

# **USE OF NEW MEDIA DIVERSITY AND ITS IMPACT ON JOURNALISTIC PROFESSIONALISM**

**PhD Thesis**



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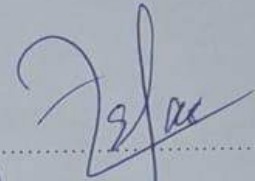
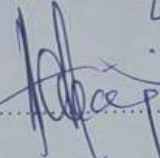
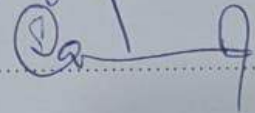

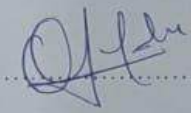
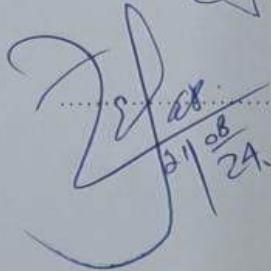
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## Table of Contents

CHAPTER ONE .....	01
INTRODUCTION .....	01
1.1 Background.....	04
1.2 New Media and Information Cycle.....	08
1.3 Journalism and New Media Practices .....	11
1.4 Media diversity in the era of New Media.....	14
1.5 Journalistic Professionalism and New Media.....	15
1.6 Setting the Debate. ....	19
1.7 New media and Journalistic Professionalism in Pakistan .....	21
1.8 Focus of Study .....	23
1.9 Problem Statement .....	24
1.10 Objectives of the Study.....	25
1.10.1. General objective .....	25
1.10.2. Specific objectives .....	26
1.11 Significance of the Study.....	26
CHAPTER TWO .....	28
LITERATURE REVIEW.....	28
2.1. Introduction.....	28
2.2. Digitization and Journalistic Practices .....	31
2.3. Social Media and Journalistic Profession .....	34
2.4. Research Model.....	39
2.4.1 Conceptual Framework.....	41
2.4.1.1 New Media and Journalistic Practices .....	42
2.4.1.2 New Media and Journalistic Professionalism.....	46

2.4.1.3 New Media and Professional Roles .....	52
2.4.1.4 New Media and Journalistic Values .....	53
2.5. Gaps in the Existing Literature .....	56
2.6. Research Questions .....	60
2.7. Research Hypotheses.....	61
CHAPTER THREE.....	63
RESEARCH METHODOLOGY.....	63
3.1 Research Philosophy .....	63
3.2 Research Approach .....	64
3.3 Nature of Research .....	64
3.4 Research Strategies .....	65
3.5 Research Design.....	65
3.6 Time Horizons.....	65
3. 7. Data Collection and analysis procedures.....	66
3.7.1 Population and Sampling .....	66
3.7.1.1 Population .....	66
3.7.1.2 Sampling Frame .....	66
3.7.1.3 Sample Size.....	66
3.7.1.4 Sampling Technique.....	67
3.8 Data Collection Procedure.....	67
3.8.1 Instrument for data Collection.....	67
3.8.2 Survey tool development.....	68
3.8.3 Overview of the tools and scales.....	68
3.9 Data Analysis Procedure.....	70
3.9.1 Pilot Testing.....	70
3.9.2 Reliability of the instrument.....	71
3.9.3 Data Analysis.....	72

3.9.4 Data Presentation.....	73
3.10 Conceptual and Operational Definitions .....	73
CHAPTER FOUR.....	76
RESEARCH FINDINGS AND INTERPRETATION.....	80
4.1 Data Normality Analysis.....	81
4.2 Demographics of the Study.....	83
4.2.1 Gender .....	83
4.2.2 Age.....	83
4.2.3 Qualification .....	84
4.2.4 Experience .....	84
4.2.5 Media organization .....	84
4.3 Correlation of the variables of the study.....	85
4.3.1 New Media Diversity and Journalistic Professionalism.....	85
4.3.2 New Media Diversity and Professional Roles.....	86
4.3.3 New Media Diversity and Journalistic Values.....	87
4.3.4 Source Diversity and Journalistic Professionalism.....	87
4.3.5 Source Diversity and Professional Roles.....	88
4.3.6 Source Diversity and Journalistic Values.....	88
4.3.7 Content Diversity and Journalistic Professionalism.....	89
4.3.8 Content Diversity and Professional Roles.....	90
4.3.9 Content Diversity and Journalistic Values.....	90
4.4 Regression analysis of the variables under study.....	91
4.4.1 Regression among New Media Diversity and Journalistic Professionalism.....	91
4.4.2 Regression among New Media Diversity and Professional Roles.....	92
4.4.3 Regression among New Media Diversity and Journalistic Values.....	92
4.4.4 Regression among Source Diversity and Journalistic Professionalism.....	93
4.4.5 Regression among Source Diversity and Professional Roles.....	93

4.4.6 Regression among Source Diversity and Journalistic Values.....	94
4.4.7 Regression among Content Diversity and Journalistic Professionalism.....	95
4.4.8 Regression among Content Diversity and Professional Roles.....	95
4.4.9 Regression among Content Diversity and Journalistic Values.....	96
CHAPTER FIVE .....	97
DISCUSSION AND CONCLUSION.....	97
5.1 Research Questions and Answers.....	100
5.2 Conclusion.....	109
5.3 Limitations of the Study .....	111
5.4 Policy Implications.....	112
REFERENCES .....	114
Appendix.....	151
Appendix A.....	152
Appendix B.....	162

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**LIST OF TABLES**

---

CONTENTS	PAGE
Table- 1: Variables and scales used.....	<b>69</b>
Table -2: Reliability of Instrument and scales used.....	<b>72</b>
Table -3: Data normality of demographic variables and scales.....	<b>82</b>
Table- 4: Frequency distribution of the demographics of the study.....	<b>83</b>
Table-5: Zero order correlation among the study’s variables.....	<b>85</b>
Table-6: Regression analysis summary for New media diversity predicting Journalistic professionalism.....	<b>91</b>
Table-7.: Regression analysis summary for New media diversity predicting Professional roles.....	<b>92</b>
Table-8: Regression analysis summary for New media diversity predicting Journalistic values.....	<b>92</b>
Table-9: Regression analysis summary for Source diversity predicting Journalistic professionalism.....	<b>93</b>
Table-10: Regression analysis summary for Source diversity predicting Professional roles.....	<b>93</b>
Table- 11: Regression analysis summary for Source diversity predicting Journalistic values.....	<b>94</b>
	<b>95</b>

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Table-12: Regression analysis summary for Content diversity predicting	
Journalistic professionalism.....	<b>95</b>
Table-13: Regression analysis summary for Content diversity predicting	
Professional roles.....	<b>96</b>
Table-14: Regression analysis summary for Content diversity predicting	
Journalistic values.....	

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**LIST OF FIGURES**

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<b>CONTENTS</b>	<b>PAGE</b>
Figure-1: New media diversity and Journalistic professionalism interplay.....	<b>39</b>
Figure-2: Ladder of abstraction of the key variables of the study.....	<b>73</b>

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## **ABSTRACT**

*Communication forms an integral part of the interaction between humans. The current era is characterized by faster communication than it was in the past and the need for information communication has accelerated with multiple channels of delivery present globally. Today is the time of ambient news due to social networking around the world and the concept of 24 hours news cycle has no existence anywhere. This is because of the advent and expansion of the internet and social networking. This is the power of social media and new media technologies that the academic and non-academic worlds have adopted new technologies in the form social networks in an unprecedented way for sharing of knowledge and keeping in touch with families, friends and colleagues. The whole world is under the spell of this advanced technology as it has changed the world order and the journalistic practices as well. As of now, journalists need to be multi-skilled and collect every category of information for social networking platforms. Digital media platforms have revolutionized news dissemination on new media platforms that have influenced the journalistic practices. This current study focused on the use of new media diversity and its impact on journalistic professionalism in Pakistan by taking new media source diversity and content diversity into account. On the other hand, journalistic professionalism was categorized into journalistic values and professional role as dimensions of professionalism. The study was quantitative in nature and data was collected through questionnaire based survey in the context of journalists according to the literature.*

*The scaling technique employed to reach the target audience was convenience sampling because of the lack of a comprehensive directory of Pakistani journalists as it is a beneficial technique when the investigator possess a limited timeframe. By conducting the correlation and regression analysis, the findings drawn from the study showed that there is a significant*

*positive relationship between new media diversity and journalistic professionalism. New media usage and its power to control the world system is influencing all aspects of life. Journalism is not aloof of it. The study findings showed that the freedom of the media in this era of new media seems to be more challenging and it is harder for the journalists to perform their professional roles in accordance with their journalistic values. The journalists agreed that they have to be more creative and multi skilled while using new media platforms for information dissemination. Similarly due to open access to all information without any gatekeeper making following norms and values difficult for them. Due to the expanding power of new media, they are bound to follow the networking platforms which in return influence their roles and values and in return affecting their professionalism.*

# CHAPTER ONE

## INTRODUCTION

Communication is an essential component of the interaction between humans in all cultures. It is the “creative making of a social order” (Hamilton, 2000a) that is confirmed and exercised within the communication processes. Alongside the relationships are shaped and societal boundaries are formed through this exchange of information. More than one hundred years ago, John Dewey (1916), while supporting the importance of communication in societies mentioned that society is “enveloped in communication” (p.5). The quality of communication is enhanced with the quality of information that flows between and within various groups in human societies. As societies advance so do communication systems. The current global information communication era is characterized by faster communication than it was in the past and the need for information communication has speeded up due to multiple channels of delivery present. There is a global information revolution because of the enhanced work in the field of communication technology and the newly formed network societies have changed the way information is shared (Castells, 2004).

