NEWSROOM JOURNALISTS’S USE OF SOCIAL MEDIA IN GHANA

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DECLARATION

I declare that, except for references to other people’s work which have been duly acknowledged, this dissertation is a result of my own research conducted at the School of Communication Studies, University of Ghana, Legon under the supervision of Prof. Audrey Gadzekpo.

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(Student)                                                             (Supervisor)

Date………………………….                                        Date………………………………
ABSTRACT

Social media has become more than just a portal for friendly chitchat. Platforms like Facebook and Twitter have become serious aggregators of news not only for consumers but also for journalists and their organizations. Various reports indicate that news consumers are now heading to social media as part of their daily news routines. In effect these new platforms are changing how people receive the news often instantaneously and with regular updates of developments. This change is occurring quickly and in significant ways it is retooling and redirecting the practice of journalism.

This study was designed using in-depth interviews and a survey to investigate the influence of social media among newsroom journalists and their organizations in Ghana. It was expected that the findings would provide enough insight into the use of social media by newsroom journalists in Ghana as well as give an indication of news organizations’ attitudes towards these new platforms.

The findings revealed that the news media in Ghana were largely open to using social media as part of their news processes. Like their peers around the world Ghanaian journalists are also adopting social media for work purposes with many noting that these new media had to an extent impacted on the way they went about their work.
DEDICATION

I dedicate this dissertation to the Almighty for His Grace and Divine Mercy.

Finally, I dedicate this work to my mother, Jeannette Awumey for her sacrifice and support.
ACKNOWLEDGEMENTS

I would like to thank my supervisor Prof. Audrey Gadzekpo for her for granting me access to her research material and ever invaluable input and support. I know I was a persistent pain and almost a nuisance but I know you understand that sometimes sons can be quite troublesome.

I would also like to say thank you to all the news heads from GTV, TV3, Joy FM, Uniiq FM, Daily Graphic and Daily Guide for giving me access to their newsrooms.

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CHAPTER ONE

INTRODUCTION

1.0 Background

Technology has always been at the forefront of newsgathering and the journalistic process. The last century has seen audio, visual, and digital innovations contributing greatly to changing the way journalists think about and engage in their work. Yet these technologies have not by themselves redefined what it means to be a journalist, in the professional sense Lasorsa, Lewis & Holton (2011).

Emery and Emery (1996) note that newsgathering and diffusion technologies are fundamental prerequisites to modern journalism. From the penny press in the United States, wire services, radio, television and satellite communications, technology has continually transformed how the media have produced and communicated content. In the 20th Century technologies such as desktop publishing software and portable audio and video recording led to the rapid digitization of content and in the process pushed the boundaries of journalism. Not only has technology allowed the media unparalleled access to audiences around the world, it is also redefining how journalists gather and interpret the news (eJournal USA, 2006).

Pavlik (2001) observes that new media technologies that make it possible for anyone to create, modify, and share content with others by using relatively simple tools are transforming journalism. Through the nature of the news and by the way journalists do their work, new media are redefining the relationships between journalists and news
organizations and journalists and their audience.

Skoler (2010) notes that today’s culture emphasizes connections and relationships, the old journalism, with its overreliance on experts and analysts, is no longer relevant in the age of information sharing, connection and the collective wisdom. The media are not the only ones engaging the people and setting the agenda; now the people are directly engaging the media and leading the discussion.

According to Geneva Overholser of the Nieman Foundation for Journalism at Harvard, people are vastly more powerful now as consumers and shapers of news. Traditional news organizations have set out an agenda to become more engaged; they are including live blogs of events on their websites, incorporating amateur video into their feeds, and encouraging user comments and feedback in formal and informal ways (Knight and Cook, 2013). Lately, social media has become a part of the news process with all big news organizations looking to tap into its newsgathering potential as a new tool to engage the audience and also distribute the news (www.bbc.co.uk). Currently, networks like the Cable News Network (CNN) and the British Broadcasting Corporation (BBC) often stream live activity from their social media accounts. The influence of social media has led western news organizations like the Associated Press, Reuters, New York Times and BBC in recent times to adopt written guidelines on how their journalists use social media in newsrooms (www.socialmedia.biz).

The 2011 social journalism study in the U.K. by Cision and the Canterbury Christ Church University suggests that social media has become part of the journalist’s toolkit. The use of social media is now a standard practice for UK journalists despite significant numbers
expressing concern about the implications for the quality of their work. The Cision survey showed that 97 percent of UK journalists regularly use social media as part of a mix of channels used to source, verify, monitor and publish work. Rosentiel and Mitchel (2012) confirm in the 2012 American state of the news media report that at the moment, Facebook and, to a lesser extent, Twitter, dominate the intersection of social media and news. As of May 7, 2013 Twitter had reached a total of 554,750,000 registered users with an average number of 58 million tweets per day (www.statisticbrain.com). Facebook on the other hand currently supports over 900 million active users who share over 1 million links every 20 minutes.

New media is undoubtedly pushing traditional media organizations to change some aspects of their operations especially in the aftermath of social agitations like Occupy Wall Street, the Arab Spring, protests against the removal of fuel subsidies in Nigeria and most recently the U.S. and Ghanaian elections. Sports journalists are now live tweeting from events like FIFA tournaments, the Olympics, Confederations Cup, the English Premier League and Wimbledon from their personal and organizational twitter accounts. International and local disasters such as the Haiti earthquake, Hurricane Sandy, the Boston marathon bombing and the collapse of the Melcom store building in Ghana generated a lot of Twitter and Facebook news. Journalists in the mist of these events did not only inform the audience of the unfolding events but were also informed by the audience posts and tweets. This dual process observed in particular on BBC WHYS (BBC World Have Your Say) account on twitter or on CNN’s iReport where followers given up to the minute updates on unfolding events and at the same time followers in the affected areas report changes occurring. This process is particularly aided by geolocation
technology like GPS that allows a mobile device to attach a person’s geographical coordinates to a tweet or Facebook post. This allows a contributor’s proximity to an ongoing event to be verified. By networking and assembling knowledge from both experts and ordinary people, journalists are able to stay abreast with the news.

Social media organizations like Facebook have recognized the contribution of their services to the practice of journalism and recently launched a media resource page to help journalists use the social network as a reporting tool and better connect with their audience (www.abs-cbnnews.com). According to Facebook the page is intended to be "an ongoing resource for the growing number of reporters using Facebook to find sources, interact with readers, and advance stories.” Facebook’s new graph search tool allows journalists to better navigate the site to find resources (journalism.co.uk). This feature will be particularly useful to users on the Facebook + Journalism page. Twitter has developed a set of resources called “twitter for newsrooms” which is supposed to help journalists and media organizations their reporting and publishing process.

The impact of social media on journalists is also influencing how journalists rate the success of their stories. The number of views, comments, likes, and re-tweets a story receives on social media platforms in the United States has become a popular measure of a journalist’s success (Oriella digital journalism study, 2012).

1.0.1 New media in Africa

The growth of new media platforms has been dependent on the growth of communication technology, most importantly broadband and mobile Internet. In the year 2000 Africa had about 15 million mobile subscriptions. By the end of 2010 there were over 500 million
users (Standard Bank Africa Macro Insight and Strategy report, 2012). Between 2000 and 2011 Internet penetration on the continent grew by 2,527 per cent compared to a world average of 480 per cent. It is believed that by 2015 Africa will add an extra 300 million internet subscribers making a total of 800 million, more than twice that of the United States (Standard Bank Africa Macro Insight and Strategy report, 2012). This number is still a fraction of the continent’s population, which currently stands at over one billion.

According to a UN report, rarely has anyone adopted mobile phones faster and with greater innovation with regards to the way Africa took the lead in the global shift from fixed to mobile telephones (UN Africa renewal magazine, 2010). Already, Nigeria is the world’s tenth largest mobile market with over 90 million mobile subscribers.

In the process of this rapid expansion in communication Africans have quickly caught on to social media. This development has been attributed particularly to the growth of mobile communications and its apparent utility for both the poor and middle classes (Patterson, 2013). Mobile communication was able to overcome costly infrastructural constraints associated with fixed broadband (Standard Bank Africa Macro Insight and Strategy Report 2012). Facebook as mentioned earlier has become the major social media platform worldwide and currently the most visited website in most of Africa making it one of the platform’s fastest growing markets. Social media is growing on the continent, 27 percent of African Internet users are believed to have Facebook accounts (Standard Bank Africa Macro Insight and Strategy Report 2012). The number of African Facebook users jumped up from 17 million in 2010 to 32 million users by the end of 2012, which represents over 15 per cent of the continent’s online population. (Standard Bank Africa
Macro Insight and Strategy Report, 2012). Other social networking websites, Twitter and YouTube Google plus and LinkedIn, rank among some of the most visited websites across Africa.

