



Impact Of Social Apps (Twitter, Facebook And Youtube) On Journalistic Culture: An Online Survey Of Working Journalists In Pakistan

Shazia Ismail Toor¹, Bilal Ahmed²

Abstract

Social networking apps like Twitter, Facebook, and YouTube has transformed the traditional culture of journalism. The primary motivation of the research is to inquire the impacts of digital media on working journalists. Moreover, effectiveness of digital medium in journalistic culture is examined under the umbrella of Media Ecology/Medium Theory. Cultural Performance Theory is applied to analyze the digital cultural performance in the field of journalism. Survey method having 150 respondents (working journalists) was used to find out all these queries. Findings of the study show that news organizations in Pakistan are changing their business model by adopting digital culture for their survival. In addition, findings show that digitally illiterate journalists who do not have enough resources to hire someone for their social media management might have survival issues in future. Another important finding is that majority of the journalists are ready to leave traditional media if they will be successful in creating space for themselves on social media. In the conclusion, there are some suggestions for journalists and fresh students of media and communication studies about their survival in the arena of digital world.

Keyword: *Cultural Performance, Digital Media, Paradigm Shift, Twitter Journalism, YouTube Journalism*

¹ Ph.D. Assistant Professor, Institute of Communication Studies, Pakistan

² Pakistan

Introduction

Digital media provides both challenges and opportunities to traditional media, influencing their associations with their audience, land places and spaces that they have generally served (Deuze, 2008). Online media has facilitated digital growth of news media, increased land reach, more rapid reaction than any other time in recent memory to news occasions and issues, and collaboration with news purchasers in increasingly prompt and direct manners (Aldridge & Evetts, 2003). Social media may empower news media to grow new publics. Nonetheless, news outlets' ability to react to these open doors might be restricted by rivalry for audience from nonconventional news suppliers, dispersal of interest, and until now constrained chances to benefit from internet based life commitment (Ruotsalainen & Villi, 2018).

The news media is in a condition of motion all the more comprehensively, the breaking of audience and the generally proclaimed death of print papers compromising the continuous gainfulness and by and large practicality of news associations. The risk to papers is especially significant, Oliphant (2013) depicts them as having been in dangerous decay for a long time; however the decrease has been countered by technological and digital media adoption that have both seriously affected their ability to continue themselves through publicizing and scattered audience interest for news and data.

In any case, the trend of having and keeping up an internet based media is increasing day by day in newsrooms of mainstream media. News organizations and journalists working in different news corporations use social media to keep their

relevance and presence, because in today's world digital media has a key role in journalism (Robinson & Yidong, 2018). News outlets in the Western world which are not spoken to on in any event through online networking stage are getting progressively uncommon. Notwithstanding, the effect of this on news media's publics still does not seem to be completely investigated, in the light of the fact that the region is moving quickly as new stages are presented and examples of consumption and commitment change. Online media facilitates the audience to use both web and traditional media, people get news channels streaming and online newspapers as well as news on social apps with digital media, this dual and triple character of social media will also be beneficial for news corporations (Kettunen & Vuorinena, 2013). News channels and newspapers promote their content on digital media, that is why traditional media industry is squeezing and journalists think that they should also adopt new media for their survival (Broersma & Eldridge, 2019).

Besides, new media have adjusted the conveyance of journalistic role, first print and on the web, and now in portable and tablets. The advancement of digital media will be problematic for those journalists who are above 50 years of age and not digital natives, their career is on risk with the rise of digital media (Thompson, 2016). A report by e-Marketer shows that in US, for the period 2009-2012, newspapers have lost 31.5% of the promotion by business sector (Leaning, 2019). Information from the Pew Research Center affirms the decay of news channels viewership in the US from 41% in 2002 to 23% in 2012 (Heimlich, 2012). Spectators have noted comparable downfall of print media

in Australia, Germany, western European market, and even in Japan with 94% decrease in subscription of newspapers (The Economist, 2011).

