statement "the medium is the message" His idea was that each medium of communication produces social and psychological effects on its audience; particular social relations and particular form of consciousness or way of thinking that are quite independent of the content being transmitted. These effects constitute the message of the medium (Segerin and Talkard: (303). The work of McLuhan emphasis on how the technology of a medium determines the nature of Mass Communication and its impacts on society.

Technological determinism is the idea that technology has important effects on our lives. This idea figures prominently in the popular imagination and political rhetoric, for example in the idea that the Internet is revolutionizing economy and society. Technological determinism has also had a long and

controversial history in the social sciences in general and in organization studies in particular. Critics of Technological determinism theory argue that technology itself is socially determined, that technology and social structures co-evolve in a non-deterministic, emergent process, or that the effects of any given technology depend mainly on how it is implemented which is in turn socially determined given the proliferation of new technologies in modern capitalism (Paul S. Adler, 2006)

## **CHAPTER THREE**

### **3. Research Methodology**

The study has employed both qualitative and quantitative research approaches. Using combined methods has its own significance: Flick (2002:265) says “the different methodological perspectives complement each other as the complementary compensation of the weaknesses and blind spots of each single design.” The data were collected from the journalists and the ICT department at ETV. A quantitative approach was used to collect data from the journalists at ETV through questionnaires that were distributed among the journalists of ETV. The qualitative method, on the other hand, was utilized to supplement the information gathered through the content analysis.

The researcher selected the informants using non-probability purposive sampling technique. In addition, qualitative research methods like in-depth interview, and observation were employed in gathering first hand data.



### **3.1. Data sources**

The sources of the data employed for this research were journalists and the ICT staff members of ETV. The employees of ETV were considered as the population frame of the study. (Journalism practitioners, technical editing staff and media technology staff) are selected to be part of the study.

### **3.2. Sampling techniques and procedures**

The researcher directly selected ETV, which is found in Addis Ababa. It has a total of 450 journalists working in different sections. The study targeted journalists working in the Ethiopian Radio and Television agency (ETV). From the 200 total staff in the organization, 50% have been purposively selected to comprise the sample. These 200 journalists were those who hold BA/BSc and above. The principal reason for this is that the researcher considers them among the users of the new media technology 'Internet' than others. In the researcher's conception, these purposively selected groups know more about the advantages and challenges of new media technology. Out of the 200 target group the questionnaire was distributed to 100 journalists that comprise almost 50% of the sample selected. In addition, the researcher conducted individual in-depth interviews with 4 news room department journalists who are working on online and who are believed to hold relatively

growing experiences and exposures of directly working on the topic of research. The in depth interview was made over a number of days to explore details on the particular issues pertinent to the study.

### **3.3. Data Collection Tools**

Various types of data collection tools were employed in this study, such as Questionnaire, in-depth interviews, and observation. The questionnaires were distributed among the journalists and the ICT employers.

The interview was used to support the data gathered through content analysis. To conduct the interview, an interview guide was prepared. The guide contained different questions on journalists/editors' on the new media applications in ETV newsroom.

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

### **3.3. 1.Questionnaire**

The objective of the questionnaire was to explore the use of ‘the new media applications in ETV news room, its opportunities and challenges from the point of views of journalists in ETV. Therefore, the questionnaire was distributed to a total of 100 journalists. From a total of 100 questionnaires distributed to journalists in ETV, 90 questioners were filled and returned properly, 10 were incomplete. Close ended, paired-composition, contingency questions, ranking questions, inventory questions, matrix questions and multi-choice questions were included in the questionnaire.

### **3.3.2. Individual In-depth Interviews**

According to Jensen & Jankowski (1991:101) the interview has a number of advantages. One is that it can cover a wide range of outlooks on a given subject. This could be done either by interviewing different informants in order to get diversified opinions or by preparing interview questions that range over a wide area of subjects. Also interview information can be useful as “heuristic devices”; leading to new perspectives and generating questions for later inquiries.

Individual interviewees were purposively selected from the news room department journalists working online. In-depth interviews were conducted with four news room journalists of ETV. The researcher has

taken notes in the process and used recorder tapes to record the interviews so that it can serve as a documentation of the information gained.