The power of new media tools on the African continent over the last few years cannot be disregarded. The series of revolutions that took place in some northern African and Arab states dubbed the ‘Arab Spring’ began in Tunisia in 2010 and spread across Northern Africa to the Middle East resulting in the fall of longtime presidents like Libya’s Muammar Gadhafi and Egypt’s Hosni Mubarak. Social media during this period was largely credited with giving a voice to the people even in the face of government crackdown on communication systems. The power of mobile devices and new media tools like the Blackberry messenger, Facebook and Twitter was quite evident in these situations. The restricted access of traditional media by these governments led to the rise of citizen journalism and social media becoming an important news source. Protesters uploaded raw footage, photos, and messages of the chaos using Facebook, Twitter, and YouTube. These videos became credible sources of news, which were received by audiences worldwide (Ali & Fahmy, 2013). Indeed the 2011 Egyptian protests were often referred to as the ‘Facebook revolution’ (Ali & Fahmy, 2013). Ali and Fahmy conclude that in the case of the uprisings in Iran, Egypt, and Libya, the work of citizen journalists provided a powerful source of news for traditional media who picked stories that fitted their organizations’ routines.
Similarly Nigeria, Kenya and Zimbabwe also experienced a proliferation of social media in the run to their general elections. In Zimbabwe for instance blogs have been quite important in addition to other new media platforms. Moyo (2009) acknowledges that these various blogs provided information and discussions often absent in mainstream media and served as a parallel market of information to mainstream media. According to Moyo, mainstream media often tap into citizen journalism as a source of credible news source since it often serves as a testimony of citizens’ accounts of events, which was particularly evident during the 2008 elections.

1.0.2 New media in Ghana

Just about five years ago, Busy Internet, West Africa’s largest Internet cafe, located in Accra, had a hub with 100 computers and Ghanaians from all walks of life would pay for access over their speedy connection. However the growth of broadband and mobile internet has brought the internet closer to many, and fewer people need now go to any café to surf the net (BiztechAfrica.com). According to the Measuring the Information Society 2012 report, between 2010 and 2012, Internet usage moved up form 10 to 12 percent. Mobile broadband penetration surged from seven per cent in 2010 to 23 percent in 2011. Ghana ranked 117th out of a 155 countries, an improvement by 4 places from 2010. No other African country recorded such an improvement for Internet access as well as usage.

Today, Ghana has over 3.5 million Internet users, representing 14.1 percent of the population (Internetworldstats.com). Mobile technology is allowing access to the web
than ever before. It is empowering more and more people by reaching areas that were previously disconnected. Mobile technology is not only expanding access, it is also pushing the frontiers of what is traditionally considered a computer. In Ghana 60 percent of the population own mobile handsets, while 29 percent own handsets with Internet connectivity Calandro and Wang (2013). Today, mobile handsets come equipped with fast 3G internet, video and audio recorders and offer loads of software that allow editing and publishing of digital material. Mobile Networks in Ghana like MTN currently offer services that allow text messages to be transformed into Facebook posts. These services allow journalists to source, edit, publish, and receive comments almost instantaneously while on location.

At present Ghana has over 1,630,420 users active on Facebook making it the most visited website in Ghana with Twitter at 15th on the list but ranks as the third most visited social media site after Facebook and YouTube (www.internetworldstats.com). A number of media houses have integrated these new media platforms into their news cycle. Organizations like Joy FM, TV3 and Viasat1 TV, Daily Guide newspaper, the Business and Financial Times newspaper just to name a few actively engage their audience on Facebook and Twitter and have YouTube pages. They often post comments and suggestions from their social media pages as part of their broadcast. In some instances news anchors urge audiences in locations where news stories are unfolding to help keep them updated on new developments. Conversations start through television and radio phone-in sessions and then move online after these programs are off air. This allows journalists to engage audience all day. During the Supreme Court hearing on the election
petition earlier this year, social media became an important platform for discussion among citizens and the media. Those who could not watch the live proceedings on television either went online to news sites or unto social media platforms like Facebook and Twitter. These instantly became important resources not only for updating and informing the public on proceedings but also educating them on the various processes and language used in court. During the attack and siege of the Westgate mall in Nairobi, Kenya where Ghanaian poet and statesman Prof. Kofi Awoonor was shot and killed, President Mahama’s reaction on Facebook was instantly picked up by local news houses like Joy FM as well as international ones like the BBC and the Vanguard in the UK. Presently, quite a number of well-known Ghanaian journalists and media personalities have their own Facebook and Twitter pages. Broadcast personalities like Kojo Oppong Nkrumah (Anchor for Joy Super Morning Show), Nana Aba Anamoah (Deputy News Head and Anchor, TV3) and investigative journalist Anas Aremayaw Anas are among the many Ghanaian journalists now on Facebook and Twitter. Anchors often mention and read posts from their Twitter handle or their station’s Facebook page during broadcasts. This new approach often makes it possible for listeners to participate in the discussions via social media.

Blogging is also on the rise in Ghana. Sites like wordpress.com and tumblr.com have become quite common. Local platforms like blogcampghana.com and ghanablogging.com have become a hub for local bloggers. During the last election Blogging Ghana, made up of a team of independent local bloggers with support from UKaid, USAID, DANIDA and the European Union, created the ‘Ghana Decides’
initiative to inform the electorate by monitoring and reporting on the elections from various localities and polling stations Amartey-Tagoe (2012). They consistently updated their audience through their blogs and on social media sites like Facebook and Twitter. Recently Blogging Ghana with support from organizations like Google and the United States instituted the first Ghana social media awards. Prominent journalists like Ghana journalist of the year award winner, Manasseh Awuni Azure, Ato Kwamena Dadzie, (former host of Joy FM’s morning paper review) and Anny Osabutey (CNN radio journalist award winner) are some of the key figures in Ghana’s growing blogging community.

1.1 Problem Statement

The last decade has seen a proliferation of new media outlets, with new media platforms like Google, Facebook, Twitter, YouTube going global. Rosenstiel and Mitchel (2012) have observed that Facebook and Twitter have become pathways to news and social media has become a popular tool that continues to redefine the way we connect, interact with and share information. Despite initial misgivings about the credibility of the information disseminated on social media, mainstream journalists have gradually started to adopt these media as professional tools (Jordaan, 2013).

Reports by Cision (2012) and Oriella PR (2011) indicate a growing trend towards journalists’ use of social media. Most of this research has been carried out in Europe and America. Within the African context very little investigation has been done, although as pointed out earlier there are signs that some media organizations are integrating social
media in their work. According to Atton and Mabweazara (2011) research into how mainstream journalists in Africa are taking advantage of new ways to practice the profession has largely lacked theoretical and empirical grounding.

A vital question thus remains as to the extent to which social media is influencing the practice of journalism in Africa and in Ghana in particular. This study seeks to find out if Ghanaian journalists are using social media and how these new media are impacting on their work and their organizations.

1.2 Research Objectives

Pavlik (2001) points out that not only are new media transforming the news and the newsgathering process it is also transforming the operations within the newsroom. This study’s primary goal was to find out if Ghanaian journalists are using social media and if it is in any way influencing their work.

Specific Objectives

1. To find out if Ghanaian newsroom journalists are using social media in their work.

2. To find out if media organizations support the use of social media by their journalists.

3. To determine if social media use is having any impact on journalistic work processes and if so to what effect.
1.3 Research Questions

Specifically the study sought to answer the following questions

RQ1. The extent to which Ghanaian journalists are using social media

RQ2. Are there any changes in journalists’ daily routines as a result of using social media?

RQ3. Do journalists think social media use improves their newsgathering and reporting?

RQ4. Which journalists use social media the most, print, radio or television journalists?

RQ5. Which media organizations have embraced social media the most?

1.4 Significance and Justification

Various studies show that the number of journalists who use social media networks to source and publish stories as well as engage audience is on the increase. Most of these studies however have largely been done in Europe and North America. By investigating whether Ghanaian journalists are adapting to the changing media environment and taking advantage of the new media tools offered through social media, this study will undoubtedly enrich current discourse on social media use by journalists by providing a Ghanaian perspective on the issue whilst adding to the growing academic literature on social media use in Africa.

1.5 Operational Definitions

Social Media: Internet based applications used for social networking.
**New Media:** Internet based applications that offer on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation.

**Newsroom Journalists:** Journalists working directly in an organization’s newsroom.

Social media and new media are often used interchangeably throughout this work.
CHAPTER 2

THEORETICAL FRAMEWORK AND LITERATURE

2.0 Theoretical Framework

Brown (1977) as cited by Fawcett and Downs (1986) sees the relationship between theory and research as a transaction whereby theory determines the data to be collected and the research findings support or challenge the theory. New media are essentially digital innovations whose diffusion and adoption just like any other innovation occurs within a system over time. Certain factors determine whether or not individuals or groups use a particular technology. Technological advances have always fueled changes in journalism. Quinn (2011) notes that innovations have thus become an important determinant in newsgathering. The Internet as a mass communication source has further sparked considerations of gatekeeping in both scholarly research and in popular press (Roberts, 2005). A lot of discussions are ongoing about whether mainstream media can still maintain their role as gatekeepers. Williams and Carpini (2000), as cited by Roberts (2005) claim that gatekeeping was no longer relevant – if one information source will not publish something, another one will publish it. The question then is whether technology has taken away the often-cherished role of gatekeeping from traditional media?