This paper aims to investigate that in what ways social media has any effect on the professional life of journalists and how they will be surviving in the age of digital media, either they are encouraging to adopt and promote this technology or they think that mainstream media is still more important as compared to social.

Research Questions

To view the changes due to social media on journalists, following research questions were developed:

RQ 1: What are the reasons behind the cultural performance appraisal of digital media in the field of journalism?

RQ2: Why popular journalists like Hamid Mir, Kamran Khan and Imran Khan and others are using digital media?

RQ 3: Is it easy to get success on digital medium?

RQ 4: What are the impacts of YouTube channels on mainstream media talk shows and live reporting?

What is the future of digitally illiterate journalists?

Focus of the study was to investigate that how the journalists of Pakistan view the change because of social media and how they would deal with this new media in future. The study is significant because it guides upcoming and present journalists about the adoption of digitalization, its significance and challenges after adoption or non-adoption.

Paradigm Shift in Journalistic Culture

Traditional journalism is experiencing a critical time of progress and change, influencing almost all domains of media like reporting, news gathering and production (Karnowsk, Keyling, & Kumpel, 2015). Scholars and experts have highlighted various subjects in this change. For instance, Hanley (2014), said that the present media condition has serious challenges such as commercialization and competition with social media while Wurff & Schoenbach(2014) recommend that loss of audience from mainstream media depicts that hegemony of news corporations should change their business model towards social media and journalists must work on their digital literacy to compete in digital age. Karnowsk, Keyling, & Kumpel (2015) also pointed out that digital media has created a lot of difficulties and it will create much more for present news media, after a certain time mainstream media cannot survive without social media. Safori (2018) is of the view that new versatile interfaces of digital media technology are reshaping how we channel and access news, ongoing situation will be alarming for digital immigrants in the profession of journalism.

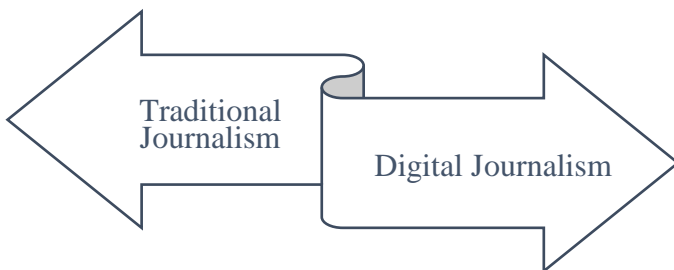


Figure 1: Paradigm Shift in Journalistic Culture

As a result, digitalization in the contemporary environment put a lot of financial pressure on news media, mostly

media organizations hire digital media specialists and start downsizing of staff to survive in this condition (Safari, 2018). It brings up issues about whether the basic idea of news coverage is changing. The shifting of trend is being fashioned by advancements of new media technology and diffusion of online journalism in the mind of audience (Parks & Castells, 2012). Hanley (2014) calls attention to a considerable number of impacts on news coverage and journalistic role due to social media, while Ruotsalainen & Villi (2018) contend that audio, visuals and writings in online journalism not only change the trend of electronic and print media but also change the way of thinking of journalists. Moves practically speaking are maybe most apparent where they are realized by evolving innovation, as journalistic practices are indispensably attached to the advances accessible to and utilized by people (Wurff & Schoenbach, 2014).

Innovation might be a progressing effect on news production and journalism, however Sozeri (2010) claims that the present influx of progress is a piece of an intricate union of financial, administrative and social powers. In this modern digital era the jobs of news producers, reporters and journalists demand modern digital tools (Alves, 2001).

News Corporations Welcome Digital Culture

The changing mechanical and social condition has required the staking out of an online area by news associations; however advanced colonization has not really been a smooth or agreeable procedure (Safari, 2018). Starting online moves were moderate and constrained, with early computerized news-casting depending on content from papers and choices made by print

newsrooms. Such methodologies have been progressively supplanted by corporate procedures stressing and additionally organizing computerized correspondence, as media organizations rebuild and branch out into new media technology and new audience (Villi & Matikainen, 2016).