### **3.3.3. Observation**

The researcher has employed observation guided by a self-developed checklist to see the actual physical setup of the newsroom and to find insights into how journalists use and interact with the new media. This instrument enables the researcher to find out experiences, skill and knowledge of journalists with the new media in the organization during their actual engagements. All this make possible to see the various structures and to observe how the people carry out their work rather than how they produce their thoughts in their activities.

### **3.3.4. Data Organizational**

The researcher employed both qualitative and quantitative approaches. The data was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that were collected by using the questioner were entered into the computer using SPSS software program. Coding and analyzing of these data were carried out using this soft ware package. In addition, information through qualitative instrument (in-depth-interviews) was analyzed qualitatively. The interview was conducted in English language. To examine the analysis,

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

## **Chapter Four**

### **Data Presentation and Discussion**

#### **4.1. Introduction**

This chapter presents what the current practical new media application in ETV looks like. Quantitative and Qualitative Analyses contain the first valid and credible data gathered from Newsroom and media technology department on new media technology use, access, process in ETV. The questionnaire consisted of a total of 41 questions, one open-ended and the rest were close-ended. The questionnaire was aimed at revealing ETV's newsroom situation in relation to new technologies for professional practice. The questionnaire was designed into two categories in a way it could address the newsroom main and supportive staff (media technology department) too. The center questions were designed to test status of journalists (by age, gender, educational qualifications, first access to internet), employment of new media technology in the newsroom, internet infrastructures and other new media technological tools journalists and technical staff can access to process their news, use new media technology to improve access to the quality and the timelines of stories and meet the deadline, awareness of both staff using blog and other social media sites for their jobs and constrains in using new media production, simplicity of job performance; satisfaction of available new media technologies at work.

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

## 4.2. Demographic background

**Table.1 Age and Sex of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
<b>20-29</b>	60	66
<b>30-39</b>	20	22
<b>40-49</b>	5	5
<b>50-59</b>	5	1
<b>Total</b>	90	98
<b>Sex</b>	<b>Frequency</b>	<b>Percent</b>
<b>Male</b>	70	77
<b>Female</b>	20	22
<b>Total</b>	90	99

The data were divided into four age groups based on cutting points that divide the whole data into four equal parts: 20-29, 30-39, 40-49 and 50-59. As can be seen from table 1 above 66% of respondents were aged between 20-29, 22% respondents were aged between 30-39, and 5% respondents were aged between 40-49 and 5% respondents were aged above 50-59 year. Amongst respondents, 77 % of the respondents are male respondents and 22% respondents were female.

**Table.2. Educational status of Respondents**

<b>Educational status</b>	<b>frequency</b>	<b>percent</b>
Secondary school	none	none
diploma	10	11
BA/BSc	60	66
MA/MSc and above	20	22
Total	90	99

The table above shows the educational status of the respondents, according to the data 11% had diploma, 66% had BA/BSc degree and 22% had MA/MSc degree. This data indicates us that the majority of journalists is qualified and has got higher education.



**Table 3 Positions of Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Valid Percent</b>
Senior Reporters	20	22
Reporters	40	44
Program producer	10	11
Senior Editors	10	11
Editors	10	11
Total	90	99

Table 3 above shows that respondents in the study had different occupation background. The majority of the respondents were reporters, 40% and 11% were program producer, 11% were senior reporters, 11% were senior editors, and 11% were editors.

**Table 4: Place Where Respondents Often Use the Internet**

<b>Place Where internet often used</b>	<b>Frequency</b>	<b>Percentage</b>
In the newsroom	25	27
Office outside newsroom	50	55
Internet café	10	11
Home	5	5
Total	90	98

The respondents were asked to respond where they often used internet. While (27%) used the internet at the newsroom, (55%) of the respondents tried to access the internet outside the newsroom. The remaining (11%) and (5%) used the internet in cafés and at home.

#### **4.2.1 Exposure and status to the new media technology**

As the following table indicates, (44%) and (5%) of the respondents were initiated to the internet 5 years and 10 years back. Furthermore, significant number of respondents (42%) has experienced the internet only for a year. Surprisingly enough, 2 of the participants were initiated to the internet just some days back. Regarding trainings on the internet use, (66%) of the respondents were trained. The participants were asked to rate their ability to use the internet for their profession; among 90 respondents (22%) and (28%) rated their ability as 'good' and 'excellent' those who rated their ability as fair and poor were (22%) and (26%). This shows us that most of them have no training.