This study situates the findings within two theories: Diffusion of Innovations theory and Gate keeping theory.
2.1 Diffusion of Innovation

Rogers (2003) diffusion of innovations provides a framework often used in research on technology use. The theory considers that for any innovation to be adopted, certain factors are to be considered. In any social or cultural organization, Rogers says there are various levels at which different people react to and adopt change. People chose to adopt technology at various stages. A person’s decision to adopt or reject an innovation is often determined by the innovation itself (Rogers, 2003). According to Rogers, during the innovation-decision process the potential adopter will assess the innovation’s factors such as relative advantage, compatibility and complexity. Certain personal characteristics also influence innovation adoption; demographic indicators such as sex, age and educational and social backgrounds become key markers.

Surendra (2001) chose diffusion of innovations theory to examine the use of Web technology among college professors and administrators. The theory can be used to provide a background against which social media adoption by journalists can be studied. Denae D’arcy (2012) in her study of social media use among TV journalists used diffusion of innovations theory to hypothesize potential relationships between age, educational level, experience and social media use. Her preliminary findings showed that age and educational level did influence social media use. Journalists aged 29 and below tended to use social media more than those 39 years and above. More Masters degree holders than Bachelors degree holders in her findings used social media. She also noted that more males than female journalists used social media. This study looks at some of these indicators within the Ghanaian context to see if factors such as age, level of
education, sex and the industry within which journalists work had any correlation with their social media use.

2.2. Technology Acceptance Model (TAM)

The technology acceptance model is an extension of the diffusion of innovations theory. Originally conceived by Davis (1985) in his doctoral thesis in which he suggests that an individual user’s motivation to use a system is influenced by the system’s features and capabilities. Davis et al (1989) suggest that perceived ease of use and perceived usefulness are beliefs about a new technology that influence an individual’s attitude toward and use of that technology. Porter and Donthu (2006) employed TAM to explain how attitudes determine Internet usage. Their study revealed that factors such as age, education, income and race influenced beliefs about the Internet and thus were determinants in how people used it. Porter and Donthu also looked at access barriers such as cost and how these affected perceptions regarding perceived usefulness and ease of use. Similarly Nasri and Charfeddine (2012) studied the adoption of Facebook among 240 university students in Tunisia …. Their study aimed to propose a conceptual framework to better understand the factors in Facebook adoption in Tunisia. The results confirmed a relationship between perceived ease of use and perceived usefulness in the adoption of Facebook. The study also revealed that attitudes as well as social norms were important factors in Facebook adoption. This study employed the applicability of TAM in explaining the perception of Ghanaian journalists concerning the usefulness of social media in their work.
2.3 Gatekeeping

New media, particularly social media over the last few years has generated a lot of discussion in the field of journalism due to its lack of standardized gatekeeping. This means a lot of content come up without any sort of filtering. White (1950) defined gatekeeping as a selection process where ‘gatekeepers’ pick and choose which news articles and/or visual images to run in the media. According to Shoemaker and Vos (2009) the gatekeeping process involves the culling and crafting of countless bits of information into the limited number of messages that reach people everyday. It determines not only which information is selected, but also the content and nature of the message. It is simply the act of deciding what will appear in the media (Straubhaar, LaRose and Davenport, 2009). Roberts (2005) suggests that the arrival of the Internet as a mass communication source has further sparked considerations of gatekeeping in both scholarly research and in popular press. Chin-Fook and Simmons (2011) contend that though some scholars argue that gatekeeping may be irrelevant in the age of digital media, Gatekeeping theory remains relevant today. They argue that new media technology with its interactivity has rather introduced another level of gatekeeping.

According to Ali and Fahmy (2013) most traditional news media continue to be subjected to gate-keeping practices in spite of new technologies that have made news creation more spontaneous and open source. Their findings suggest that the process of news production by traditional media has largely been unaffected. According to Domingo et al. (2008) as cited by Ali and Fahmy, major headlines in traditional media are still subjected to gatekeeping practices. Singer (2005) notes that user-generated content (UGC), such as
blogs, are being used by traditional media organizations to enhance their own coverage. Yet these UGC’s are only selected to fit into the traditional functions that form part of the gatekeeping process. This study sought to determine if journalists in Ghana thought their gatekeeping roles had been usurped with the rise of social media.

2.3 Literature review

Today’s globalized communication network has created largely interactive formats, relevant not only for the dissemination but also increasingly for the production of news Heinrich (2008). The ‘one-way’ flow of news from a news outlet to the audience has been replaced by a network structure within which an evolving global journalism culture and the dynamics of newsgathering, production and dissemination are transforming. Public service broadcasters are being challenged through new journalistic ‘network’ practices. In fact, a new dimension in which boundaries between traditional media outlets of print, radio, and television and national and foreign journalism merge online. Information spheres begin to merge and influence each other (Heinrich, 2008). Heinrich argues that journalism is increasingly becoming a networked society, allowing methods of integration and participation. The development of formats that engage users in the news production processes are becoming valuable tools in news the practice. Ignoring these transformations will eventually lead to isolation in a society where users increasingly blend information sources and search for news on demand. There is an ongoing discussion about social media use among journalists. The norms and practices of the journalistic profession are said to be in transition, reflecting the rapid expansion of social networking. Although social media are indeed part of everyday working life for
journalists, little is known about how widespread the professional use of social media really is (Hedman & Djerf-Pierre, 2013). Findings by Newman, Dutton & Blank (2012) show that in the UK, most of the efforts of mainstream media organizations are being directed at Facebook and Twitter. More than twice as many digital news consumers follow news recommendations from Facebook than follow them from Twitter. And that remains consistent across different digital devices (computers, smartphones or tablets). In all, on any device, 7 percent get news on Facebook very often, compared with 3 percent who do so on Twitter. They also found out that, contrary to what some observers have argued, the rise of social media use for sourcing news has not directly affected traffic to news sites. Instead, social media news consumption is supplemental. According to them this behaviour also mirrors consumptions on different digital devices. Smartphones and tablets do not appear to be replacing computers as much as providing additional ways to get news (Rosentiel & Mitchel, 2012).

Jordaan (2013) notes in her study on the impact of Facebook and Twitter on newsrooms routines at two South African weeklies that despite initial misgivings about the credibility of the information disseminated on social media, mainstream journalists have gradually started to adopt these media as professional tools.

Sada Reed (2011) study focused on how sports journalists’ use of social media affects their professionalism and found that 46 percent of participants who used Facebook used it for professional purposes while 80 percent of Twitter users used it professionally. Some journalists use their Facebook and Twitter accounts for background research before
interviews to get a sense of whom their subjects were with 61 percent of participants having directly quoted from athletes’ Facebook page and or a Twitter feed. The study suggests that sports journalists’ definition of professionalism is now interpreted through additional lenses, among them are how they separate professional and personal relationships on Facebook and Twitter sites and how they use information found on athletes’ Facebook and Twitter pages in writing stories. The findings suggest that though Twitter has been accepted as a “normalized” medium for professional sports journalism newsgathering, particularly among younger professionals the same cannot be said, however, of Facebook.

Wilson (2008) found that journalists were using Facebook primarily for professional networking purposes and saw the site as limited in its usefulness as a journalistic tool. Cision (2011) journalism study on the perceptions and use of social media among European Journalists on the other had reports that journalists across Europe have fully embraced social media as an important channel in their journalistic practice. European journalists use a mix of social media and traditional tools in their daily routines. They use social media for sourcing stories, making personal contacts, finding PR sources and press releases, following traditional news sources and for publishing and promoting their work. Key findings from the report show that 96 percent of the journalists in the UK, Finland, Sweden and Germany employed social media in their work, with Twitter being the most used social media site among journalists in the UK. The findings conclude that overall social media is supplementing the resources and communication options available but not replacing the existing tools that journalists already use in their work. Despite the
considerable use of social media by all journalists, there remains to be a strong preference for journalists to source a story through personal contacts. The same is true for story verification with 85 percent using personal contacts by phone, email or face-to-face. This supports studies done on Africa by Adamolekun and Nyamnjoh, (Atton and Mabweazara, 2011, pg. 669) suggesting that ICTs only serve to “enlarge and accelerate processes already in place in societies and organizations rather than create entirely new forces that radically break from old ways”. Within the African context though new technologies are offering new channels for sourcing and distributing the news, traditional modes of communication still remain in force.

Raymond and Lu (2011) in their online study of ‘journalists and Facebook’, a Facebook group consisting of almost 14,500 members revealed that journalists are among the many professions that have established group areas on Facebook. Their investigation revealed that though the personal nature of Facebook may have professional implications and ethical considerations, journalists continue to use it for purposes that are beneficial to their work. According to their findings many journalists now use Facebook and other social networks in their story research and investigation. This is particularly useful when researching non-public figures, about which little is often known. Two out of three of those respondents were also currently employed as paid journalists, 90 per cent of the respondents were between 26 and 54 years of age, with 52 per cent being represented in the 35 – 54 age group indicating that the social media site was more popular among younger journalists (Raymond & Lu, 2011). No one responding to the survey was 65 or older with 62 per cent being male, which according to them was interesting because it
was similar to the percentages for those in journalistic positions overall in America, which tend to hover around two-thirds male.

Based on Raymond ans Lu (2012) findings, this study looked at the relationship between age and social media use. Anton and Mabweazara (2011) suggestion that ICTs only help to speed up already existing processes rather than chart entirely new courses was considered in determining if journalists felt social media use had changed their routines and practices. The study also looked at the professional implications of journalists using social media, whether it was allowed by their organizations.
CHAPTER 3
METHODOLOGY

3.0 Research Design

The data collection for this study involved both qualitative and quantitative methods. For a research of this nature it was important that views from both journalists and those who managed them be sought. This approach provided an insight into how individuals as well as their organizations’ attitude towards social media use. It also allowed certain contrasts to be made.