Similarly, how information is communicated around the world has also changed, especially in the twenty-first century where multiple channels of information dissemination are available for communication. This media evolution has made the transmission of information possible through different mediums including text, sound and image as compared to limited transmission channels available in the past. Research has argued that these communication channels should reflect the diversity that exists within society. This interconnected diversity has been said to be absolutely central to the democracy. In short the importance of a diverse media to the enrichment of our daily lives cannot be undermined (Carey, 1989).

Information communication has now gone global due to which there are no boundaries to news sharing and information has become readily available to anyone at any time. As a result of this online communication system several transnational societies have formed that have gone beyond geographical borders and work based on shared language, cultures, and interests (Michaelson & Stacks , 2011). This chain has provided unlimited content for its users to choose, send and receive information whenever they want (Chamberlain, 1994; Ruggiero, 2000). These changes have marked the origin of the new era of ambient news due to online networking around the world. The information sharing has broadened in the sense that there is no starting point for any news and the concept of 24-hour news has come to an end because of the free flow of information added to the communication system. The Ambient news has played a big role in the production, distribution, and reception of content continually through new media. Now we choose what we read and interact with it (Nelson et al., 2009).

These developments in the field of journalism are taken by Sociologist William Dutton (2009) as the emergence of a “Fifth Estate” in which many information-sharing mediums have emerged that are independent of the traditional media channels. These mediums tend to move freely and independently from traditional institutions to disseminate information. Users in that medium can use their own information as a source which is independent of any institution and use the capabilities provided by new media. The resultant transformation has formed the basis of the Fifth estate in social networking. The emergence of this medium is an important development in information sharing and communication networking and carries the same worth as the Fourth Estate had in the eighteenth century. At that time of history newspaper was considered as a new social institution that could provide surveillance over the other estates. There they came to play an important role in how governments and businesses operated.

Dutton (2009) was of the view that digital platforms could play a similar role in the future. In addition to assessing governments and businesses, digital media could access traditional media platforms. Currently, the fifth estate is still undergoing development. It has spanned the globe but its role is unfolding in a very inconsistent and unpredictable way. The digital platforms that make up the fifth estate seemed focused on entertaining the masses and making money for owners rather than playing more constructive roles in society. They have had a growing influence on the fourth Estate. Traditional media forms are being forced to change and adjust to the fifth estate.

Several studies have shown that online services and platforms have challenged the traditional media industry for more than twenty years. They have become the information gatekeepers promoting a set of concerns which in result impacted the production, dissemination and consumption of information. They encouraged new types of alternative actors i.e. readers, politicians, activists etc. who produce their own content in the information marketplace. This mixes up with the established media and their newsrooms, which in return is removing the monopoly of newsrooms as the only gatekeepers of the news selection and delivery process.

This prevailing scenario has been challenging for the mainstream media as blogging and community networking along with social media activists have taken over the masses as compared to traditional media channels. With the mass popularity achieved by these groups, they have become a piece of alternate information-sharing sources that could be shared by politicians and public figures to reach out to the public and share their opinions with them without any mediation done by the traditional media.

The new networks and communities formed are also working as watchdogs over traditional media networks and are challenging the accuracy, standards, and transparency of the news of these networks (Newman, 2009). For instance, the assassination news of Osama

Bin Laden was announced through Twitter when an account complained about heavy noises in the neighborhood during the US security forces' operation on Laden's hideout in 2011 (Laird, 2014). Another instance of such reporting was observed when singer-actor Whitney Houston's death was announced on Twitter by a personal account to its fourteen followers (Murphy et al., 2012). Other significant social media communication and information sharing include the coverage of the "Arab Spring" in Tunisia, Syria, Iran, and Egypt which were covered apart from the mainstream media (L.A. Times, 2011). This extending power of the Fifth estate has made the working environment challenging for mainstream media organizations and they are engaged in the activity of balancing with the current scenario and shaping their working means according to the requirement of the system.

There is an increase in the popularity of new media platforms to get information about the current events, happenings and public news (Pew Research Centre, 2015). Social media has changed the sphere of news broadcasting like blogs that are streamed online (Loit et al., 2012). Keeping these trends in view, news channels have encouraged and in certain instances forced their teams to use social networks like Twitter to disseminate news (Greer & Ferguson, 2011; Gleason, 2010; Picard, 2009; Lowrey, 2009). As a result, Twitter has become one of the popular platforms used by reporters to spread the news (Lawrence et al., 2014). Likewise, almost all the social networking sites are now used by all media organizations for getting and disseminating information. That is why the importance and use of new media by journalistic organizations is of prime concern to consider.

### **1.1) Background**

Along with the increasing popularity of new media platforms among journalists, one aspect of prime concern is that mainstream media are trapped within established norms and values that influence a certain perspective of the world. In the past two decades the mainstream media has been controlled by the states where information dissemination was subject to

scrutiny by the state agencies and people had limited choices when it comes to receiving the news. There have been instances where state television has been the only source of news in a country and the state has been controlling the viewership of the audience for decades and enforcing its agendas on the people. But in the past two decades journalism and the media business have been undergoing a lot of changes. For example, the financial decline of the traditional media, technological changes, the rise of the new media and deregulation along with the introduction of new communication laws are transforming the media industry (PEW Research Centre, 2010). Some of the effects of this transformation are still unstudied. The modern studies have shown that in changing newsrooms journalists are faced with economic pressures to produce more content with fewer people (Weaver, Beam & Brownlee, 2009). Similarly, the majority of other studies are talking about the process of De-professionalization of journalists in various countries (Voakes & Wilhoit, 2007; Volek, 2010; Weaver, Beam & Brownlee, 2009; Witschge & Nygren, 2009). While the political, cultural and professional ideologies and their impact on media and journalistic performance also remained the focus of attention in majority of the study on media content (Shoemaker & Reese, 1996; McQuail, 2000; Deuze, 2008; Hanitzsch et al., 2010).

Today society is witnessing a different picture, with widespread digitization and socialization. The multiple social networking platforms make it possible for the public to get their news from countless different sources. Neither we nor the news media is leading the information sphere, rather it is the social media sphere that is playing the most significant role (Shmeleva et al., 2020). The advent of mobile coverage and social networking sites has changed the way journalism operates. The interactive features of media journalism throughout the world have also transformed the way news sharing works and these platforms act as a medium of exchange of views on different topics. Interactive features like social media sites, blogs and apps have become a central point of news and views exchange globally. Social



media users want short and to-the-point information from media platforms that focus on quantity rather than quality. As the flow of information expedites, the time to perform research on any given news has shortened and the race for quick and fast news dissemination has taken over. The journalism profession has started focusing on faster production and more information by using technical tools and the focus of information has shifted from research to production and forms of the news (Pradhan & Kumari, 2018).

In the times preceding the development of social media platforms, journalists used to interact with the concerned parties through traditional resources like email, communication over the phone and face-to-face sessions (Kamel, 2014). While in the present network society, the platforms and voices for news sharing have increased and to accommodate them many new types of “digital first” news organizations (Johnston & Taylor, 2018) are emerging every day (Vis, 2012; Steensen & Eide, 2019), and they are training the professional journalists to shape their skills according to the demands of the networks and society. Now journalists are actively engaged in gathering news from social media for contacts, images, eyewitnesses, etc. across multiple social networking platforms (Johnston & Taylor, 2018). The change in these news and information-gathering trends has led traditional media distribution channels to fight for control over the creation as well as distribution of news because social media has provided its viewers with an alternative to these traditional mediums.