**Table5 .Respondent’s Exposure and Status to the New Media Technology**

<b>Internet use for the first time</b>	<b>Frequency</b>	<b>Percentage</b>
Day back	2	2
Month back	5	5
A year back	38	42
5 Years back	40	44
>=10 years back	5	5
Total	90	98
Internet training		
yes	60	66
no	30	33
total	90	99
Use of the internet for profession		
poor	20	22
Fair	24	26
Good	20	22
Excellent	26	28
total	90	98

#### **4.2.2. Area of Specialization of Respondents**

In relation to specific field of specializations of participants the data emanated that (22%) of them specialized in Media technology and Electronics, (33%) of them studied Language and literature, and (33%) were ICT and Computer science professionals. Surprisingly those who specialized in journalism and communication were only (11%). The table

blow shows that. This data tells us that most of the journalists working in ETV Organization are not professional journalists.

**Table6.Area of Specialization of Respondents**

<b>Variable</b>	<b>Frequency</b>	<b>percent</b>
Language and literature	30	33
Media technology and Electronics	20	22
Journalism and communication	10	11
ICT and Computer science	30	33
Total	90	99

#### **4.2.3. Work Experience of Respondents**

Regarding experience of the respondents, the data shows that about (11%) and (33%) had experience of 2-4 years and more than 10 years. (33%) and (22%) of the participant explained that they had work experience of less than a year and 5 to 9 years respectively. The following table is meant to display the exact figure of the data in relation to years of experience of respondents in their current position.

<b>Year of Experience on current position</b>	<b>Frequency</b>	<b>Percentage</b>
a year	20	22
2-4 years	10	11
5-9 years	30	33
10 years	30	33
Total	90	99

#### **4.2.4 Available Media Technology Devices for Personal Use**

With the data that has been collected from the observation, the news room has about 25 field cameras and 15 Digital studio cameras. Among the available studio cameras only 12 had the potentially output of digital data format. But all available mixers and transmission devices at each studio were not capable of handling digital data. So all incoming data from these studio cameras should always be converted to analog. Moreover, since the studios available at ETV are not in a position to record digitally, data are recorded with tape drives. Unfortunately, all field work cameras were analog. The number of computers are not enough there are around 129 computers for 450 staff member in ETV and not all of them are functioning , only 18 of the computers had internet connection.

#### 4.2.5 The Extent to Which Journalists Interact With the New Media Technology

The participants were examined to what extent they employ the new media technology in the due course of making news. While local news gathering, 20(22%) and 40(44%) of the participants use Internet and telephone. And who use satellite TV and post were 10(11%) and 14(13%),new media applications that were often used are YouTube, FTP server and Instant message/Chatting 10(11%) were among the rarely used applications. As a matter of fact, World Wide Web (WWW), E-mail and web based TV were widely used means Of the international news gathering activity 5(5%).

**Table.8.Duration Spent On Internet Use At Once**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
30 minutes	80	88
1/2-1 hour	1	1
1-2 hours	3	3
2-3 hours	4	4
3-4 hours	2	1
5 hours	0	0
Total	90	98

This table shows the duration the respondent spent on internet use 80 (88%)respondent spent only 30 minutes, 1 (1%) respondent spends 1/2-1

hour, 3(3%) respondents spend 1-2 hours, 4(4%) respondents spend 2-3 hours, and 2(2%) respondents spend 3-4 hours.

**Table9. Internet Training Ability to Use Internet for Profession Cross Tabulation**

Have Internet Training		Ability to use internet for profession				Total
		Poor	Fair	Good	Excellent	
<b>Yes</b>	80	5	20	60	4	90
<b>No</b>	10					
<b>Total</b>	90					

#### **4.2.6 Journalist’s Attitude towards the New Media Technology and Social Media**

The researcher examined the Journalists’ attitude towards the new media technology. Most of the respondents believe that internet saves time and enhances professional capacity, even though most of the respondents use the internet for personal use rather than for work because they did not think that the information they get from the internet is accurate and reliable. According to Hailu mideksa a senior reporter explains that:

“The internet is a good way to spend time coz I use it for personal use only, I use it for chatting and checking my email and facebook,as for work I don’t depend on the internet because most of the information there is not reliable, but I do visit other news website like BBC to compare their interest with ours and see what is good for us and use it, most of their news are always negative and we

don't want negative news in our department, since I work under development journalism our news is always about how the country is developing so always positive news."