3.0.1 Qualitative Research Design

For the qualitative research in-depth interviews with editors of some major ‘news’ organizations was conducted to determine the attitude of these news organizations towards the use of new media tools in their editorial processes. According to Kvale (1996) the qualitative research interview attempts to understand the world from the subjects’ points of view, to unfold the meaning of their experiences. Moritz (2012) in his study of social media and the evolution of journalists’ routines employed in-depth interviews with journalists to study the research question. A similar approach was adopted for the purpose of this research.

A question guide with mostly close-ended questions was developed for the interviews with newsroom heads. This was necessary in order that the answers could be easily coded and analyzed.
For The interviews with news heads a semi-structured question guide was used in order to allow for more flexibility and freedom to explore topics in detail.

3.0.2 Quantitative Research design

A survey was also conducted among journalists sampled from selected news houses to determine how they are employing new media tools in their practice. It was hoped that the survey would capture certain aspects of social media use among individual journalists.

A questionnaire with mostly closely ended questions was designed and distributed among sampled journalists from the newsrooms of the selected news organizations in Accra.

3.1 Population and Sampling Procedure

Information about the media industry and its members in Ghana is quite difficult to access. In most cases such information is largely unavailable. Accra-based journalists registered with the Ghana Journalists Association (GJA) were originally chosen as the ideal sample population for the study. This later posed a problem since the GJA is first and foremost a voluntary association, which meant not all Journalists in Ghana and for that matter Accra, were registered. Secondly, the GJA did not have a comprehensive and updated list of all currently registered professionals.

It was therefore decided that in selecting the media organizations for the study, purposive sampling would be used. Purposive sampling is a type of nonprobability sampling method in which the researcher uses their judgment in the selection of sample members.
Appelberg, Nygren and Gardeström (2012) in their study on how social media active journalists used the medium applied purposive sampling to select participants. According to them, this ensured that the sampled respondents were relevant to the study. D’Arey (2012) in her study of TV journalists and social media use also adopted purposive sampling to survey broadcast journalists.

3.1.1 Selection of Media Houses
The study selected two media organizations each from print, radio and television. Firstly, it was considered prudent to ensure that both public and private media houses were represented in the selection process. Secondly, the selected media houses were chosen on condition that they were news focused and had a newsroom. Thirdly, each organization had to be present online through an accessible website.

In this case the following media houses were selected purposively:

- Print media - *Daily Graphic* (public) and *Daily Guide* (Private)
- Radio - Uniiq FM (Public) and Joy FM (Private)
- Television – GTV (Public) and TV3 (Private)

Ghana’s state-owned *Daily Graphic*, established in 1950 is the oldest and most widely circulated newspaper in Ghana. The next most circulated national daily, *Daily Guide*, was launched in 1999. It is privately owned and is the only national daily paper giving the Graphic some form of competition. Publicly owned Uniiq FM based in Accra, is part of the Ghana Broadcasting Corporations’ network that has been in existence since 1935. Joy
FM is the first licensed private radio station in Ghana and has built its reputation around the news. Ghana Television (GTV) is the national broadcaster and continues to enjoy nationwide coverage. For a long period it provided the only source of television news and is still considered as a credible news source. TV3 is the first licensed private television station in Ghana. These media houses were purposively sampled because of their history and position within the Ghanaian media landscape.

3.1.2 Selection of Interviewees
From the selected organizations, the news editor or head of news from each media house was interviewed. The editor’s unique position as head of the newsroom provides a lot of insight into the organizations’ stance on the use of social media through detailed accounts of social media use in the news production process.

3.1.3 Selection of Survey Respondents
After determining how many journalists worked in the newsrooms of each media organization, the total number was summed up and the quota per cent was determined and used to assign questionnaires for distribution. Each quota was determined using a percentage calculation of the total number of journalists working in a particular organization’s newsroom from the grand total of all surveyed organizations newsroom journalists.
### Table A. Distribution of Questionnaires

<table>
<thead>
<tr>
<th>Media organization</th>
<th>News room journalists</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joy FM</td>
<td>18</td>
<td>9%</td>
</tr>
<tr>
<td>Daily Guide</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>Uniiq FM</td>
<td>33</td>
<td>16%</td>
</tr>
<tr>
<td>TV3</td>
<td>37</td>
<td>18%</td>
</tr>
<tr>
<td>GTV</td>
<td>40</td>
<td>19%</td>
</tr>
<tr>
<td>Daily Graphic</td>
<td>47</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>205</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

There is no simple rule for sample size that can be used for all surveys. Analysts usually find that a moderate sample size is sufficient for most needs (American Statistical Association, 1980). For this study a sample size of 100 was chosen. An important reason for this was due to the fact that this was largely an exploratory study.

### 3.2 Data Collection

#### 3.2.1 Interviews

News heads from the sampled organizations were identified and contacted personally. Initial face-to-face meetings were conducted to get acquainted and to brief subjects on the study. Upon acceptance an appropriate date and time was scheduled for an in-depth interview to be conducted on an individual basis. The interviews were later conducted at the offices of each interviewee. The interviews were semi-structured using a question guide. Semi-structured interviews are suited to working with small samples and are
useful for studying specific situations or for supplementing and validating information derived from other sources (LaForest & Bouchard, 2009). Laforest & Bouchard also note that since interviews provide access to perceptions and opinions, they are effective for gaining insight into problems that are not immediately perceptible but that nonetheless cause concern in certain areas. This semi-structured approach allowed each interviewee a degree of comfort to provide detailed and exhaustive answers to the questions where they could. A recorder was used as a primary tool in collecting data for each meeting. Also, notes were taken to provide extra information such as nuances and expressions and thoughts, which the recorder could not capture. Recorded responses were later transcribed and grouped into themes for analysis.

3.2.1 Survey

The questionnaires were administered based on availability and willingness of journalists to participate in the study. The reasons being that some journalists were either too busy or out on assignment. Therefore in order to ensure a desired return rate the survey was conducted among journalists who voluntarily chose to participate.

The questionnaire was made up mostly of close-ended questions. Close-ended questions require respondents to choose from among a given set of responses (McIntyre, 1999). Questionnaires were self administered since respondents were literate.
CHAPTER 4
FINDINGS AND ANALYSIS

4.0 Presentation of Findings

This research sought to find out first and foremost, if Ghanaian journalists were using social media in their work, if they thought social media use improved newsgathering and reporting and if these new media platforms had impacted their routines in any way. The research also sought to find out which media industry – television, radio or print – had embraced these new media tools the most. The findings are reported in two parts.

The first part is the qualitative in-depth interviews conducted with news heads. The interview areas were themed and the responses to the questions were reported under the various themes.

The second part of the findings is based on the survey conducted. The data from the survey are provided in tables and graphs showing distribution and percentages of responses. The findings from the survey are grouped into themes in order that a comparison can later be made with data collected from the interviews.

4.1 In-depth Interview

The interviews were conducted mostly with heads of news and news editors from Daily Graphic, Daily Guide and Uniiq FM. After a number of rescheduled meetings the heads of news for Joy FM, GTV and TV3 delegated assistants for the interview. Each interview lasted about 30 minutes. As indicated earlier an interview guide with mostly open-ended
questions was used to guide the discussion. The question guide was split into five main areas:

- Internet usage
- Social media usage
- Organizational attitude to social media
- Credibility of social media
- Effects of social media on journalism

4.1.1 Internet usage

Do you source news stories from the Internet?

Interviewees were asked if their journalists used social media to source stories from the Internet. They seemed to all agree that the Internet was an important part of their news operations and that their journalists were encouraged to use it to research story ideas as well as verify leads. Interviewees from both public broadcasters and private television said they were particularly interested in using the Internet for sourcing international news which most expressed gave them a competitive advantage. The head of news from Uniq FM revealed that his organization had been sourcing information online since the mid 90’s:

Yes, we've been doing this for a while. As far back as 1996 we had a computer and my contact at NCS gave me a modem that I have connected to the pc to access the Internet. I was the first to use it at GBC. I remember that when 9/11 happened I was the first to pick the news. Internet was very rare when we started. At the time there were about 500 users on the NCS gateway.
Some of the interviewees explained that they did not just report international stories from the international media’s perspective. Sometimes these stories had elements that allowed journalists to retell them from a local perspective. The interviewees from the newspapers in particular said that they did not source from local online outlets. They felt they had enough resources to produce their own content. They were of the opinion that sourcing from local sites would affect their credibility. The news editor from the state owned newspaper, Daily Graphic explained that:

Our newspaper has the widest network of journalists. Our resources are matched by no other publisher. So as much as possible we avoid taking other people’s stories locally. When it comes to things happening outside Ghana, well, we are not there so I believe that is acceptable.

The Ghana News Agency’s website was the only local news site most respondents said they sourced from. Overall, some interviewees expressed caution about picking stories online. They accessed online content but did so advisedly based on the credibility of the news sites.

4.1.2 Social media usage

Is your organization on social media?