Researchers are of the view that the speed of news generation in current times has expedited which makes it the best time for the industry in terms of news creation than it used to be in the past (Yglesias, 2013). On the other hand, this is also one of the worst times for the media industry as news channels are facing hard times economically and consequently, laying off their journalists and staff (Mitchell et al., 2013).

All these resulting phenomena showed that new media technology is altering many arenas of mass communication practices and procedures either for their betterment or

worsening. One of the most prominent changes is related to the rise of speed-driven journalism along with the growing emphasis on new or current happening (Lewis & Cushion, 2009). Alongside the diversity of information available on variety of social media platforms is beneficial in a way that the number of sources of information have increased and resulted in the generation of versatile content for producers and receivers of information. As journalists strive for high-quality news and practice the values of journalism including precision, fairness and truthfulness (Kovach & Rosenstiel, 2014; Society of Professional Journalists, 2012; Christians, et al., 1993), the pace of news is expediting in the broadcast industry. As quoted by Smith (2012):

Journalism has become continuous now. The faster you are, the more traffic you get, the more page views, and the more money you can make. News breaks in many different areas as well. Journalism has changed.(p.9)

One of the distinguishing features of social media is that the online content including blogs and user-generated content is substituting journalistic approaches and providing additional information about content with different styles. Journalistic society has also started using these social media tools for news dissemination. The news organizations have also adopted the trends by recreating the guidelines of journalistic practices and approaches, appointing social media correspondents and editors, providing training in social media journalism and creating awareness of the use of social media in journalistic practices. Social media has changed the approach towards news disbursement and pressurized editors to change the approach of news reporting. In this regard, many news organizations have been developing ways to exploit social media networks to increase their reach with the public (Newman, 2009).

The emergence of news websites and weblogs has resulted in the expansion of the information landscape of countries. Social media has opened new ways for journalists to publish such information and opinion that on the other hand was banned from publication on

traditional media forms (Michaelson, 2011). In instances where the media has a restricted approach, the internet and new media have changed the dynamics of news reach as the internet provides unrestricted access to the public to indulge in dialogues and incite public debates on core issues (Kellner, 2014; Brundidge, 2010; Wojcieszak & Mutz, 2009; Holt, 2004). Such an environment has changed the dimensions of journalism as a profession.

Although the current speed-driven journalism has opened vast areas for obtaining information, they have affected the dimensions of the journalistic profession. Journalists, as part of their profession, are bound to follow the values and dimensions set for them and they must perform both their normative and narrated roles as set by the professional bodies and ethical standards. The roles and responsibilities of journalists seem to alter because of the diversity of new media in recent times. The digital revolutions of the twentieth and twenty-first centuries resulted in the evolution of the different types of journalists and digital-first media organizations. In this case, it is a required task to analyze the connectivity of new media with journalistic professionalism, because professionalism is what the roles and values are for a journalist as they are among the dimensions to shape a profession. It is of prime importance for the journalists that they are bound by the professional code and should adapt to the current changes in line with their professional duties. By remaining in the boundaries of the profession the journalists are performing the sacred task of providing true information to the public in the best possible manner.

## **1.2) New Media and Information cycle**

With the dawn of new media, the way news is reported is affected by the trends in news dissemination because news is gathered and forwarded to different sources including official and unofficial channels and different systems and devices (Hermida, 2010). This concludes that news reporting is not limited to professional media organizations (Picard, 2014). Due to the digitization of information cycle the news is pushed toward people through social media

networks and the pattern of news sharing has moved towards a mix of cross-communication including comments, recommendations and suggestions from consumers who can add a comment, share and forward it on their networks on social media platforms (Sheller, 2015). The credibility of news however has been compromised as a result of these changes in reporting styles as journalists use online platforms for information consultation. While the traditional media channels and journalistic practices have adapted to these changes, there are, however, certain issues that need to be addressed and catered in for traditional as well as new media.

One of the prominent changes in the media industry is that social media now has emerged as a dominant news platform in one of the domains of information collection (Greer & Yan, 2011) and also as a source for news dissemination in another (Kwak et al., 2010; Warner et al., 2012) that has led to the change from traditional media news cycle to new media information cycle (Chadwick, 2011). Because of these networking platforms, a recent trend observed throughout the world is that the fourth estate has started relying on the Fifth estate for increasing diversity. News organizations have their presence on all the new media platforms. Along with that they use to follow all the individuals including groups and share their posts and their opinions on the news. This has resulted in getting information on different events once different social media platforms are used for information (Bergstrom & Belfrage, 2018).

Research in the domain of social media and journalistic practices suggests that social media is used by journalistic societies for a variety of purposes. The use of social media by related organizations and institutions helps in building relations with the audience and product distribution (Hermida, 2010; Pew Research Centre, 2011; Phillips, 2012) while others use these platforms to indulge the users in meaningful discussions (Hermida, 2009). These social media platforms are also used by many for collecting information (Broersma & Graham,

2013). Keeping this in mind, many media houses have recruited social media editors (Broersma & Graham, 2012) while journalists have started using social media networks as a source of breaking news (Vis, 2013). Research suggested that social media tools like Twitter and Facebook are used by journalists to gather information and to break the news. It is believed that news breaking on social media travel faster than mainstream media (Tomno, 2012).

Reports on social media networks like the Reuters Institute “Digital News Report 2019” (Newman et al., 2019) and the Centre of Media Transition report “The Impact of Digital Platforms on News and Journalistic Content” (Wilding et al., 2018) have reported on the changes in the news production and operations that have taken place in recent times (Ferrucci, 2018). These developments in the field of journalism have been characterized by risks, opportunities, and threats in the past decade (Franklin, 2016). As narrated by Perlmutter (2008):

Several events have pushed society into an era being called the golden age of news: Internet news, the rise of outsiders, the warlike culture of modern politics, and a huge demand for up-to-the-second news to fill Websites and twenty-four-hour news operations of big media have combined to kill the news cycle as we knew it.(p. 59)

That is why mainstream media in this scenario is adopting new media trends, especially with blogging and Twitter. This trend is playing a bigger role in spreading information through blogs and social networking sites. Because almost all types of user-generated content is available there. Even journalists and producers consult such sites for getting content and maintain interactivity. Likewise, they not only get the content but also play role in distributing the content more widely through both social and mainstream media by showing the links they obtain from new media sites (Kelly, 2011).

Blogs, Twitter and Facebook pages play the role of both sources and content for the journalists and enhanced the relationship between activists and journalists (PEJ, 2010). Blogs

that are published independently have gained influence in the media industry and work as a watchdog over traditional media and government agencies. Although there is little traffic generated by independent blogs, even then they impact the journalists and mainstream media who consult these blogs as a reference point. Similarly, Eaton (2012) was of the view that:

On many occasions, activists have successfully used Twitter to provide Western correspondents with news on developments, photos, and offers of interviews. This has resulted in an unspoken partnership among media sources.(p. 2)

### **1.3) Journalism and New Media Practices**

Although there is an increase in digital media platform users and new media products amongst them, the traditional mainstream media still has a strong influence on the audience (Ofcom, 2018; Newman, 2018; Klepova, 2017). There is still a reliance on traditional media by consumers in forming opinions and decision-making processes and the civic duties of the journalistic profession will continue to play its part in times to come (Ellis & Thompson, 2016).

Due to this evolving phenomenon, the role of social networking sites is to act as an essential tool for bloggers and journalists. Research, publications, discussions and distribution among other factors have become a norm on social networks (Moller, 2012). On one hand, users along with these sources use social networking sites as a source of receiving the news. While on the other hand, the multiple uses of social media have implications in terms of the rights of freedom of media (Moller, 2012). This interplay could be best understood by taking the example of Iran where despite the lack of coverage of protests and riots of the 2009 Iranian elections from the mainstream media, there was coverage around the world of the elections through microblogging by “Self-reporting” these events, especially on Twitter (Bertot et. al., 2012). These new techniques of self-reporting and digitally innovative ways of coverage have

put competition between paid journalists and ordinary people covering the event (Toscano, 2015).