The rest of the interviews show almost the same attitude towards the internet and how the information is not accurate. Muluneh Gebre a producer said:

"mostly the youngsters are the one who use the internet in our organization and the older people like me prefer the traditional ways, therefore, most of the news in ETV are focused on Ethiopian government relations, such as attending the prime-minster's conferences, so mostly the news are only local which means I don't see there is need to use the internet for that, internet as usually for personal use."

And Beza a reporter says,

" I use the internet mostly for emailing, searching for information and to upload and download news, files and reports because I think the internet saves my time but most of the computers are not working, for instance, in my department we are 12 journalists and there are only 4 computers in the room only 2 of them have internet connection so the number of the computers are not enough and the connection is poor too, if these problems are solved I think our work quality will be better than what it is now."



Since the journalists have to share the computers as Beza indicated they won't have free access as they need. Even if they get the access to computer because the connection is slow always they cannot get enough information the only thing they use Internet to get international news is from Reuters, BBC, Aljazeera, Press TV and Euro news and also for personal use. In an organization like ETV the available number of computers connected to LAN, and number of computers granted for internet connection, were only 129 computers available for 450 staff .Among the available computers, only 23 (5%) have LAN connections for intranet activities. Surprisingly, only 18% of the functional computers were connected to the internet which does not suite the demand.

#### **4.2.7 .Respondents' Attitude towards the Impacts of New Media Technology**

Majority of the respondents believe that it really enhances situation. 60.66%of respondents explained that the technology enhances the news making in the audience –journalist communication aspect. 20.22% said the technology is important to communicate within the staff; and 10.11% of them express that they believe the technology enhances the news processing.

**4.2.8. Table10. Attitude of New Media Technology versus Age**

<b>New media Tech. impact quality of production</b>				
<b>Age</b>	<b>Yes</b>	<b>No</b>	<b>Doubt</b>	<b>Total</b>
<b>20-29</b>	40(44%)	3(3%)	0	43
<b>30-39</b>	20(22%)	6(6%)	4(4%)	30
<b>40-49</b>	4(4%)	1(1%)	3(3%)	8
<b>50-59</b>	1(1%)	1(1%)	0	1
<b>Total</b>	65(72%)	11(12%)	7(7%)	82(91%)

## **Chapter Five**

### **5. Conclusion and Recommendation**

#### **5.1. Conclusion**

The new media application was assessed in ETV newsroom by journalists in ETV and examined the opportunities and challenges in using the new media (Internet). Both qualitative and quantitative approaches were applied. Questionnaires, and individual in-depth interviews, were the instruments used to collect data from journalists, who were the focus of the study. The data were analyzed using SPSS genre and the following were major findings.

The findings of the study showed that with regard to computer access, majority of the respondents had computer access in their organization but with very slow Internet connectivity. As mentioned above, the study was about examining the connections of media practitioners with new media technologies through examining the overall status of new media application in ETV newsroom. However, there is no free access to the Internet as they needed in the organization. Though that it varies from department to department. Journalists are far behind the information about events that are taking place worldwide as a result of the lack of access to the Internet.

This study showed that most of the respondents in the newsroom did not have good infrastructure to access internet at their work place. Consequently, the newsroom misses the opportunity that would be gained through internet connection. Scholars, like Singer (1997), have studied the effects of Computer Aided Reporting (CAR) and using the internet as a reporting tool for journalists and news work. As a result, he concluded that internet is beyond obvious benefits (more freely-available information, sources, checks and balances), in daily reporting as well as the increased technical element in news work.