Social media has evolved from personal tools used by individuals to become important marketing, public relations and news channels. Mathews (2010) suggests that social media is changing the way organizations and their publics communicated by opening up new interactive channels for audience engagement and collaboration. Most of the interviewees said their organizations used social media to engage their audience and collect feedback on news stories. They were able to get quick responses from their audiences about issues. The newspapers seemed to be the ones most actively using social
media in their news production. The respondent from *Daily Graphic* said that they published readers’ comments picked from Facebook:

> We have a Facebook page. We float questions and we pick responses and publish them. It helps us widen the scope of people’s involvement in the newspaper.

The interviewee from the public television noted that due to their position as a state broadcaster they were very careful about getting unto open forums and did not use social media for organizational purposes. The head of news from the public radio, *Uniiq FM* explained that though his organization was not active on social media some of their programs had social media pages that were managed by the producers of the particular programs:

> No, not as an organization but some of our programs do have pages. Some programs, woman to woman for example or Uniiq breakfast drive have Facebook pages. That is not at our core area of operation but I know that they exist. If you have a program and you want people to link up with and you to be interactive then you set up a Facebook page or Whatsapp or Skype. Sometimes we use them in our line of work.

All the interviewees understood the interactivity social media offered. Emery & Emery (1996) note that technology was fundamental to modernizing journalism. They suggest that technology has been at the core of the journalism industry’s success in America. Interviewees who said their organizations were on social media particularly noted how these platforms allowed them to get a sense of who some of their audiences were. It is thus important that news organizations in particular take advantage of these new and more engaging channels to engage their audiences.
Are your journalists encouraged to use social media?

Most of the respondents felt it was the direction in which the industry was moving and so they could not discourage their journalists from using them. Interviewees noted that their journalists often reached out to one another on social media. The news editor from Daily Graphic revealed that social media had become one of their internal channels and that his journalists often used it to send stories from the field:

> Oh yes, they use it a lot. Everybody is there. Our graphic forum requires that you are on. The graphic forum is a group created on Whatsapp to enable our journalists quickly relay information from their rounds and share ideas.

Some respondents cited speed as one of the advantages journalists got from using social media. The respondent from TV3 said:

> It puts news at our fingertips. In this day and age news breaks fast. When there is a disaster for example before we get to the scene it is already online with videos and pictures.

Social media sites have recognized the immense potential of their platforms for journalists and have created tools and portals to enable journalists mine the vast amounts of data available. Respondents revealed that their journalists often used social media to find story ideas and they had no problem with this. According to Newman (2011) for the first time more people in the U.K. were using social media to search for news, meaning that social media had become a rival to traditional search engines. Majority of respondents noted social media’s potential to provide information for journalists.
Do you use social media sources in your news production?

The respondents were asked if they included information sourced from social media directly in their news programs or publications. In some instances, CNN’s iReport was given as an example of social media use in news production. The responses showed that the private news organizations were using social media for more than just researching news ideas. The respondent from TV3 revealed how social media allowed the station to keep audiences engaged even when the news was not on air:

Yes, we sort of use it to bridge the gap between our news bulletins. For instance when a story breaks and we don't find it big enough to interrupt our normal schedule we use social media, on twitter and Facebook. It's also a way to get people to expect details in the main news. It allows us to give bits of news. Otherwise when our viewers miss the news they can also catch the story on social media.

The respondent from Daily Guide explained that his newspaper thrived on images and that social media had become an important source of photos for their publications:

Yes, we scope around to see what's trending or get feedback on our stories. If there is a breaking-news and someone posts something on Facebook I can send him or her a message to get more information. But we don't go about asking people for stories. Sometimes we get tagged in photos and we follow the story. Facebook is a good source for images and at daily guide our strength is pictures, it gives to credibility our stories. Whatsapp has also become a good source of pictures. People Whatsapp me photos all the time about stories.

Overall, interviewees were aware of social media’s potential for creating and sharing the news. They also noted that it made the news more interactive since now they did not only know what their audiences were thinking the minute they broke the news but they also knew who they were. One respondent noted that sometimes their audience on Facebook made requests for particular feature stories to be rebroadcasted.
Have your stories ever been sourced or shared by others on social media?

All the interviewees said they had observed instances of their stories being sourced or shared on social media by both individuals and other news outlets. Their responses indicated that sourcing and sharing of their stories by others also allowed them to know which of their stories were the most popular among their audience. According to Newman (2011) the average news site in the UK gets 7.5 percent of referral traffic from Facebook alone, up from 2 percent in 2008 indicating that news sharing on social media is growing. The respondent from Joy FM indicated an instance when his stations’ news was sourced by an international news media:

Oh yeah, of course a lot. It’s difficult to tell but there are a lot of stories we have done which has been replicated on various news platforms. For example there was a story we did about football clubs – Chelsea, Manchester, Arsenal, Man U and their individual characteristics ahead of the EPL, it was a super story. The next day we saw the tweet feed by the Daily Mail of the UK and everybody was talking about it.

Whereas the private media saw other outlets picking their stories as positive, the interviewee from the state-run newspaper was somewhat less enthusiastic about this. He felt other news outlets were using his organization’s stories without attribution:

Go to Google or other outlets. It’s all over the place. If I compare our website to Joy or Citi I realize they pick our news, the major stories on Joy come from our newspaper. They are feeding fat on Graphic. It is one of the challenges we have. The National Media Commission might have to come out with a regulation that says if you pick somebody's story you'll have to pay. At the moment it is free. They use our stories with no attribution.

Respondents from the print industry complained that they were often the victims of unattributed sourcing. According to them their businesses were the most likely to be affected by the Internet and they often spent a lot of resources to ensure their publications
remained relevant. Nguyen (2008) and Newman (2011) suggest that traditional media have been weary of the Internet’s potential to disrupt their business models and so have been on the defensive to protect their profits.

Overall respondents acknowledged that social media was a valuable channel in getting their news around. Twitter and Facebook had become clipboards for their news and this ensured that their news was still in circulation long after publication or broadcast.

4.1.3 Attitude towards social media

**Do you have any policy regarding how your journalists used social media?**

Respondents were asked this question to determine if there were particular structures in place to guide the use of social media in their newsrooms. This question was also important because it gave a sense of how restrictive or open their organizations were towards social media use by their journalists. Reuters (2008) handbook for journalists, which provides social media guidelines for journalists, was cited as an example. None of the organizations had any specific or written policy on social media. The respondent from the Daily Graphic noted that they had an internal guidebook for all their journalists and he believed it was comprehensive enough to cover their journalists’ engagement with social media. He was of the opinion that there were things journalists should not do whether in reality or online. The respondent from the private radio on the other hand noted that until last year his organization had not fully embraced the journalistic potential of social media and had restricted access on their network during regular work hours:

No, we don’t have written rules but of course if for example you come to work and instead of working you’re ‘facebooking’ and chatting with your friends then there is a problem. Until the later part of last year you couldn’t access Facebook on our network until after 5 pm but we now
realize that it’s crucial and part of our work and you need to exercise circumspection as an individual.

On the whole respondents did not see any issue with their lack of proper policy on social media. They had been using the Internet long before the introduction of social media and were of the opinion that the same guidelines on Internet use by journalists was enough to enable them manage social media activity.

**Does your organization provide any resources (computers, laptops, and tablets) to enable you use social media more effectively?**

All respondents said their organizations provided some sort of device that enabled journalists access social media. Respondents noted that their newsrooms had unrestricted Internet access that allowed their journalists to access the web. Some interviewees also noted the provision of computers and laptops that enable journalists carry out their work. The newspapers were the only organizations that said they provided tablet computers to some of their journalists. The news editor from *Daily Graphic* revealed that:

> During the election we provided phones and tablets to some of our journalists. Recently during the professor Awoonor issue one of our journalists who went to cover the story was at the airport when she typed and sent her story from her iPad.

Most of the interviewees noted that their journalists often had their own phones and laptops that they used to do their work though newsrooms often kept emergency equipment just in case someone’s equipment malfunctioned. The respondent from *Uniiq FM* noted that a successful journalist had to be resourceful. He was of the opinion that the organization may not always have the adequate amount of tools for all its journalists working in the field.
Have you ever provided your journalists with training on using social media for journalism?

The interviewee from GTV said her organization offered its journalists some form of training in using YouTube so that they could relay stories when they travelled. She was the only respondent who acknowledged some form of in-house social media training. The other respondents said their organizations did not offer journalists any training internally. Respondents revealed that some of their journalists had received some form of social media training from outside organizations. The respondent from Joy FM explained that:

Yes, with Google. It's been done twice this year. Aside Google some other group offers boot camp journalism, a 3-day intensive program.

The respondent from Daily Guide revealed that some of his journalists received online training from Deutsche Welle, the German news organization. From the interviews it was gathered that journalists got unto social media on their own without any push from their organizations. Their social media activity was largely from their own initiative and sometimes due to peer influence. One respondent said his newsroom required savvy journalists who were innovative and constantly looking out for new ways to improve their work and that required being social media savvy.

4.1.4 Credibility of social media information

Do you trust social media?

Interviewees were of the opinion that not all stories available online could be substantiated and this posed a threat to the process of truth and verification. The respondent from the Daily Graphic explained why his organization was cautious about sourcing from Facebook:
I won’t say yes, just that we are very very careful. We are more likely to be sued compared to other media houses. So this prevents us from being careless. You'll hardly find Graphic going to Facebook to pick stories unless it had to do with something we asked our followers. We are about authenticity.