The last decade in news reporting is characterized by the use of social media as an extended tool for news sharing. Social media platforms like Facebook and Twitter are serving as a new market tool to distribute content amongst the audience which is why news agencies have adapted the social media platforms and enabled the audience to share content and news with others (Hermida et al., 2012). New media is a useful source for promotional activities amongst journalists (Ahmad, 2010). For this reason, journalists have started to focus on the new media that can help them towards accessing large quantities of information available on these platforms. It is because of the same reason that many reporters and management personnel in news agencies believe that the internet has been a source of competitive advantage for their organizations (Garrison, 2001).

All the media organizations and their owners extensively use new media forms to show diversity in their work and to increase their ratings. With the rising cross-media ownership, the increase in competition among the media groups also reached at its peak. Most of the content which they cannot publish on mainstream media can be shown on new media and then follow the links to challenge the rival channel ratings. Ethics are greatly compromised. Re-publishing and re-broadcasting of information have been greatly observed and there is no verification of sources online (Schlosberg, 2013). Similarly, due to their increased competition, journalists use of new media and social networking has increased plagiarism and unethical leaks.

Even self-serving leaks are greatly observed like when the media owners use behind-the-scenes videos of oppositional parties or people's daily routines. They even use it to promote issue-specific citizen journalism (Cameron, 2009). Most of the content which cannot be covered by them live can be approached and published by using visuals taken from various

social networking sites. The use of new media by mainstream journalists also proved to be challenging for them. The reason is that civil society members have started effectively using this new technology for mainstream media monitoring purposes as well. This can be most of the time done by bloggers who continually monitor the working of media groups and then use the content to expose realities when the time comes (Beckett & Lumby, 2014).

For these reasons there are many pressing issues attached with the reliability of new media and they kept on rising day by day (Keen, 2007). Although the information is speedy and relevant but it might not be accurate (Egan, 2016). Misinformation is on the rise through social media as noted because as the competition for information rises, the facts are lost in the process and limited attention is given to the main issue or both at the same time (Louri, 2016).

Different countries have adopted a variety of administrative measures and ways to regulate and structure the system in which the information is circulated. Western democracies like the United States and the United Kingdom, for instance, have national policies in the interest of the public about the promotion of freedom of expression, diversity and pluralism. Other policies include justice, accountability, solidarity, and independence of information that are aimed at providing reliable public service, focusing on people, and aiming at societal welfare (Kingsbury, 2016). Same practices are also prevalent in rest of the world including the Asian region.

Leigh (2008) while analyzing the situation finds that:

Journalistic skills are not entirely wiped out in an online world, but they are eroded and, most importantly, they cannot be confined any longer to an exclusive elite group.(p. 54)

The exclusive rights and authority of journalists about the spread of information to the people do not exist anymore. The members of the public that once wanted access to information are not needed for a particular segment to grant it to them as they can select the mode of information from a variety of sources without relying on a particular source. This has



made journalists and new media dependent on the choice of people along with other factors that influence their decision-making.

Another important factor in the media industry is the professionalism of the journalist community and the media houses along with their experience. It is commonly perceived that media professionals have to adhere to the political restrictions in a country while performing their duties which is the reason for the lack of professional skepticism on their part. This could not be the reason in all the cases as it might differ from country to country as there are places where the journalists are independently performing their duties without any bias or political pressures and exemplify their professional duties and standards. Journalists found to have shown full commitment and professionalism in their fields have successfully published sensitive information in conducted environments and are highly skilled professionals. These journalists have ensured to perform their duties well while remaining within the limitations of their profession and the environment around them.

#### **1.4) Media diversity in the era of New Media**

Media diversity has always been a center of attention in journalistic research studies. The last few years have predominantly witnessed work in the media diversity field and have been gaining the interest of academia and debates in society (Bennett, 2003). It is taken as one of the important segments of society and is under research by academics in media studies (Karppinen, 2013).

New media is characterized by the media diversity that relates to the mix of contents of media regarding the characteristics associated with them (Cuilenburg, 2000). The communication policy highlights both source diversity and content diversity as its important components while highlighting the specifications of new media. Source diversity in this instance can be regarded as the presence of several providers in terms of media information

(Napoli, 2007). In terms of bringing the audience's attention, despite having more sources of information and availability of more content, there could be a certain content or source that can gather a larger audience as compared to another. This is the same case with content diversity which can be in many forms and types like programs, genres, and expressing a point of view on a given topic (Napoli, 2007; Helberger, 2011). This comprises media diversity in a way that it becomes more user-centric and attracts more crowds in the digital era.

Times have changed now and the problem is not with the lack of information but with information overload which has given rise to issues like a lack of trust in the available content and navigating around these contents for accurate information (Helberger, 2011). Therefore, it is required to find out how the new media diversity in its various forms is impacting the practices of professional journalism and how changes could be brought to the existing criteria of professionalism to address these transformations.

### **1.5) Journalistic Professionalism and new media**

Professionalism in societies is taken as the cultural giving of journalism (Schudson, 1989). It is characterized by a symbolic system within which journalists perform their duties. Many researchers have highlighted the importance of media systems and journalistic professionalism is an important component of it (Hallin, 2000; Cauldry, 2003; Miller, 2008). Another important aspect is that the media systems of the world are characterized by professional journalistic approaches which are considered as an important element in the media industry. This shows the worth of the media system as an umbrella under which several normative ideas define the work of professional journalism and took it as an autonomous and self-regulated profession (Aldridge & Evetts, 2003).

The concept of professionalism in journalism is the subject of many debates around the world. The main discussions talk about the difference between journalism as a profession and

occupation. Some took it as a semi-profession. Scholars while studying the history of the American press define professionalization as a “differentiation of journalists as a distinct occupational group with distinctive norms and traditions and depending on the time and place, some degree of autonomy from political parties and publishers” (Schudson & Tiftt, 2005). Scholars studying media focus on the issue of journalistic education and training while dealing professionalization (Lippmann, 1920; Beam, 1990; Lauk, 1996; Beer & Merrill, 2003; Hallin & Mancini, 2004). Some considered professionalism as assuming professional roles (Shoemaker & Reese, 1996; Weaver & Johnson, 1996; Pasti, 2005) while practicing certain standards and ethical norms and displaying journalistic autonomy (Deuze, 2008) by being a part of professional journalistic organizations and unions (Hallin & Mancini, 2004; Jakubowicz, 2007; Weaver et al., 2007). Several other researchers in their studies were of the view that ethical standards and principles for producing accurate information are essential for the survival and development of journalism as a profession (Kovach & Rosenstiel, 2001).

The studies quoted above showed that journalistic professionalism is about institutional circumstances characterized by control of work by the member journalists as compared to the management or the consumers of the information (Freidson, 2001). Also, the selection criteria of news worthy of publication, the conduct of an interview, and the writing skills of the information are linked to the normative ideals of the journalists themselves as compared to the institutional policies and what the perception of the journalist is about a certain topic compared to the role of media as an institution (Hanitzsch, 2007; Lee, 2005; Kovach & Rosenstiel, 2001; Hallin, 2000; Golding, 1977). In simple terms, professionalism in journalism stresses the universal ideas of how journalism should be and the cultural aspect of journalism focuses on what the context of journalism will be in terms of its social and political perspective.

The major trend observed in the studies discussed showed that there is no agreement related to what constitutes professionalism in journalism or whether it is a profession, a craft

or hybrid. The literature discussed identified that education, newsroom routines and organizations ethical norms and standards, journalistic autonomy, professional roles and ideology are concepts that are essential for examining journalism as a profession. Similarly, it is regarded as an efficient and economical way by which news organizations monitor and control the behaviour of journalists.

Throughout the history Journalistic Professionalism has operated in societies in multiple dimensions. The major dimensions identified by Larson are cognitive, normative, and evaluative according to the structural-functionalist approach (1977). The cognitive side deals with the knowledge and techniques utilized by journalists. Whereas the normative dimension is about the activity of media professionals and journalists. The evaluative dimension is related to the autonomy and qualities of a journalist's profession (Larson, 1977). Journalists as part of a profession are working along all dimensions to be part of a system.

The current media system is the system dominated by diverse social networking and digitization. This new media sphere is not only extending day by day but is also making working conditions hard and challenging as well. Diversity in multicultural societies is one of the most important objectives established by regulatory bodies. This system is considered one of the vital elements in protecting the rights of individuals and ensuring the functioning of the democratic form of government (McQuail, 2005; Napoli, 2003). Media organizations and journalists that have started working on new media provided an add-on to already established means of getting news and information and play an active role in increasing diversity. All types of diversity are shaped by getting indulged in new media practices (Napoli, 2003).