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

The study also showed the challenges the journalists face in order to use the new media (internet) and it was summarized as below:

- ▶ shortage of computer in the organization,
- ▶ lack and fluctuation of Internet connection,
- ▶ skill problem to use the technology by journalist,

- ▶ very slow Internet speed even to open and download information,
- ▶ financial problem to use at Internet cafes,

## **5.2. Summary of the Findings**

▶ The findings showed that media development, in the aspects of technological advancement of new media technology infrastructure, professional capacity building, and as well as awareness in new media has been low. Journalists in this organization lack behind in the use of the new media technology, and still they use pen and pencil to produce their stories, and this shows that they are unconquerable by new media technology since they were not able to cope up and upgrading with the innovation of new media. It would have been more efficient and effective for the professional work of journalism, if journalists were able to use the new media. Although the level of awareness of journalists towards the potential of new media technology was encouraging, lack of Internet access and skill to use it has considerably blocked them from the exposure to international information sources. McLuhan emphasizes on how the technology of a medium determines the nature of mass communication and its impacts on society. Lack of access to the Internet results in a negative impact on the society at large by slowing news from reaching its audience in time unless the

journalists are building their capacity in order to cope up with globalization and information society.

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

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

►The study showed that the ETV journalists believe that new media (Internet) is very important for journalists to add quality to their work

►When there is connection the number of computers does not match with the number of Internet service seeker. As the result, the journalists would have to wait for a long period of time and this is because the lack of sufficient availability of computer.

►The slow speed of Internet connection is also one of the major problems journalists faced. The factor for the low Internet speed was attributed primarily to the bandwidth of Internet connection of the organization to its service provider, which is the Ethiopian Telecommunication Corporation.

► Slow Internet speed is one of the major factors affecting Internet access and use in Africa. According to the data generated through questionnaire, 90.9% of the respondents said that the speed of Internet connection within the Organization was too slow. This is a serious problem for the journalists that result in the low level of utilization of the technologies. These problems blocked them from accessing and download any forms of data (files, images, documents, video and audio-visual).

►The findings of the research indicated that the access to Internet café by journalists is low. The factors associated with the low level of access to Internet café was due to its relatively expensive cost which most journalists couldn't afford to use for long hours, even though, few journalists working

in the online news room owing to the nature of their work use Internet café for browsing foreign news information at the cost of the organization.

### **5.3. Recommendations**

► ETV administration should pay attention to the advantages of using new media technology in the organization by creating programs that shows what are the advantages of using the new media. Otherwise, Internet would not be used as a major means of accessing information.

► Awareness creating programs should be held to change the perception and attitudes of journalists who are pessimistic toward using new media technology. This can be done possibly by the office of the director of the new media technology of the organization.

► the administration of ETV should Increase access to new media infrastructures like computer and Internet so that it could solve the problems in certain ways. Moreover, matching the number of computers with the service required in the organization was needed to make it widely available for journalists.

► Finally, increasing the bandwidth of the organization in order to improve the speed of the internet which could motivate and enable more journalists to utilize it at a faster speed, is another means of solving the identified problems, and this should be done by the ETV administration.



#### **5.4. Further research**

The researcher would like to suggest that studies should be conducted on how to create awareness and develop positive attitude towards new media technology in ETV.

## The Bibliography

Birhanu olana (2009). *Journalism in the context of Ethiopian mass media*.

Bowman, B. and Willis, C. (2003). *We Media: How audiences are shaping the future of news and information*. USA: The Media Center at The American Press Institute.

Bucy E. and Newhagen J. (2004). *Media access: social and psychological dimensions of new technology use*. Printed in united state of America: Lawrence Erlbaum Associates, Inc.

Campbell, V. (2004). *Information age Journalism: Journalism in an International context*. Oxford University press Inc, 198 Madison Avenue, New York.

Creeber, G., and Martin R., (2009). *Digital Cultures, Understanding New media*. McGraw Hills, Open University Press, London

*Critical arts, a journal of south-north cultural and media studies, volume 15- numbers 1and 2- 2001.*

Ethiopian Radio and Television Agency (2004). *Strategic Plan of the Government*

*Media, working document, unpublished, Addis Ababa.*

Feyisa Girma,(2011), *New Media Technology as a Source of Foreign News in Oromiya Mass Media Organization: Challenges and Opportunities*. Addis Ababa university department and journalism and communication

Hansen, A., Cottle, S., Negrine, R. and Newbold, C. (1998). *Mass Communication Research Methods*. London: Macmillan Press.

Hanson R. and Thomas J. (2006). *The new media theory reader*. London: Library of congress.