Though all respondents agreed that social media was an important source of news and could be an important place to start searching for news ideas they seemed to indicate that not all news on social media could be trusted.

Most respondents were concerned that the global nature of social media platforms made them difficult to regulate. They expressed concern about individuals having multiple accounts often with pseudonyms, which make them difficult to identify. One respondent noted how some individuals during the last elections used Facebook to share unsubstantiated stories. Wogalter & Mayhorn (2008) contend that the validity and reliability of online information affects users’ judgments and access of online sites. Respondents were of the opinion that though social media was good for sourcing stories it posed challenges when used for verification. The respondent from TV3 explained:

One minute a post is online and the next minute its deleted. Then what happens if you have to go back to your source? You have no alibi.

Reuters (2008) handbook of journalism cautions journalists to be constantly aware of social media suggesting that whenever journalists were on these platforms they were virtually flying without safety nets. Mitchel (2011) suggests that to counteract this problem of truth and accuracy on social media for example, some new businesses were offering services that verified newsworthy material on YouTube for content providers.
4.1.5 Effects of social media

Do you think social media improves newsgathering?

The answers to this question were generally positive. All the interviewees were of the opinion that social media improved newsgathering. Newman (2011) notes that social media now plays an important role in how stories are “sourced, broken and distributed”. The respondent from GTV noted how social media could be a particularly useful newsgathering tool for small or understaffed organizations:

Yes. There’s a lot of information on there. For smaller networks who may be understaffed social media can be very useful tool for story ideas and even interviews.

Some interviewees noted instances when they had personally got information from social media. The interviewee from Uniiq FM gave an instance he had used social media to find material:

I needed a sound bite for a story I was doing about celebrities and drug abuse. So I went on YouTube and got a video of an interview done with Kiki Djan. How else was I going to get KiKi Djan’s voice?

Reuters (2008) notes that social media networks have given journalism a big boost by offering new ways to find stories, refine story angles and locate sources all within a particular virtual space. Overall, interviewees felt social media has opened up journalism by allowing access to people and stories than ever before.

Do you think social media disrupts newsroom routines?

Majority of respondents did not think social media caused any disruptions to their newsroom activities. They were of the opinion that their newsrooms were grounded on traditional journalistic practices and expectations that ensured that their journalists did
not make unnecessary compromises as professionals. The respondent from Daily Guide explained that:

I have to personally sign off on news stories and this ensured that my journalists’ stories were not made up from Facebook.

Newman (2012) contends that social media has contributed to a further speeding up of the news cycle. The interviewee from TV3 mentioned that the speed at which stories got unto social media sometimes startled newsrooms. She said:

Sometimes we are in the process of wrapping up our bulletin and all of a sudden somebody posts a story or picture of something, an accident or some scandal and we have to reorganize and get our journalists to that location.

The respondent from Joy FM on the other hand felt newsroom routines could be affected by journalists personal use of social media. He was of the opinion that it was largely up to individuals to maintain some level of restraint.

4.2 Survey

The survey was carried out among newsroom journalists from Daily Graphic, Daily Guide, Uniiq FM, Joy FM, GTV and TV3. Except for a few areas that required respondents to state their views the survey questionnaires were mostly closed ended. Out of 100 questionnaires distributed 91 were returned indicating a return rate of 91 percent. With regards to the distribution of respondents according to industry, 41.8 percent came from print media, 33.6 percent from television and 22 percent from radio. Print had the largest quota due to the fact that the Daily Graphic and Daily guide combined had the most newsroom journalists.
4.2.1 Demographics

Figure 1: Gender distribution

In distributing the questionnaires, no specific quota was assigned on the basis of gender. It was important to note the gender distribution of respondents since this could provide an insight into the rate of social media use among male and female journalists. Chart 1 shows the gender distribution for the study was 62.6 percent male and 37.4 percent female. This reveals that newsrooms involved in this study had significantly more male journalists at the time of collecting the data. Media Matters for America (2013) reports that at 38% women were still largely underrepresented in newsrooms across the United States. It must be noted that this distribution may change assuming all newsroom journalists were present and willing to participate in the study.
The data provides an insight into age distribution of respondents surveyed. The data from figure 2 shows that the journalists surveyed were largely youthful. Most respondents (57.1%) fell within ages 25-34. This was followed by 28.6 percent of respondents who said they were between ages 18-24. Respondents above age 35 accounted for only 14.3 percent. Television newsrooms had the most youthful journalists with 36.4 percent saying they were between ages 18-24 compared to 28.9 percent for print and 25 percent for radio. Print newsrooms (5.3%) had the most journalists saying they were 45 years or older.
The two newspapers, Daily Graphic and Daily Guide combined (42%) had the most number of newsroom journalists and so were assigned the largest quota of questionnaires. Combined, the print respondents were almost twice the number of radio (22%) respondents.

The study sought also to determine the level of education of respondents since this could be an influencing factor in adopting innovations as pointed out by D’Arcy (2012) that journalists with some college degree were most likely to adopt social media. In terms of education 56.7 percent of respondents said they had a first degree followed by 38.9 percent who said they had a diploma. In total both Diploma and first degree holders accounted for 95.6 percent of all respondents compared to just 4.4 percent for secondary and masters degree holders combined. The youthful nature of respondents was also reflected in years of experience with 44% of respondents saying they had between 1-3
years of experience as journalists. Almost half (48.3%) of respondents had a combined experience of between four to ten years. Just over half (51.7%) of respondents said they were registered with the Ghana Journalists Association.

4.2.2 Internet Usage

**Figure 4: Frequency of online access**

The data from the chart shows that more than half (63%) of respondents said they went online everyday whiles only 3 percent said they never went online. Combined, 94 percent of respondents accessed the internet often or everyday compared to 6.6 percent who said they hardly or never did.

The survey also revealed that about one out of every two respondents (48%) said they accessed information on their computer, indicating that the computer is still the most preferred medium of access. With 38 percent of respondents saying they accessed online
material on their phones, the findings also reflect a growing trend of mobile Internet data penetration in Ghana that currently stands at 48.84 per cent as of February 2014 (National communications Authority, 2014).

As to what they did online respondents were allowed to choose more than one answer. Mail and news combined represented about 72 percent responses with news (44%) being the most predominant activity among respondents.

Table 1: Cross Tabulation showing Industry and Internet use for sourcing stories

<table>
<thead>
<tr>
<th>DO YOU USE THE INTERNET TO RESEARCH NEWS STORY IDEAS</th>
<th>WHICH MEDIA INDUSTRY DO YOU WORK IN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TELEVISION</td>
</tr>
<tr>
<td>YES</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>81.2%</td>
</tr>
<tr>
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<td>6</td>
</tr>
<tr>
<td></td>
<td>18.8%</td>
</tr>
<tr>
<td>Total</td>
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<tr>
<td></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Almost 9 out of 10 journalists surveyed (88.8%) said they used the Internet to research story ideas. The data from Table 1 indicates that at 95 percent, radio journalists used the Internet the most in sourcing news stories compared to 91.9 percent for print and 81.2 percent for television.

4.2.3 Social media usage

The study sought to determine if respondents were using social media and which industry’s journalists in particular were using it the most. It also sought to determine the
The age distribution of social media users. The findings suggest a high adoption of social media among respondents. Out of 90 responses to the question do you use social media, 84 said yes, representing 93 per cent. Four respondents did not provide an answer to the question if no Why? Of the two respondents that did, one respondent did not find social media useful while the other said it was expensive to use.

**Table 2: Cross tabulation showing age and social media usage**

<table>
<thead>
<tr>
<th>DO YOU USE SOCIAL MEDIA</th>
<th>HOW OLD ARE YOU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-24</td>
<td>25-34</td>
</tr>
<tr>
<td>YES</td>
<td>25</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>96.2%</td>
<td>96.1%</td>
</tr>
<tr>
<td>NO</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3.8%</td>
<td>3.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>26</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

From Table 2, 96.2 per cent of respondents age 18-24 said they used social media. Respondents between 25-34 followed closely with (96.1%). Respondents over 45 years (33.3%) were the least social media users. The findings indicate that social media use was more prevalent among younger journalists and confirms D’Arcy (2012) hypothesis that younger journalists are more likely to use social media.

In terms of industry, the findings revealed that 97 per cent of print journalists were using social media compared to 95 percent for radio and 87.9 per cent for television. About one out of two respondents (49%) said they were quite active on social media. More than 9
out of 10 journalists (93%) said they were somewhat active on social media. Overall, 84 percent of journalists said they had been using social media between three and five years with those using it for 5 years representing 44%. Facebook (37%) was the most popular social media platform among respondents followed by Whatsapp (25%) and Twitter (23%).

### 4.2.4 Social Media for Sourcing and publishing news stories

<table>
<thead>
<tr>
<th>HAVE YOU EVER USED SOCIAL MEDIA TO SOURCE A STORY</th>
<th>WHICH MEDIA INDUSTRY DO YOU WORK IN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TELEVISION</td>
<td>RADIO</td>
</tr>
<tr>
<td>YES</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>62.5%</td>
<td>70.0%</td>
</tr>
<tr>
<td>NO</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>37.5%</td>
<td>30.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 3 suggests that majority (67.8%) of respondents said they had used social media to source a story which suggests that social media was becoming an accepted publishing medium among journalists.