Complete diversity in terms of the media sphere covering all the communities is not entirely possible to attain but there is still a need to include a fair representation of society. The widespread use of new media forms by journalists is challenging the authentication of information. Similarly, when it comes to regulation, objectivity is an important element of

news. News must follow ethical values. The information uploaded on the new media does not comprise journalism as journalistic practices require discipline, investigation, description and context to the field (Bunz, 2009).

The description of the term journalist has been put into question by professionals about their role. The focus on the term this time is not about what the profession of journalism is about but who should be appointed and working as a journalist. Several researchers were of the view that a journalist could be anyone with potential. But there have been debates about the influence of certain aspects on their functioning e.g., economic perspectives on the journalistic profession since its inception and there has been a rise in the critics of the commercial use of the journalistic profession since the eighties (Knight, 2007).

Similarly, the production and dissemination of news and information has been subject to the interests of consumers of the news, investors, media advertisement agencies and the sources of information rather than what should have been the journalistic norms in the profession (McManus, 1994) . The same has been observed by political-economic background researchers and scholars (Bagdikian, 2004; McChesney, 2003). Some critics were also of the view that the profession of journalism is also equally influenced by political agents (Mancini, 2012) and the equal setting between politics and news creation is one of the basic reasons for the classification of the media industry (Hallin & Mancini, 2004; Merrill & Nerone, 2002).

All the previously quoted literature and discussion lead us to some important conclusions about the relationship between new media and journalistic professionalism by also highlighting the role of certain intervening factors of the society which used to redefine the roles and duties performed by journalists as being part of a profession. It shows that new media diversity has a huge impact on journalistic professionalism. Also, the involvement of journalists in the process of gathering and disseminating information by using social media networks is one of the distinguishing phenomena to cater when it comes to professionalism.

## **1.6) Setting the debate**

The current world media landscape is dominated by a lot of themes and is enriched with diversity. Media systems and their patterns of working are available in a variety of ways throughout the world. Similarly, the content they produce and the sources they consult are openly there for them 24/7. In other words, one can relate it with divergence as well. Because of the orientation of media systems towards different patterns. Among them, one of the leading is the ideas of professionalism and partisanship because they go side by side in running the world media systems. Media researchers took professionalism as an ideal norm whereas partisanship is characterized as a global norm (McCargo, 2012). But the reality of society is that both are practiced throughout the world as part of media systems.

The media profession in the Asian region has different dynamics and is perceived as a business rather than a formal profession where the income streams are not only limited to sales and advertisement but other sources as well including manipulating the stocks to generate profits. Although there are rare occasions when media professionals would talk about such matters. This dynamic state makes the media role in developing countries as an important topic to study (Coronel, 1999). The majority of the media industry is characterized by dubious malpractices of suspicious ownership and control and the relationship of media houses with the power structures of countries around the world. In other words, this form of media practice is quite common around the world and is one of the biggest reasons for major turmoil in world media systems.

The frame of the current study revolves around analyzing the same patterns and has considered the assumption as given by McCargo (2012) that there is a considerable amount of formal and informal pressure on journalists which gives little room for the journalistic profession to thrive. The major focus is that although professionalism has little space, it is still there. As what media is doing is influenced by a lot of factors among which practicing

professionalism as part of their duty remains constant. A common observation drawn was that the media is doing all things by moving away from their roles and responsibilities. But this is not always the case. Journalists are openly expressing their opinions, but these are affected by many social, political, and organizational constraints (Romano, 2003).

There is considerable diversity in the media industry of Asia and developing countries including the Non-Western regions. Many media outlets are functioning as conventional business hubs. While the rest on the other hand are operational as a front for political and influential purposes by the powerful elites of these countries and work on their calculated agendas. Another observation in the role of media is that there is some kind of ambiguity in the intervention done by the state departments on media activities which is hard to find. The issues related to media censorship and interference done by state agencies are quite common in Asian regional media centers.

Media has a prominent position in acting as a state agent. For example, in times of crisis, there is an element of interference observed from the media agencies as being a watchdog that initiates the regime change process but as the state comprises many segments rather than a single unit, there are often confrontations between the states and the media industry that makes the relationship between the two organizations abstruse and chaotic (McCargo, 2012). This state of the interplay between media and the system has a lot of factors hidden in it, which use to decide the fate of journalistic professionalism. Like when journalists have to share information with the public, they need content, and that content is provided through different media platforms.

Today is the age of the digital information revolution, in which information is there for you within seconds and in multiple ways. Reaching and selecting the right path is one of the most challenging jobs that the journalists are facing. Because as part of a profession, they must be bound by their roles, norms and values. These roles and norms are not the only things the

media has to encounter. They have to go with the flow of the system as well. That is the main aspect which is used to redefine the risks and opportunities for them. Similarly, the influence of pressures from both inside and outside the system also make situations complicated. Analyzing the depth of this interplay is one of the requirements to understand the media systems of the world, especially in Asian countries in which due to the heavy influence of new media, the boundaries between news and comments are blurring day by day.

### **1.7) New media and Journalistic Professionalism in Pakistan**

Pakistan is among the leading states in the Asian region in which journalism is characterized by the lack of credibility as the focus of the industry is dominated by more sensational news broadcasting rather than ethical journalistic practices. The purpose of news dissemination in the state has become focused on statement-driven news where there is a mixture of facts of the matter and the opinion of the people and the news analysis is also ambiguous. There are however issues faced by media over here as the journalistic profession is always under a constant threat from different segments of the society when reporting on issues like terrorist news coverage, extremism in the country, relations between the military and other institutions along with civilians and the national security issues (Hussain, 2012). The media houses in Pakistan have willfully deviated from the concept of a watchdog and segregated between hysteria and sensational news broadcasting. Large media houses are also divided on the issues like debating on relations between civil and military institutions (Alam, 2010).

The process of privatization of the media industry in Pakistan is considered as a primary step in the transformation of this sector and is taken an emerging phenomenon that needs policymaking because it has emerged as a complex task to perform. The government of Pakistan has taken steps to ensure media diversity in terms of media content, sources of information, and ownership of media houses. These core issues of the media industry are under



consideration by the government and the regulators have pledged to consider these problems in the country, particularly the media ownership concentration. PEMRA, the regulatory watchdog has been delegated to administer the process of media diversity to strengthen the democratic values of the country and also encourage multiculturalism (Alam, 2010).

In a media debate in June 2012, the media professionals agreed that there have been issues in Pakistani media related to media sources credibility and content aired and need that comprehensive and effective policy-making that can improve the content of infotainment and also work on serious content journalism (Jabbar, 2012). Several factors have been identified that have resulted in the failure or inefficiency of the system towards responsible journalistic practices in Pakistan. A sudden growth in the media industry, lack of financial assistance in the journalistic training programs, and non-existence of professional editors in most media houses along with the commercial and political interests of the management and owners are some of the factors that have contributed to the existing issues in the country (Abbas & Ahmed, 2016).

Media watchdogs in Pakistan believe that the self-regulatory initiatives taken up by the media houses are merely slogans and the actual work is far from being accomplished. The actions are taken only to satisfy the regulators and civic societies in the country that raise their concerns about the process and are vocal on social media and civic forums in the country. The process is rarely if ever accompanied by actual setups of accredited systems that comply with the complaint mechanism and is neither taken up as a way to engage with the people (Abbas & Ahmed , 2016).

Asian countries including Pakistan, India, China, and Malaysia have gone through the process of media digitization that has helped journalism in the process of news production and publication which has resulted in an increased impact on society. The media houses proliferation in Pakistan has resulted in media outreach to the general public and the media

stories are reaching more audiences than before. Cross-media culture in the country has also helped media houses to reach across different channels and report on social issues. Along with that the Internet has played a main role in news distribution across all the forums reaching a vast majority of the audience which is an alternative to the traditional media system that is subject to scrutiny by government agencies, adversaries and agendas of the political parties. Social media channels including Twitter and Facebook have played a major role in these practices to channel the new content. Along with that, platforms like YouTube have helped media content to be available for a longer period for the audience to view at their convenience.

Civil societies have also been actively keeping a close eye on the mainstream media by approaching and using social and digital media channels for monitoring. Bloggers and blogging webpages have been actively performing these duties as a result (Hussain, 2012). Social media blogs have been regularly checking and critically analyzing the unethical practices taken up by journalists and issues related to poor fact-checking and reporting processes in the reports and news along with the lack of professionalism adopted by the media houses (Yusuf et al., 2013). This has resulted in a check and balance process between the journalistic profession and civic society and has forced journalists to ensure the accuracy of reporting. This has also raised difficulties and challenges for practicing journalists who have to work under certain regulations as they need to ensure accuracy and compliance with the reporting standards before publishing any news and related documents.