Nonetheless, the pace of progress has shifted broadly. News associations take initiative to make website and social media handles to deal with internet distribution of news (Ruotsalainen & Villi, 2018). Small news associations and working journalists are driven towards online distribution of content because they are already suppressed due to hegemony, if they are not doing progress in digitalization they may be collapsed (Oliphant, 2013). Amid contracting staffs and less assets, writers secure their positions growing and their schedules immeasurably modified. Writers are delivering extra substance, learning mixed media abilities, making content for different stages, refreshing ceaselessly for the Web and interfacing more with the audience (Sozeri, 2010).

Westlund and Ekstrom (2018) distinguished three gatherings of journalists who use online media, (I) stratified by factors including age, (II) sort of work, and (III) expert frames of mind; he proposed that even inside newsrooms there might be constrained consistency in journalist's way to deal with such things. Social media is a challenge for both digitally literate and illiterate journalists, although literate ones can manage it through pre-planned strategies (Dugan, 2008). They can have advantages of having the option to give news promptly to a group of people that is not geographically limited, and to interface straightforwardly with

that audience. Besides, giving extra information through social media is a prospect, but this excessive information sometimes creates difficulties [ambiguous context] by destroying objectivity (Dimitrov, 2014).

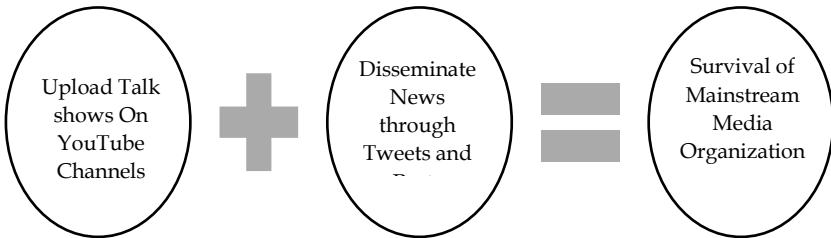


Figure 2 News organizations adopt digital Culture

Consequently, online networking have gotten all the more immovably inserted in ordinary correspondence, their significance and importance to news associations have developed: As most papers have become multiplatform undertakings, their product offerings have extended from the print space to incorporate the Web and internet based media stages (Newman, Dutton , & Blank, 2012). Focal points of being unmistakable via web-based networking media incorporate the ability to attract traffic to their sites, and the open door for audience to disperse online substance through web based life (Jeong & Chyi, 2013). While any monetary advantages might be less promptly obvious, an internet based life nearness is currently to a great extent observed as basic to news media activities (Jeong & Chyi, 2013).

Twitter, Facebook and Journalistic Culture

Facebook and Twitter are the prevailing online life stages in news correspondence, in spite of the fact that others, for example, Instagram, are likewise being used. Pew Research

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Center information from 2014 shows Facebook as a wide margin the most famous web based life stage, utilized by 71 percent of online grown-up (Dugan, 2008). While LinkedIn, Pinterest and Instagram were all somewhat more well-known stages by and large than Twitter, Twitter was progressively mainstream for news. In a 2015 Pew review, 63 percent of Facebook and Twitter clients said they acquired news through these interpersonal organizations. Jeong and Chyi (2013) argue that despite the fact that Facebook has a larger number of clients than Twitter, the latter is all the more broadly utilized as a wellspring of news. Specifically, Twitter is the most useable source of breaking news, 59 percent of Twitter clients use it for breaking news. In contrast, 31 percent of Facebook users use it for this purpose (Dimitrov, 2014).

YouTube and Journalistic Culture

YouTube is the most dominant and multinational video-sharing place, journalism future is connected with it because of its massive viewership and sharing approach. According to a study, one billion people use it daily for different types of content. Journalists and analysts give their views on their YouTube channels and have audience in millions (Aslam, 2020). YouTube is called a medium, an instructor, a moderator, a culture promoter, a talent hub for content creators, a place of freedom of expression for journalists, a digital laboratory, one click archive and an accessible platform for everyone (Kavoori, 2015). Burgess & Jesse expound YouTube as an “almost incomprehensibly large and highly diverse archive of video content” (2018, p. 14). They further elaborate that “YouTube as mainstream media has helped

redefine what „professional media“ looks like a platform for amateur and professional production and distribution which is experienced in diverse ways by „different users“” (p. 18).