The table also shows that print journalists (71.1%) were using social media the most compared to 70 percent from radio and 62.5 percent from television.
Overall, figure 5 suggests that majority of respondents (64.8%) said they had published material on social media, which goes to supports Newman’s (2011) study on how social media is changing the production, distribution and discovery of news. The report suggests that social media has become an accepted way for journalists to tell their stories.
4.2.5 Credibility of social media as a news source

Figure 6: Respondents perceptions of social media as a credible news source

The findings from figure 6 indicate that majority of respondents, about three out of five said they trusted social media. This indicates that respondents were able to get credible stories through their social media activity.
Table 4: Cross tabulation showing industry and journalists’ trust of social media

<table>
<thead>
<tr>
<th>DO YOU TRUST SOCIAL MEDIA AS A NEWS SOURCE</th>
<th>WHICH MEDIA INDUSTRY DO YOU WORK IN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TELEVISION</td>
<td>RADIO</td>
</tr>
<tr>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>57.6%</td>
<td>65.0%</td>
<td>62.2%</td>
</tr>
<tr>
<td>NO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>42.4%</td>
<td>35.0%</td>
<td>37.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>33</td>
<td>20</td>
</tr>
<tr>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

From table 4 radio journalists (65%) were more likely than television journalists (57.6%) and print journalists (62.5%) to trust social media as a news source.

4.2.6 Effects of social media

From the data gathered, majority of respondents (80%) were of the opinion that social media improved newsgathering. Though most respondents (60%) were of the opinion that social media disrupted newsroom routines over 52 per cent of respondents thought social media use did not affect journalistic standards. Radio journalists (65%) were most to have experienced some changes to their newsroom routines due to social media use. Though most respondents (52.2%) were of the opinion that social media did not affect journalistic standards, majority (58.9%) said social media had affected gatekeeping. Television journalists (72.7%) were the most to say that social media had affected gatekeeping in contrast to 55 percent of radio journalists who said they did not think social media had affected gatekeeping.
4.2.7 Employers attitude to social media

Four out of five respondents (80.3%) said their employer’s attitude to social media was positive. Most journalists (64.8%) percent said their employers provided resources to enable them effectively use social media. The data revealed that 87.5 percent of radio journalists thought their employers’ attitude to social media was positive compared to 78.8 percent of print journalists and 77.3 percent of television journalists. Majority of respondents (62.9%) percent said their employers did not have any rules concerning social media. Majority of respondents (59.3%) said they had never received social media training.

Table 5: Cross tabulation showing social media training by industry

<table>
<thead>
<tr>
<th>HAVE YOU EVER RECEIVED TRAINING ON SOCIAL MEDIA USE FOR JOURNALISM</th>
<th>WHICH MEDIA INDUSTRY DO YOU WORK IN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TELEVISION</td>
<td>RADIO</td>
</tr>
<tr>
<td>YES</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>36.4%</td>
<td>15.0%</td>
</tr>
<tr>
<td>NO</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>63.6%</td>
<td>85.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>33</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

From the Table 5, 37 per cent of print journalists surveyed said they had received training in social media. Print journalists (57.9%) were the most to have been trained compared to 36.4 per cent for television and 15 per cent for print.
The findings from the study also revealed that on the whole, 81 per cent of the journalists surveyed had received formal training in journalism. More than 57% of respondents said they had a 1st degree.
CHAPTER 5

DISCUSSION OF FINDINGS

The study investigated whether journalists were using social media in their practice. The findings from the study are expected to provide insights as to whether Ghanaian journalists were using social media in their work process, if there were any changes in their daily routines as a result of using social media, if journalists thought social media use improved their newsgathering and reporting, which journalists used social media the most and which media organizations had embraced social media the most. Since this study was largely exploratory and also given the short time period, no particular effort was put into finding out why journalists responded the way they did.

5.1 Demographics and social media use

Gender distribution for survey respondents showed that 62.2 percent of survey respondents were male and 37.8 per cent were female. Social media use was high among both males and females. Majority of females surveyed (88.2%) said they used social media compared to their male peers (96.4%). The findings present a brighter picture when compared with socialtimes.com data that suggests that 68.1 percent of Facebook users in Ghana are male as compared to 31.9 per cent female.

Age is an important factor in social media usage. Pew (2013) Internet study on social networking suggests that majority of social media users (89%) in the United States fell between the ages of 18-29.
Overall, More than half (57.1%) of respondents were between the ages of 25-34. Majority (96.2%) of respondents were between 18-24 years. Most of the journalists who used social media (96.1%) were between 25-34 years. Most respondents (66.7%) aged 45 and over said they did not use social media. The findings support Pew (2012) findings that younger journalists were more likely to adopt social media.

The survey data revealed that more than half (55.1%) of survey respondents who used social media said they had 1st degrees. Pew (2013) indicates that social media use was highest among respondents who said they had some form of college education. D’Arcy (2012) also confirms that journalists with college degrees were more likely to use social media. Rogers (2003) notes that early innovation adopters generally tend to be more educated and are more likely to embrace new channels of communication.

The responses from the news heads seemed to indicate that social media use had become the norm, with one respondent saying; “everybody is using it, it’s the in thing, it’s like fashion”. This likely meant that journalists were more inclined to use social media if their peers were, though the survey did not seek to establish this.

5.2 Journalists use of social media

Key findings from the study showed that 96 per cent of respondents were quite active online with 62.5 per cent saying they were online everyday. Majority of survey respondents (93%) said they used social media whiles 67.8 per cent said they used it for
sourcing stories. Majority (64.8%) said they had published stories on social media. The findings suggest that many journalists were willing to try new communication channels. The findings were similar to Cision (2011) journalism study that revealed that majority of journalists in the UK, Finland and Germany were using social media for work purposes.

The data showed that whiles 38.3 per cent of respondents said they accessed online material from their phones, 48.1 per cent of respondents used the computer. The findings were similar to D’Arcy (2012) study that revealed that though mobile Internet was growing, majority of respondents still accessed online material from their computers.

5.3 Industry using social media the most

From the findings radio journalists (95%) used the Internet the most in researching news ideas compared to 91.1 percent for print and 81.2 percent for television. Print journalists were ahead of the pack when it came to social media use. The findings revealed that a higher percentage (97.3%) of print journalists were using social media compared to 95 per cent for radio and 87.9 per cent for television. In using social media for work, print journalists (71.1%) and radio journalists (70%) ranked close compared to 62.5 per cent of TV journalists who said they used social media to source news stories. Print Journalists were also the most (57.9%) to have received social media training compared to 36.4 per cent for television and 15 per cent for radio. From the interviews conducted, the news heads from the print industry were quite enthusiastic about using social media. They were the only industry that offered journalists mobile devices and tablets. They were using Facebook to engage their audience and included comments from Facebook in their
publications. News heads from the print industry also noted using tools like Whatsapp to send in information from the field.

Majority of respondents (80.3%) said their employers had a positive attitude to social media as compared to 19.7 percent who thought otherwise. Respondents from the radio industry (87.5%) gave the highest positive rating in terms of organizational attitude to social media. From the interviews conducted respondents from the public television and radio revealed their organizations’ reluctance when it came to using social media. The interviewee from the public radio noted that the bureaucratic nature of his organization prevented them from actively using social media in their news production. The private news media on the other hand went beyond just using social media for beats and sourcing to actively engaging their audience and including their comments in content. Respondents for the private television and private radio also noted that they included social media in their news production. Their organizations used it to fill the gap between main news bulletins. A number of their programs had dedicated segments that included audience comments from social media.

5.4 Effects of social media

All the news heads interviewed were of the opinion that social media improved newsgathering and reporting. This was also reflected in the survey data, which showed that majority of journalists surveyed (80%) thought social media improved newsgathering and reporting. Daily routines of journalists have been impacted by social media use. Most survey respondents (62.2%) noted changes in their daily routines. The findings also
revealed that two out of three (60%) percent of respondents were of the opinion that social media use had affected newsroom routines. This was in contrast to majority of news heads interviewed who felt newsroom routines were largely unaffected by social media. Majority of respondents (61.1%) said they trusted social media as a news source though their superiors who were interviewed remained quite skeptical about its credibility. All the news heads interviewed were of the opinion that though social media information was often credible a lot of caution had to be exercised. More than half (52.2%) of journalists surveyed did not think social media had negative effects on journalistic standards. The findings show that 58.9 percent of respondents were of the opinion that social media had affected gatekeeping. Some news heads noted how the social posts of events sometimes decided what leads journalists followed. In contrast to Ali and Fahmy (2013) study that suggests that the process of news production by traditional media have largely been unaffected by social media use, the data from the survey indicates that journalists in Ghana were of the opinion that social media had had some effect on their practice.

5.5 Theoretical framework and findings

As Rogers (2005) suggests innovations will be adopted based on their relative advantage though certain personal characteristics may offer clues to how quickly people adopt them. From the findings, journalists in Ghana have adopted social media in their journalistic practice. From Danae D’Arcy (2012) study on social media use among television journalists, factors such as age, sex and education were important in social media adoption. The findings from this study showed that though age and sex are a factor in
social media use in Ghana, education level did not prohibit its use among journalists. From the findings 62.6 per cent of male journalists were using social media, compared to 34.7 per cent of women. Social media use was more prevalent among 18-35 age group.