### **1.8) Focus of the Study**

The main purpose of study on use of new media diversity and its impact on journalistic professionalism is to study the influence of social media use on journalist community of Pakistan. The focus is on analyzing the changes in journalistic professionalism as it is criteria set for the functioning of media in any country. Pakistani media is not aloof from it. The criteria settled for media over here are also based on fulfilling professional roles in the light of ethics

and values meant for its practitioners. Owing to the understanding that new media has taken over the traditional media and has a bigger connection with the development and transformation of professional journalism in Pakistan, this investigation has considered a similar aspect of media functionality by focusing on professional roles and journalistic values as indicators of journalistic professionalism. By going into in-depth analysis, it is an attempt to interrogate the relationship that exists between new media and journalistic professionalism. The basic assumption proposed in the study is that new media use by journalists has a bigger influence on the media practitioners and they are using this medium to gather and share the information available on these platforms. Another assumption is that the consultation of new media content and sources has influenced the journalistic professional roles and values and indirectly affected the dimensions settled for the criteria of professional journalism.

The concept of “Journalistic Professionalism” given by Hallin and Mancini (2004) is considered the main variable because it is taken as one of the means to understand the world media systems. Although it is not practiced to a greater extent in the Asian region as commented by McCargo (2012). But the study stresses its value because somehow it is there when it comes to dealing with news and information sharing. The main variables of the study are new media diversity and journalistic Professionalism as both are interrelated concepts in a way that the current working of media in the world is facing a state of conflict among both to find out who is beating whom. New media diversity in the form of source and content diversity is studied and journalistic professionalism is understood by considering professional roles and journalistic values.

### **1.9) Problem Statement**

Since the time of origin of social networking as a global phenomenon, journalism has gone through significant changes due to the transformation of technology. Remaining active on social media is now considered by many media managers as a necessary and obvious step.

This mushroom growth of new media has fully changed the trends of reporting and information gathering. Alongside the emphasis has shifted more to production and networking forms. Extensive use of new media platforms for getting content through multiple sources has now become a top trend in journalism as well. The reliance on such a diverse competitive platform has changed the dynamics of traditional journalism and made things more challenging for journalists. Even the rules and criteria set for maintaining journalism as a profession need to be redefined.

The current study tries to analyze how the usage of new media diversity by journalists impacts the criteria of journalistic professionalism. By going into in-depth analysis, it tries to bridge a connection between professional roles and journalistic values as being the dominating indicators for journalistic professionalism. It also tries to show how such roles of journalists and the values they are bound to follow as part of their profession, are influenced due to their extensive use of new media. It is a common practice observed in the world that journalists as part of a profession have to work under the influence of various governmental and societal pressures. Analyzing such factors and how such factors make the working scenario challenging for journalists is also the focus of the study. Alongside it also tries to find out how the journalists balance their personal and professional life and how the reliance on new media content and sources makes the working environment competitive for them.

## **1.10) Objectives of the Study**

### **1.10.1. General objective**

The general objective of the study is:

- To analyze how journalists perceive the impact of new media diversity on Journalistic Professionalism in Pakistan.

### **1.10.2. Specific objectives**

The study has specific objectives detailed as under:

- To find out the issues faced by the journalists while performing their professional roles due to reliance on new media diversity in Pakistan.
- To examine the capabilities of journalists in maintaining the journalistic values while using the new media diversity for information in Pakistan.
- To find out how the usage of new media source diversity impacts the journalistic professionalism in Pakistan.
- To examine the role of journalists in maintaining their journalistic professionalism while getting exposed to new media content diversity.

### **1.11) Significance of the Study**

Digitization and social networking has helped the spread of journalistic products in society through different platforms. Bonin (2013) while elaborating on the influence of new media supposed that:

We now experience journalism through the eyes of technology. Unlike previous technology, these allow online communities created by readers, listeners, and viewers to discuss issues, have their voices heard and get feedback in record time.(p. 1)

The current research in the era of digital communication is more concerned with the changing dynamics of modern journalism under the heavy influence of new media. The research on journalistic practices in the past has covered the issues including cultural, technological, political and economic that has resulted in changes in professional journalism to fulfill the true essence of the field. As a result of these technological changes in the media profession, there have been changes in the practicality and objectivity in the field (Herbert, 2000). The current era is dominated by multi-tasking individuals, people who want hands-on information, and active participants in information dissemination (Jenkins, 2006; Marshall,

2004). The result of these changes has brought a revolution in journalism in the form of multimedia interaction previously working with traditional reporting practices. This has impelled the critics of the media industry to gain access to information and create an era of information rebirth.

On one hand, this change in journalistic practices and new media journalism has empowered journalism as a profession, others believe that it is just a new way to revive the old practices related to social engagement, strengthening connections, and building new relationships with institutions. This research is an addition to the already done studies in a way that it has emphasized on the diversity of new media platforms. Another important aspect is that it focuses on the influence of new media not only on journalistic practices, but it has shifted on analyzing the changing shape of the criteria of journalistic professionalism in Pakistan. The study is also important in a way that it will provide deep insight into the importance of new media sources and content as being a major means of the information provider.

Another big contribution of this study is that it has emphasized the criteria of journalistic professionalism by considering journalistic values and professional roles as being the indicators of professionalism. Studies on studying such combinations are rare, especially in Pakistan. Studying professionalism in the light of roles and values is one of the requirements in the current new media environment because it has greatly impacted every sphere of modern journalism and redefined the dynamics of digital journalism. Especially in Pakistani society where media is thought to be independent, but when it comes to practices it is having a lot of influences. Bringing insight into the challenges journalists are facing and how they are managing their work under the strong influence of state regulation and organizational demands will help identify new parameters for studying professionalism and new media diversity.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1) Introduction

The last two decades have been characterized by the expanding digitalization process in all the fields of life. Modern day journalism is not aloof from this control and the impact of these changes on the journalistic practices, organizational cultures and the media institutions is a matter of great concern for all the academicians. While taking the scenario of research studies on relationship of journalists and social media the phenomenon observed is that they are expanding day by day and are covering multiple fields ranging from behavioral economics, political communication, psychology and even sociology with more diversion in media and communication studies. According to Lewis and Molyneux (2019), the statistics provided by Google scholar showed that the number of research on social media and journalism double every year from 2008 to 2011 etc. Researchers in all these fields have covered multiple dimensions of this relationship showing the influence of both on one another.

While expressing their concerns over the power of new media technologies and social media May et al., (2018) mentioned that due to the strong influence and control of new media people all around the world have adopted new media and social networking practices in the form of blogs, tweets, Facebook, vlogs, Instagram, podcasting and web consumer communities. The academic and non-academic world is not aloof from it. While Panwar and Arora (2019) were of the view that expansion of new media technology has got immense value during the decade of 2010- 2020 due to increase in the number of its users and 24/7 access to the opinion generated by the powerful voices of the world. Another distinguishing fact is that new media has played a bigger role in social interactions and civic reporting.

As the advancements in technology are taking place day by day the media practitioners are also aligning themselves with the trends of the system and adopting digital practices for performing their roles and responsibilities effectively in the world. Research on the usage of these new media forms majorly cover the impact studies on journalistic practices, news production and distribution. Empirical studies by Machill and Bailer (2009), Hermans et al., (2009), Sullivan and Heinonen (2008), Gillmor (2004), Garrison(2004), Atton (2002) and Pavlik (2000) showed that all the technologies e.g., the telephones, computers, Internet even the mobile phones are greatly playing role in news gathering practices of journalists. Williams and Carpini (2004) study categorized it as a source of background information and a mean to conduct research on online archives. Similarly studies by Phillips (2010), Knight (2010), Broersma (2010) and Lewis et al.,(2008) showed that journalists rely on second hand information available on internet due to limited time and resources. On the other hand, Lee et al., 2017 reported that journalists are the most frequent users of digital technologies and their usage of this media is not limited to their connectivity with family and friends. Rather they greatly rely on this technology for fulfilling the requirements of their work as well.