<http://www.historyofthings.com/history-of-the-internet>

*International Telecommunications Union, "ITU Internet Indicators 2008,"*

Jensen, Klaus Bruhn & Jankowski, Nicholas W. (1991) *A Handbook of Qualitative Methodologies for Mass Communication Research*. London & New York: Routledge.

John, H. (2001). *Practicing Global Journalism Exploring Reporting Issues Worldwide*: Printed and bound in Great Britain

Joseph Strabhaar. And Robert la rose. (2006). *Media now: understanding media, culture, and technology*.

Lister, M., et al. (2009). *New media: A critical Introduction*. London: Routledge

Lynn Hartley and Michael Murphree, “Influences on the partial liberalization of Internet service provision in Ethiopia,” *Critique*, Fall 2006.

Lievrouw L. and Livingstone L. (2002). *Handbook of new media: social shaping and consequences of ICTs*. Londen: sage publications.

Manovich, L. (2001): “*The Language of New media*”: Cambridge: MA.MIT Press.

Mulat Demeke and Tadesse Birru, (2002). *ICT penetration and usage in Ethiopia*: Baseline survey. Addis Ababa University, Department of Economics

Paul S. Adler. “Technological Determinism” *The International Encyclopedia of Organization Studies*, edited by Stewart Clegg and James R. Bailey (Sage) 2006

Pavlik, J. (2001). *Journalism and new media*. Columbia University Press USA

Samuel Kinde, “Internet in Ethiopia – Is Ethiopia Off-line or Wired to the Rim?,” *Media Ethiopia*, November 2007.

Simon Cottle (2009). *Global Crisis Reporting Journalism in the Global Age*.

Tadesse Zinaye *MEDIA IN ETHIOPIA: The beginning, developments and challenges*.

Werler J. Segerin, James W. Talkard, JR *Communication Theories Origins Methods , And Uses In The Mass Media*, 4<sup>th</sup> Edition

Wendy Hui Kyong Chun, Thomas Keenan. *A history and theory redeal"new media,old media"*

Zemen Magazine (2005). *The Development of Broadcasting Media in Ethiopia. Case study of Ethiopian Radio*, November, 2005. Addis Ababa, Ethiopia

## **Appendices**

### **Questionnaire to journalists and media technology staff in the newsroom**

#### **Questionnaire to be completed by ETV newsroom**

##### **Staff members**

**Dear respondent,**

The purpose of this questionnaire is to gather informations for MA thesis in the title“**The new media applications in ETV newsroom**”. The success of the study highly depends on your genuine response to the questions; therefore, you are kindly requested to complete this questionnaire. Thank you in advance.

1. Sex: Male  Female

2. Level of education

A. MA and above B. BA/Bsc C. Diploma D. Certificate

E. Secondary school F. Primary school G. Other\_\_\_\_\_

Field of specialization \_\_\_\_\_

3. Age group

A. 60 and above B. 50-59 C. 40-49 D. 30-39 E. 20-29

4. Years of experience in present position

A. 10 and above B. 5-9 years C. 2-4 years D. 1year and below

5. What is your position in the organization?

\_\_\_\_\_

6. Do you have computer in your office? Yes  2. No

7. If yes, is your computer locally networked (LAN)? Yes  No

8. Do you have Internet connection? Yes  No

9. Have you ever trained on how to use the Internet? Yes  No

10. When did you first use the Internet?

A. days back B. months C. a year back

D. five years back E. 10 and more years back

11. Where do you often use the Internet?

A. Within the ETV newsroom B. In Internet cafés

C. Within office setting but outside the newsroom D. At home

E. If any other (state where).....

12. Rate your ability to use the Internet for your profession?

Excellent  Good  Fair  Poor

13. What are the constraints or challenges of using the Internet?

A. Lack of skill B. Lack of time C. Absence of the service D. Limited time allotted to the service

E. Poor connection F. other \_\_\_\_\_

14. Once you start using the internet, how much time do you spend at a time?

A. 5 - 30 minutes B. 1/2 - 1 hour C. 2 - 3 hours

D. 3 - 4 hours E. 1 - 2 hours F. 5 hours and above

15. Is there any organizational guideline on how to use the Internet in the office?

Yes  No

16. For what purpose do you use the internet? (Tick **more than one option**)

**I used internet for**

Emailing  Playing games

Searching for Information  Watching movies/ YouTube

Gathering and filing news  Face book

Blogging  Listening to music and programs

To upload and download news ,files, and reports  Twitter

Instant messaging /chatting  write if any other

\_\_\_\_\_

Searching for scholarship

Studying and learning online

Other social media(State\_\_\_\_\_)