Respondents who did not use social media mentioned cost and usefulness as inhibitors. Porter and Donthu (2006) note that access barriers may serve as deterrents to social media adoption. Both survey and interview findings from the study reveal that on the whole, journalists and their news organizations perceive social media to be useful to their work and that social media use has become quite a norm in newsrooms. As suggested by the interviewee from the Daily Graphic journalists were likely to adopt social media once their peers were also using it. This supports Nasri and Chaferddine (2012) findings that attitudes and social norms are factors in social media adoption.

Roberts (2005) observed that the Internet has always challenged journalists’ roles as gatekeepers. Social media propelled by user-generated content has become a rich source of information. Ali and Fahmy (2013) suggest that traditional media’s news production processes have been largely unaffected. The findings from this study support Ali and Fahmy’s findings that despite all these new challenges posed by social media, journalists are still subject to gatekeeping practices. From the findings, 58.9 per cent of journalists surveyed did not believe social media had affected gatekeeping. This view was also shared by the news heads interviewed, who were of the opinion that social media had rather become an extra resource for journalists.
5.6 Summary of findings

The findings were able to provide answers for the research questions stated earlier. Majority of the journalists surveyed, about nine out of ten were using social media. About two thirds of survey respondents said they used social media for work purposes. Around two out of three journalists noted changes to their journalistic work as well as newsroom routines due to social media use. More than half of the journalists surveyed did not think social media had negatively impacted on journalists’ standards. The findings revealed that four out of five journalists surveyed were of the opinion that social media had improved newsgathering. Overall the print industry was the most progressive in terms of social media adoption with print journalist using social media the most.
CHAPTER 6
CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

6.1 Conclusion

The findings revealed that journalists in Ghana were embracing social media and were quite optimistic about its potential as an information resource. Overall social media was widely used by journalists in their work. Though social media had become a part of journalists’ news process there was no indication that it had affected their gatekeeping function or disrupted newsroom routines. All the media houses both public and private allowed their journalists to use social media though the newspaper industry were the most progressive in terms of social media adoption. The private media were more open to the new opportunities offered by social media for their journalists and their organizations as a whole. The public broadcasters on the other hand were rather restrained in using social media as a journalistic tool.

6.2 Limitations

The study had a few limitations. A comprehensive data on journalists working in Accra was unavailable. Also, not all the journalists working within the organizations selected were available for the survey. This meant the sample population had to be developed using purposive rather and a random sampling which would have been ideal. The busy schedule of newsrooms made it difficult to gain access to some heads of news. Interviews had to be rescheduled a number of times. The news heads for private radio, private television and public television had to delegate their assistants for the interview. Some
interviewees were hesitant in disclosing some information.

Distributing survey questionnaires posed quite a challenge. Some of the journalists declined participating in the survey. Most of the journalists were slow in returning their questionnaires and this presented a delay in the data collection process.

6.3 Recommendations

From the findings, none of the organizations selected for this study had developed any comprehensive policy to guide their journalists’ use of social media. Social media is still a largely unregulated territory. Vast amounts of posts are generated each day and a lot of content that go online are often unverified and this can present potential dangers for journalists. It would be appropriate for news organizations in Ghana to develop written guidelines or update their already existing guidelines to encompass social media specifically.

Secondly, organizations involved in the study did not have any active programs in place to train their journalists on using social media. Social media is quite dynamic and continues to evolve with new features coming along all the time. Google and other organizations like Facebook and Twitter have developed special forums and tools to enable journalists make better use of their vast resource. It is important that news organizations take advantage of these resources to ensure their journalists receive regular training on social media and other effective tools that will enable them manage the information they come across.

Mobile computing is gaining grounds quickly around the world and in Ghana. Social media sites like Facebook and Twitter are pushing more towards mobile applications.
The findings from the study reveal that though most respondents said they accessed online material from their computers mobile Internet usage among journalists was note appreciable. The information from the news heads and their spokespersons revealed that most organizations did not provide journalists with mobile devices. The speed and versatility of mobile computing could be particularly useful to journalists working in the field.

The findings reveal that the public broadcasters were lagging behind in social media use. Respondents for the state broadcasters revealed that their organizations had no social media presence. Public organizations like the BBC use social to keep their audience engaged and informed. It would be worthwhile to investigate the barriers inhibiting the public broadcasters from using social media at the organizational level as well as in their news production. The study findings also revealed that fewer journalists over 34 years were using social media. Older journalists should be encouraged to take advantage of these new media platforms.
I am Kodjo Deo-Silas, a Masters student conducting research on how journalists in Ghana are using new digital media tools. I will be most grateful if you will answer the questions to the best of your ability. Your responses will be treated confidentially and used only for academic purposes.

Your participation is greatly appreciated.

1. Do you source news stories from the Internet?
2. Is your organization on social media?
3. How long have you been active on social media?
4. Do you include social media sources in your news production?
5. Do you publish material on social media?
6. Are your journalists encouraged to use the social media?
7. Do you source stories from social media?
8. Have your stories ever been sourced by or shared by others on social media?
9. Do you trust social media as a news source?
10. Do you think social media improves newsgathering and news reporting?
11. Do you think social media disrupts newsroom routines?
12. Do you think social media affects journalistic standards?
13. Does your organization have any policy or rules regarding social media usage?

14. Does your organization provide any resources (computers, laptops, and tablets) to enable you use social media more effectively?

15. Have you ever provided your journalists with training on using social media for journalism?
APPENDIX II

Questionnaire

How newsroom journalists in Ghana use social media

I am Kodjo Deo-Silas, a Masters student conducting research on how newsroom journalists in Ghana are using new digital media tools. I will be most grateful if you will answer the questions to the best of your ability. Your responses will be treated confidentially and used only for academic purposes.

Your participation is greatly appreciated.

Section A

1. Do you go online?  1. Yes[ ]   2. No[ ]


5. What search engine do you use?  1. google[ ]   2. yahoo[ ]   3. bing[ ]   4. other[ ]

(Specify)__________________________________________

_______________________________________________________

6. Do you use the Internet to research news story ideas?  1. Yes[ ]   2. No[ ]

7. Do you use social media?  1. Yes[ ]   2. No[ ]

8. If yes, which ones do you use?  1. Facebook[ ]   2. Twitter[ ]   3. google+[ ]

4. Whatsapp[ ]   5. Other[ ] (Specify)………………………………………………
(Specify)_________________________________________________________________
__________________________________________________________________________

10. How active are you on social media?  1. Not active[ ]  2. Quite active[ ]  3. very active[ ]

11. How long have you been using social media?  1. 5 years[ ]  2. 3 years[ ]  3. 1 year[ ]  4. Other[ ]

12. Which social media platform do you prefer?  1. Facebook[ ]  2. Twitter[ ]  3. Google+[ ]

13. Have you ever reported on a story you saw on social media?  1. Yes[ ]  2. No[  

14. Have you ever used social media to source a story?  1. Yes[ ]  2. No[ ]

15. Do you ever publish material on social media?  1. Yes[ ]  2. No[ ]


17. Have your stories ever been sourced by or shared by others on social media?  1. Yes[  
2. No[  

18. Do you trust social media as a news source?  1. Yes[ ]  2. No[  

19. Do you think social media improves newsgathering and news reporting?  1. Yes[  
2. No[  

20. Do you think social media disrupts newsroom routines?  1. Yes[ ]  2. No[  

21. Do you think social media negatively affects journalistic standards?  1. Yes[  

|
2. No[ ]

22. Do you think social media has affected gatekeeping? 1. Yes[ ] 2. No[ ]

23. Has social media in anyway influenced your daily journalistic practice? 1. Yes[ ] 2. No[ ]

24. Have you heard of data journalism? Yes[ ] No[ ]

25. Do you use data journalism techniques to improve your stories? 1. Yes[ ] 2. No[ ]

26. Do you blog? 1. Yes[ ] 2. No[ ]

27. What is your organization’s attitude concerning your use of social media?
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

28. Does your organization have any rules concerning your use of social media? 1. Yes[ ] 2. No[ ]

29. Does your employer provide any resources (computers, laptops, tablets) to enable you use social media more effectively? 1. Yes[ ] 2. No[ ]

30. Have you ever received training on using social media for journalism? 1. Yes[ ] 2. No[ ]

Section B

Personal Information

31. Gender? 1. Male[ ] 2. Female[ ]
32. How old are you?  1. 18-24[ ]  2. 25-34[ ]  3. 35-44[ ]  4. 45 or older[ ]
33. What is your level of education?  1. Secondary[ ]  2. Diploma[ ]  3. 1st Degree[ ]  4. 2nd Degree[ ]
34. Did you go to journalism school?  1. Yes[ ]  2. No[ ]
35. Which media industry do you work in?  1. Television[ ]  2. Radio[ ]  3. Print[ ]
36. How long have you been practicing as a journalist?  1. 1-3 years  2. 4-5 years  3. 5-10 years  4. More than 10 years[ ]
37. Are you registered with the GJA?  1. Yes[ ]  2. No[ ]
BIBLIOGRAPHY