YouTube proves that it is a worldwide platform for media professionals and journalists because it offers a variety of content, like every journalist can easily make his/her video blogs on it without any restriction (Sumiala & Tikka, 2013). Another quality of YouTube is that it can give you watching suggestion which you like to watch, if someone loves specific genre then it provide videos related to your choice. It is playing as a character in facilitating original and archival content through its top worldwide ranking. Fernandez, Coromina and Rieder (2018) describe in their study of search results and visibility of YouTube, that main goal of YouTube“s search is intended to show what audiences want (p. 63) that is why it changes its results from situation to situation. Subscriptions, recommendations, comments, and likes influence ranking of available content “channel subscriptions as a means for content creators to build and address an audience” (p. 63).

YouTube is called the easy place for non-professional content producers, because of its access nature. It is available and freely accessible for anybody, you can easily create your account and have right to upload content. Although it has policies for monetization, despite of this it is an easy to use and send medium, Burgess and Green“s (2019) research on the most popular videos of YouTube exhibited that a massive quantity of content originates from corporate sectors like registered news organizations, big film makers and other well-known companies.

Welbourne and Grant's (2015) study suggested that professional content have importance on YouTube, people prefer to listen to a skilled journalist and news demonstrator for analysis instead of newly available channels. But, new faces also get importance may be after certain period of time.

"Finally, the journalistic material published on YouTube is repurposed from traditional media news sites." Television news and current affairs production follows conventions with long-standing expectation of high production values and aesthetics. (Ksiazek & Peer, 2011) content analysis of journalistic news videos on YouTube showed that approximately half of the examined videos were repurposed from traditional news media sites. It also showed that the news videos produced specifically for YouTube followed the traditional journalistic production practices (picture and sound quality, editing techniques, etc.) but diverted from „common content standards“ (p. 45), for example how they used sources and/or in their approach to fairness. In short, their study demonstrated that repurposed news videos from other mediums (such as television news and current affairs programs) adhered to traditional and institutionalized journalism standards in both production approach and content elements. As such, those videos can be considered in a similar way to video journalism published on traditional news channels" (Welbourne & Grant, 2015).

Theoretical Framework

Medium Theory and Digital Media

Media ecology/Medium theory given by Marshal McLuhan is used as a theoretical underpinning in this research.

The theory assumes that new technology (social media) of communication is more effected than previous one [conventional media], because the level of effectiveness of digital medium is higher (Meyrowitz, 2001). Media ecology theory also known as medium theory, it explains that „medium is the message“ which means that medium is very important for message. From time to time medium of journalism changes like from print to radio, radio to TV, and the biggest medium nowadays is social media. Social media evolves and changes the traditions of journalism, „social medium (medium) deliver very strong message in present world. In this theoretical framework, it was inquired from working journalists how their role is changing in this new medium. The modern and digital medium of journalism has strong impacts on their profession and how they manage these effects. Social medium is very adaptive and useful medium and it changes the ecology of journalists, news organization and other staff related to news media industry.

Cultural Performance and Digital Media

The second theoretical underpinning of this study is Cultural performance theory“ which offers an approach for understanding culture within the activity of everyday life. It serves as a means to conceptualize culture by placing culture at the center of hegemonic, or dominating, messages and revealing the hierarchical structure of society through lived experience. Performance is foundational to the study of human communication. Performance has no single definition, nor is it situated in any singular discipline of study. Performance offers value and insight to theater studies and to social sciences, and it

can be viewed through the lens of cultural and critical studies (Littlejohn & Foss, 2009).