A vast amount of important literature pointed towards the fact that in dealing with news production all the social media platforms play the role of news sources for the journalists. The major studies included are of Ahmad (2010) and Knight (2012) study of social media as news source, Broersma and Graham (2013) study on Twitter as a source and beat, Jordaan (2013) research on social media platforms impact on news routines etc. One of the distinguishing works was the contribution by Bennet (2004) who used a multi- gated model to show how the technology, public, politics and economy play a role in shaping the news content. The model suggested by Bennet covers four dimensions to show how they influence news creation, its use and roles performed by the media personals. The main dimensions include “market-driven”, “reporter driven”, “technology driven” and “organization driven”. Ott and Mack



(2020) supported the idea given by Bennet and was of the view that in this technologically advanced society the pressure on journalists to meet the deadlines is increasing and as a result some actors, issues and events are more reported as compared to others.

Previous research has focused on whether the process of digitization has brought radical changes to the profession or if they had a mild effect on the journalistic profession. Broersma and Peters (2013) concluded that the discussion of digitization in the journalistic profession has covered issues like the outcome of journalistic crisis as a result and covered digital journalism issues like “changing nature of digitized journalistic profession”. These trends in digital journalism are considered as the “Fourth Wave” by Domingo (2008). These trends are characterized as going beyond the concept of traditional institutions and perceptions of journalistic practices which preceded the normative, constructivist and empirical waves of journalistic practices. It details about Anderson’s (2010) “news ecosystem”, and Peters and Broersma’s (2013) the “news landscape”, Hermida’s (2010) “ambient” and Heinrich’s (2011) and Russell (2013) “networked journalism” which detail the norms followed in the journalistic profession pertaining to social media.

As Hermida et al., (2012) and Zuniga et al., (2018) studied in their research about the trends found in the media that have revolutionized the news industry. They accepted social media use to be a global trend where users create their own content and contribute to the flow of information. Bruns and Burgess (2012) concluded that the role of social media has extended far more than from traditional interpersonal communication and daily life events sharing to sharing news and information on these networking platforms. Thurman (2008) further elaborated that with social media options like comment, like and sharing has brought the audience and news engagement close.

## **2.2) Digitization and journalistic practices**

Literature on technological advancements especially digitization and social networking in the past predominantly by Deuze, (2003); Robinson, (2010); Chung, (2007); Hermida and Thurman, (2008) and Domingo et al., (2007) talked about the contributions of the opinions in the news regarding editor's opinion along with professors of journalism, management of the newspapers and by the audience. Similarly, the growth in the use of digital forms of communication along with the social-networking means became the major factors behind profound changes in studies on media and digital technologies around the world. Globally, there have been changes in the journalistic practices and media operations because of the introduction of digitized services and social media trends. Researchers in the field of journalism like Hayes et al., (2007) noted that the traditional newsroom practices around the world have shifted with the digital trends and the roles of the journalists and the readers and listeners have influenced as a result of reshaping modes of communication along with what Lecheler and Kruikemeier 2016, Mabweazara 2013, Hellmueller et al., 2013 and Karlsson 2010 categorized as changes in the values and norms of journalism as a profession.

In a study by Gills & Johnson (2015) the roles of journalists are elaborated by exemplifying that the journalists are mostly engaged in searching and readying for news stories and the sources of information. Social media in this case is used by journalists for the dissemination of news stories. Similarly, they also use to create and maintain their professional profiles on social networking sites in order to show their connectivity and identification of their roles. In another account Gearhart and Kang (2014) were of the view that social networking comments have a big influence on the television coverages and the content of most of the programs is based on the information taken from the social networking sites. On the other hand, Weiss (2015) carried on a survey in five different countries in order to check the performance and practices of journalists on social networking platforms and found that the

main actions journalists use to do on social media include news gathering, source selection, fact checking and information posting etc.

Gottfried and Shearer (2016) and Perdomo et al.,(2018) noticed that the role of social media has become a gatekeeper as people and youth in particular interact with social media for news sharing. Supporting it Hladik and Stetka (2017) wrote about the mediating role of journalists as gatekeepers that has changed with the changing trends in information sharing and has challenged the traditional setups where there was a link between media and society. Atton and Mabweazara (2011), while explaining the role of journalists in the era of new media were of the view that journalists are the leading communicators in this world information system and they are the ones who are undertaking the media work as well as playing role of information disseminator at the same time and all the time they are bound to all the forms of new media whether publishing or broadcasting. One undeniable fact is that due to the changing trends of society and increase in digitization and social networking journalists have no other choice but to live and become the part of this new media system. Amaku (2012), stressed over the similar point by saying that the media organizations and contemporary practitioners have no other choice but to be the part of this system and change their traditional professional practices.

Hermida (2012) in a seminal study reported that the social media culture is influencing the newsrooms routines ranging from news reporting to discussions on principles of verification, professional behaviour and impartiality etc. Similarly, Bossio and Bebawi (2016) studied that social media is not the replacement of traditional media, rather it is used as an “add-on” to the traditional news collection and dissemination practices. Journalists instantly check the ongoing trends on social networking sites and shape their news stories accordingly. In a similar study by Lysak et al., (2012) concluded that almost 85 percent of newsrooms use to take links and information from the news stories on social networking platforms. Even the

newsroom managers support the presence of their staff on social media and their usage for connecting with their viewers and selecting sources.

Tandoc and Vos (2016) carried on research to study the ways newsrooms use to make their presence on social media and concluded that mainly there are three main ways i.e., monitoring, promotion and interaction which are used by newsrooms on social media. While elaborating the use of these ways the researchers pointed out that the function of engagement is carried on by journalists for connection to their audience and by doing so they play role of the marketer and promoter of the news by posting linkages. While Bullard (2015) performed a survey of the editors of U.S. broadcast, print and online news outlets and found that almost 98 percent of the respondents are using social media to post links to stories on social networking platforms.

Several studies have highlighted some other aspects attached to the influence of new media on traditional media and journalism. One prominent example is of the study by Aldridge and Evetts (2003) in which they have highlighted the connectivity between old and new media forms by saying that due to expanding digital media forms the news media has become digitized now, its control and reach has increased and audience response to any news happening has become instant and direct. Similarly, Ruotsalainen and Villi (2018) in their study mentioned that social media has empowered news media and increase its audience. But one main drawback they face is that they are now facing a lot of challenges like competition by rival news suppliers, the interest of political parties, state regulations and even internet-based commitments.

Kettunen and Vuorinena (2013) while discussing the interplay of traditional and new media mentioned that the merging of both of them facilitated people to use live streams of channels and online newspapers along with the social media apps which in return provides benefit to news corporations as well. Broersma and Eldridge (2019) while supporting this point

mentioned that the traditional media and news industry are squeezing day by day due to the availability of all the news content online similarly the journalists are also of the view that they do not have any other way except to rely on social media for news gathering and their survival.

### **2.3) Social media and journalistic profession**

In some other studies, researchers have tried to explore the viewpoint of journalists about the impact of new media on the journalistic profession. In this regard a study by Thomas (2013) found out that many significant changes took place in journalism after the expansion of social media. Journalists now search for stories by following trending hash tags along with sorting out the views of politicians, individuals and company leaders who are discussing and writing about them. The journalists were interviewed about what they think about social media. On responding they accepted that social media is a biggest networking tool used to connect with their audience as well as their close ones. They also accepted that they use social media as a marketing tool for promoting their work. However, on the other hand the same journalists have different viewpoints on their personal and professional identities as majority of them feel that social media mostly promotes both identities in combination with one another.

Hermans et al., (2009) also conducted a study on the use of internet and networking applications by journalists working in traditional news media and concluded that they are influenced by several social contextual factors, like the perceived use of internet, background characteristics and work-life balance as part of their daily journalistic routines. The study further suggested that the utilization of the technological innovations does not only lead to changes in the routine practices of journalists, rather they play role in redefining their views about themselves as a professional. Similarly, the advent of new media around the world has changed the way the journalists work, as it is available everywhere whether it be their offices, homes, streets or the newsrooms where journalists sort out their sources, process, share and follow the feedback on the news. The anarchical character of the technologies people uses, as

Curran and Gibson (2013) pointed out, signifies the reinvention of the media systems and highlights the reality of the highly sophisticated communication systems. Such trending is ruling the world order now. On the other hand while analysing the ways in which journalists' jobs change due to the increasing use of new media, Koch and Bernt (1991) argued that almost all the online resources e.g. social networking platforms, search engines, cloud encyclopedias and blogs, provide the journalists with more information than the ones they attain from the public or private officials they are mostly assigned to interview. They also concluded that the intelligent use of these resources by the journalists does not relate to the same old journalism practices but has the capability of fundamentally altering the rules of the manner of attaining information from the public.