17. How often do you utilize some of these Internet activities? (**Tick under your choice**)

**Internet activities**

**Daily Weekly Once a month Never**

Emailing

Searching for Information

Gathering news

Blogging

To upload and download news ,files, and reports

Instant Messaging /Chatting

Searching for scholarship

Studying and learning online

Other social medias(State)\_\_\_\_\_

Playing games

19. If yes, internet is significant to **my work** in the following areas.

**Internet is significant in terms of: Yes No**

Internet has made the news gathering easy for me

Internet has helped me to produce audience friendly programs

Communication within the station (colleagues) has become easier

It gives chance to the audience to comment on my work

Internet saves time



Information on the Internet is reliable and accurate

Internet has enhanced my professional capacity

I can easily get in touch with national and international organizations

Internet has helped me find new Journalism networks

I cannot manage work without Internet

20. What efforts are there from ERTA/ETV as of capacitating the new media technology structure?**(Circle more than one potions)**

A. Staffing skilled manpower

B. Provide on job trainings

C. Regular updating of the hardware and software infrastructure

D. Financing the new media structure independently

E. Monitoring the quality of the status of the overall new media structure

F. Other,\_\_\_\_\_

A. Staffing skilled manpower

B. Provide on job trainings

C. Regular updating of the hardware and software infrastructure

D. Financing the new media structure independently

E. Monitoring the quality of the status of the overall new media structure

F. Other,\_\_\_\_\_

21. What news gathering tool do you use for local news stories? (**Circle more than one option**):

A. Satellite TV, B. Satellite Radio B. Internet C. Telephone

E. Post office Box F. Others, \_\_\_\_\_

22. What news gathering tool do you use for international news sources?(**circle more than one option**)

A. Satellite TV A. Satellite Radio B. Internet C. Telephone

D. subscribed online news E. Others \_\_\_\_\_

23. Which new media application do you use often? (**Circle more than one option**)

A. Internet/World Wide Web B. Computerized networked communication

C. web-based TV D. pod casting

E. YouTube F. FTP (file transfer protocol)

G. E-mail H. Instant message /Chatting

24. Specify your position concerning the new media technology; (**tick under your choice**)

**concerning the new media technology**

**Yes NO Doubt(Reservation )**

New media technologies impact quality of news production

New media technologies impact the timely delivery of news

New media technologies enhance simplicity of job performance

Satisfaction with level of new technologies available in the newsroom

New media technologies have the tendency to fully change the future journalistic practice

25. What is your position concerning social media and blogs? (**Tick your choice**)

**Social media e.g. facebook, twitter, YouTube, MySpace , blogs, etc... Yes No**

Social media (including blogs) are dominating the traditional mainstream media

Blogs have enhanced the direct communication among the journalist and the audience

Traditional mainstream media are dominating the social media (including blogs)

The instantaneous feature of social media (including blogs) have forced news organizations to react quickly on criticism

Social media (including blogs) are more credible than traditional mainstream media

social media (including blogs) are more dependable source of information than traditional mainstream media?

social media (including blogs) serve as a watch-dog for traditional mainstream media

social media (including blogs) and mainstream traditional media (newspapers,

**Concerning the new media technology**

**Yes NO Doubt (Reservation )**

New media technologies impact quality of news production

New media technologies impact the timely delivery of news

New media technologies enhance simplicity of job performance

Satisfaction with level of new technologies available in the newsroom

New media technologies have the tendency to fully change the future journalistic practice

magazines, radio and television) complement each other

ERTA/ETV should encourage their employees to utilize other social media during regular working hours

26. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

.....  
.....  
.....  
.....  
.....