Performance [cultural] implies an act of doing practice through language, traditions, and media. In modern world, the cultural performance of digitalization and localization is debatable in every academic and professional field. The Cultural performance theory radicalizes, or identifies as the root issue, the binary opposition between theory and practice by providing a model of communicative practice in which culture and performance are inextricably joined and integral to the communal experience of everyday life. By using cultural performance theory, one can analyze the performance of digital culture and its benefits in the field of journalism. Along with it, the performance appraisal and challenges for digitalization and socialization in journalism could be evaluated.

Methodology

To analyze the impact of digital media on working journalists in Pakistan, survey was conducted from 150 (n=150) working journalists through online questionnaire. Simple probability random sampling technique is followed; it is used because of cost effectiveness, less time consumption, simplicity, and straightforwardness. Close ended questionnaire based on Likert scale having 20 questions was used as a tool of data collection. After getting responses from the respondents (journalists), the data was put in Statistical Package for Social Sciences (SPSS) software for decoding of results. In SPSS, descriptive statistics was applied to the data for getting results and findings.

Findings and Interpretation

Findings and interpretation are based on data collected from respondents and analyzed through descriptive statistics. There were five major research questions along with some sub-questions. Tabulation and cross-tabulation is used to analyze the data; interpretations are developed on the basis of findings of the data.

RQ1: What are the reasons behind the cultural performance appraisal of digital media in the field of journalism?

The results show that social media is promoting citizen journalism culture, that is the reason of its performance to counter mainstream media. 55.3 % respondents' data shows that digital media has good performance because it is encouraging civic journalism. While 42% believe that due to strong feedback nature digital media is performing well. 2.7% respondents said that digital media is easy to use, on account of this it is performing good as compared to traditional media (see table 1) .

Table 1: *Cultural performance of digital media*

		Frequenc y	%
Valid	Digital media is promoting citizen Journalism	83	55.3
	Social Media has strong feedback system	63	42.0
	Digital media is easy to use	4	2.7
	Total	150	100.0

N=150

RQ2: Why popular journalists like Hamid Mir, Kamran Khan and Imran Khan etc. are using digital media?

83 respondents out of 150 (55.3%) who have (6-10 years) experience in mainstream media agree that popular journalists use social media for their survival in journalism industry. On the other hand, overall 124/150 respondents believe that the popular journalists use social media for their survival, not for feedback and but to increase their digital literacy level. (See table 2).

Table 2: *Experience In Mainstream Media * Why Popular Journalists Use Social Media Cross tabulation*

		Why Popular Journalists Use Social Media			Total
		Due To Survival In Journalism	Interested In Feedback	Trying To Become Digital Literate	
Experience In Mainstream Media	1-5 Years	24	2	2	28
	6-10 Years	83	15	3	101
	11-15 Years	6	1	1	8
	16-20 Years	11	2	0	13
Total		124	20	6	150

RQ3: Is it easy to get success on digital medium?

Maximum participants answered that it is not easy to get success on digital media. 80 out of 150 respondents believe that it is not easy to get success on social media, 78% among 80 have social media accounts while 21% doesn't have it. 70/150 (46%) believe that it is easy to get successful on social media (table 3).

Table 3: *Do You Have Accounts On Social Media * is it easy to get success on digital media*

		Is it easy to get success on digital media?		Total
		Yes	No	
Do You Have Accounts On Social Media	Yes	49	89	138
	No	7	5	38
Total		56	94	150

Majority believed that it is not easy to get popular through social media. So in the next phase of this question: it is

inquired, why it is not easy? The findings show that mostly respondents thought that „competition“ as well as „hard work and proper time“ is among the two important hindrances in the way of success on social media. But 46.7% which is majority according to the frequency distribution agreed that competition is the major factor in the way of journey of online journalists (table 4).

Table 4: *Why it is not easy to get successful on social media*

	Freque ncy	%	Valid %	Cumulative %
Competition	70	46.7	46.7	46.7
Trolling on biased opinion	16	10.7	10.7	57.3
Hard work and proper time require	60	40.0	40.0	97.3
Other	4	2.7	2.7	100.0
Total	150	100. 0	100.0	

RQ4: What are the impacts of YouTube on TV channels and its programs?

