

Social media revolution: exploring the impact on journalism and news media organizations

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Abstract:

The study sought to investigate the impact of Social media revolution on Journalism and News organizations. The objectives of the study were to explore the impact of social media on journalism and news organization; investigate how media personalities and news organizations are using social media in carrying out their roles and the integration of social media on traditional media and how it has transformed and continues to do so as they embrace social media. The study reviewed relevant literature from various international news organizations like Reuters, BBC and other online news blog sites are using social media sites like Twitter, Facebook and YouTube everyday to gather and disseminate news stories. The study sampled 4 media organizations: Nation media group, Standard Media group, Royal Media group and Radio Africa as its sample population. The researcher was able to observe and participate in the social media pages of all these news organizations on Twitter, YouTube and Facebook. Observing how often they posted as well as how the media personalities and journalists in these media houses used social media and interact with their audiences. A focus group discussion and interviews were carried out on journalists within the target population and the researcher identified the impact social media has so far had on journalism. Qualitative data analysis was used to analyze the information collected via the Focus group discussion, interviews and observation and to determine the impact social media has had on news organizations and journalism. The key findings of the study indicate that it is now common practice for journalists and news organizations to integrate social media and post links on their social media pages that direct traffic back to the news organizations websites as well as compel audiences to traditional media. The project goes on to show that social media is not a passing phase but here to stay as most of those interviewed guaranteed that social media has not been exhaustively used and new ways of effectively using social media should be sought so as to use this technology that has reshaped not just journalism but all media industry.