**For ICT staff**

27. Does ERTA/ETV have website? Yes  No

28. If yes, what type is it? Dynamic  Static

29. Does the website supports any social media networks e.g. facebook, twitter, youtube, etc

Yes  No  if yes, which site\_\_\_\_\_

30. How do you get audience opinion and feedback?

A. E-mail B. social network medias (facebook, twitter and etc)

B. Telephone C. Mobile Text Message

D. Through letters E. Others \_\_\_\_\_

31. What is your archive /storage approach? (**Circle more than one option**)

A. Using Backup server B. Using tape drive C. CD/DVD

D. Flash disc E. NO archives storage strategy

F. Other \_\_\_\_\_

32. Which one is the most frequently used backup approach?

A. Backup server B. tape drive C. CD/DVD/Flash disc

33. Are you involved on day-to-day activities of the newsroom?

Yes  No

34. If yes, What is the task of your department in the newsroom (**Circle more than one option**)

A. computer based editing

B. Backup service

C. Web design and management

D. FTP Service

E. E-mail service

F. computer and network Maintenance

G. virtual reality and modeling (VR) design



**Technical staff**

36. What kind of cameras do you use for recording TV programs, interviews, and any events?

A. Digital B. Analogue C. Semi- Digital D.

other\_\_\_\_\_

37. What kind of technology do you use to edit and customize programs?

A. Linear technology or Decks B. None linear technology or computers

38. Which new hardware media technologies do you use often? (**Circle more than one option**)

A. Personal Computers B. DVDs (Digital Versatile Disc)

C. CDs (Compact Discs) E. Mobile (or Cell) Phones

D. Mini Disk recorder D. Portable Media Players (such as the MP3 Player)

F. Virtual Reality (VR)

39. In which aspect do you think new media technology enhance the efficiency of the newsroom (**Circle more than one option**)

A. Recording D. Communicating with audience

B. Disseminating E. Communicating within the staff

C. Processing

40. Once you finished editing /processing programs, what medium do you use to disseminate it?

A. Digital transmission B. Analog transmission

C. Other\_\_\_\_\_

41. Are there any important issues which were not raised in this research questionnaire that you would like to comment on?

.....

.....

.....

.....

.....

.....



## AppendicesII

### Observation Check List

Item/ topics to check	Check points					Remarks
Available office computer Verses number of available Staffs ratio in the news room						
Having LAN connection for Intranet purpose						
Have internet connection						
Organizational Guideline onusing internet	Yes				No	
Number of technical staff at work	5-10	11-15	16-20		>20	
Type of connection	Dial-up	Lease d liner	Broadba nd			
Bandwidth speed						
Online TV						

Are social mediafunctional? Within ETVnewsroom	<b>Yes</b>			<b>No</b>	
<b>Social media being utilized by the newsroom</b>	facebook	Twitter	youtube	Other Specify	
<b>Number of available Computers</b>					
<b>Backup strategy</b>	Tape drive	CD/DVD	Backup server	Rented BSP	
<b>Types of cameras available</b>	Digital			Analog	
<b>Studio cameras</b>					
<b>Field Cameras</b>					
<b>Kind of technology they used to edit and process video/ TV programs</b>	Linear/Analog mixers			None linear Digital processing	
<b>Available news processing and gathering application software</b>	Avid	Final Cut Pro	Adobe Premium	Others	
<b>Transmission / Broadcasting</b>	Digital			Analog	
<b>Is there independent web newsroom available?</b>	<b>Yes</b>			<b>No</b>	

<b>Means of local news and information gathering</b>	Satellite	Fiber(Tel)	Transportation	(Road) Internet	
--	-----------	------------	----------------	-----------------	--

## Appendices III

### Interviews

1. Infrastructures and other new media technological and major constrain journalists face.

- Do you use Internet including new media technology?
- What do you think are the main constraints or challenges of using the Internet in the newsroom?
- Have you faced lack of skilled professionals in the area of Internet?
- Have you found the Internet facility enabling to add new technologies?

2. Concerning the new media technology.

- How the newsroom is organized in terms of new media technology?
- Is it organized in a way practitioners are convenient to use the technology producing, processing and disseminating news?

3. Quality and the timelines of stories.

- How far are you using the new media technology?
- Are you utilizing it in your day to day activities so as to provide quality news and other services on time/meeting the dead line.

4. Awareness of social media.

- Do you have any possible social media websites like youtube, twitter, facebook and other to address and communicate your services with your audience?
- How are audience comments and suggestions reveled?
- How are their comments which gained through blogs and other social media treated by the organizations?