Large number of respondents agreed that digital media has reduced the viewership of traditional media. 91/150 (60.7%) respondents believe that social media is diminishing the audience of mainstream media. While 27.3% respondents believe that digital media is impartial as compared to conventional media (table 5).

Table 5: *Impact of YouTube on TV Channels*

	Frequency	%
Impartiality	41	27.3
Reduce viewership	91	60.7
Unnecessary Criticism	10	6.7
Expose Hidden	4	2.7
Agenda		
Classify audience	4	2.7
Total	150	100.0

N=150

YouTube has reduced the viewership of Mainstream media

In the second phase of this question, it was investigated that why digital media (YouTube) has reduced the viewership of mainstream media. 58% journalists believe that it is occurring because people believe news organizations are on specific agenda and citizen journalists do not have specific agenda like news channels and newspapers. In addition, 34.7% journalists agree with this statement that „people think citizen journalists are more trustworthy“ (table 6).

Table 6: *Why YouTube reduced the viewership of Mainstream Media*

	Frequency	%
People believe that news organizations are on specific agenda	87	58.0
People think citizen are more trustworthy	52	34.7
people think online journalists follow journalistic ethics	11	7.3
Total	150	100.0

News channels are adopting digitalization

In the third phase of this question, it is examined either news channels are adopting digital culture or not. 40% of the respondents strongly agreed and 48% just agree with the statement that media channels follow digitalization for their survival in the field of journalism; they are hiring digital media specialists to promote their web based activities like tweets, Facebook posts and video uploading on YouTube channel (see table 7).

Table 7: *News Channels are adopting digitalization*

	Frequency	%
Strongly Agree	60	40.0
Agree	72	48.0
Neutral	5	3.3
Disagree	10	6.7
Strongly Disagree	3	2.0
Total	150	100.0

RQ5: What is the future of digitally illiterate journalists?

Results show that majority of journalists (58%) respondents thought that there is no future survival for digitally illiterate journalists. But, 42% believe that digitally illiterate journalists have limited future survival. So, the findings reveal that those journalists who have no digital literacy and do not have

enough resources to hire anyone for their social media management will have limited options for future survival (see table 8).

Table 8: *Future of digitally illiterate journalists*

	Frequency	%
Limited future survival	63	42.0
No future survival	87	58.0
Total	150	100.0

Opportunities in Digital Media for young journalists

In the second phase of this question, it is examined that what opportunities digital media is providing to young journalists. 52.7% respondents accepted that future journalists should join social media as a career because in future mainstream media will also produce more jobs related to social media management, while 42.7% respondents agreed that social media itself is a good source of income for journalists (see table 9).

Table 9: *Opportunities in Digital Media for Upcoming Journalists*

	Frequency	%
Mainstream media also use social networking and it will produce more jobs for digital media specialists	79	52.7
Digital media is itself a good source of income	64	42.7
Other	7	4.7
Total	150	100.0

Conclusion

It can be concluded that trend of mainstream media has shifted towards social media. If media organizations do not adopt digitalization, they will be suppressed with the passage of time. Report of Reuters. Institute of Journalism shows that young

generation of western countries generates a lot of income through blogging and vlogging (Picard, 2015). Digital teaching institutions could be developed to educate the young talented graduates to make their contribution in digitalization. Findings of the study describe a rationale: adoption of online medium will be the optimum survival for both journalists and news organizations.

Furthermore, the findings show that majority of the journalists (40%) strongly agree and 48% agree that the journalists who do not know how to use social media and do not have much resources to hire someone for their social media handling could find it hard to survive in contemporary age of digitalization. New journalists in the market also look towards digital medium for earning. 52.7 % respondents believe that fresh graduates of mass communication should join social media because in near future mainstream media can produce more jobs for digital media specialists because traditional media is also developing web sources and social apps for future security. Therefore, the cultural performance of digital medium is greater than traditional because its journalists are moving towards this cultural shift.

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