It has also been observed that the new media services accessible through internet have disconnected the advertising services and news from the audience as it used to be in the past where the advertisers would seek these channels to showcase their products to the audience. This has resulted in an economic downturn for the news agencies because digital access to news and free content on the internet has threatened the journalistic profession as they lose control over the information dissemination. As Shoemaker and Reese (2016) explained that on one hand the new digital journalistic practices have brought many unique changes in the profession, but on the other, the clarity and coherence is missing because of these changes. This has, as a result, brought issues to the journalistic profession and organizations that were traditionally the center of breaking the news.

Guanah and Ojo (2018) in a study observed that the technological advancements used for information collection and distribution have changed and are continuously affecting and changing the nature of journalistic practices both in positive and negative manner. Similar phenomenon was studied by Audu et al., (2012) and they concluded that journalists can only confirm to the authenticity of information provided by the public by focusing on what they

have already read or watched through social media, “because as soon as a newsworthy event occurs, most people on the scene of the event will immediately post it on social media often scoop breaking news away from mainstream journalists” (p.73). This practice involves participation by public, news breaking by bloggers on independent websites and citizens capturing newsworthy events with cell phone cameras and enable posting of ‘User-Generated Content’ through social networking platforms like Instagram, YouTube etc. This use of the new media by citizen forced the policy makers to review the policies they have devised for new media use of citizen as the people in modern societies now serve more as the watchdog of their own systems, a function that was purely reserved for the functioning of the professional journalists. Citizens are now using the social media to draw attention of government agencies towards several issues prevailing on daily basis without any hindrance from the gatekeepers. This practice has led us to conclude that with all the advantages associated with the new media, there are several disadvantages as well.

Amaefule (2017) in a study while discussing its disadvantages explained that there can be an inconvenience caused to the government and society at large through the promotion of “mudslinging, hate speech, cyber bullying, rants and unbridled ventilation of anger that are common features on these platforms” (p.1). One of the main issues that the new media has created recently in the international communication scenario is the uncontrolled spreading of the “fake news”. Guanah (2018) has defined the fake news as:

“Any falsehood that is intentionally and deliberately being presented as correct and truthful news report”  
(p.23).

Buschman (2019) in a study noted that the first fake news was spreaded since the beginning of the biblical time when the Eve was tempted. Since that time fake news was taken as an “evil” and was compared with the snake in the Garden of Eden. By providing example of this case the study suggested journalists to work for searching the truth. Fake news as

according to the study may have many negative consequences for the society e.g., as in the health sector the vaccine is meant to prevent millions of diseases every year. But the trend observed is that there are several deadly outbreaks and they are leading to threats in the form of growing public mistrust in immunisation because of the extensive spreading of “fake news” which is playing role in undermining expert voices. There is a high rate of fake news on the new media today because there is no effective gatekeeping system to scrutinize what is posted online as news. Lack of credibility has become an issue in journalistic practice because people with access to digital device that are connected to internet network now claim to be practicing citizen journalism, participatory journalism, open-source journalism, personal media or grassroots reporting. Awoyinfa (2006) argued that online journalism has become serious and has become a big business that “you simply cannot just toy with or leave in the hands of non-professionals to manage” (p.17).

In line with this, Conboy (2010) argued that “the impact of the Internet on the form and content of newspapers is as radical a change as this news medium has ever had to deal with and brings with it fundamental challenges to our social understanding of their function” (p.411). Supporting this, Singer (2007) stated that “journalists can and should draw on a broad range of online information providers as sources for news and opinions. That is not to say such sources should not be vetted as journalists have always done” (p.47) to ascertain their credibility. However, Shrivastava (2013) noted that the Internet works “without a break, periodic updating, and continuous updating of running stories is possible, hence the time of the update is important. Similarly, the selection and editing can continue all the time, subject to the limit of resources and manpower” (p. 233). Reiterating the benefits of online newspaper, Amadi (2015) argued that “no doubt, the Information and Communication Technology has made the print media a fun, it has practically enhanced and improved the newspaper and other allied matters from the period of production to distribution” (p.153).



Gillman (2011) observed that “professional journalists are increasingly required to be multi-skilled to-know how to capture images, write text, edit stories, to file for their own organisation as well as overseas outlets and still try to find an exclusive angle” (p.254) without losing professional focus and practice relevance. Friend and Singer (2007) argued that “bloggers have taken on a self-appointed role of the watchdogs who are carefully and continuously monitoring what journalists report and how they report it and calling attention to perceived problems such as hypocrisy, bias, inaccuracy and inattention to potentially big stories”.

Lloyd (2004) and Davies (2008) in a study provided two reasons for the decline in quality of journalism and in general those active in the debate support one or the other, not both. One version holds that journalism is declining because journalists themselves are increasingly ignoring their professional role and have a weakening commitment to journalistic professionalism. Henry (2007) while supporting the other version holds that journalistic professionalism is under pressure from the profit hungry outside organizations and systems e.g., government, technologies, media conglomerates and so on. From the above provided reasons the conclusion drawn is that one view supports the internal factors of profession i.e., journalists themselves are responsible for the decline of their journalistic profession. While the other view favours the external outside factors from the profession i.e., the pressure of any nature coming from outside the journalistic professionalism is the one because of which journalism is declining. Regardless of the factor which ever is the cause of decline in journalism, both viewpoints are of great worth for professionalism.

Another important aspect to consider is the concern of journalists over the decline in journalism. What they think about their declining commitment is also an important thing which brings a deep insight about the factors affecting professionalism. Benner (2002), Greenbaum (1995), Head (2003), Jones (1996) and Mcfall (2004) demonstrated in their recent research on

sociology of occupations and work, the new economic systems are transforming the labour and journalism in the form of various phenomenon and practices like technological workplaces, short term contracts, labour markets, outsourcing as a form of flexible employment etc. All such practices are leading to leading to a lot of unique consequences like stress and insecurity. But on the other hand, the research done by Crompton et al., (1996), Purcell et al., (1999) and Edwards (2005) showed that such practices also lead to increased commitment to work as part of professionalism which in turn results in increased autonomy. Such changes affect the journalistic practices by exerting pressure from outside and renegotiating professionalism.

#### 2.4) Research Model

*Figure 1- New Media diversity and Journalistic Professionalism interplay*

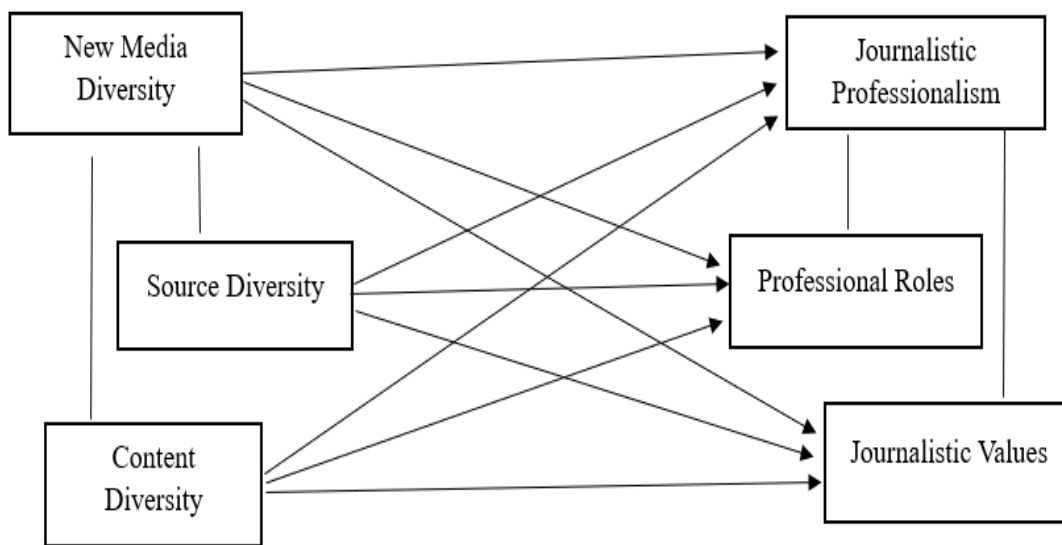


Figure 1 given above outlines the basic conceptual model and hypothesis of the research study. The model has been empirically tested by using nine different hypotheses. The above model of the study representing “New Media Diversity and Journalistic Professionalism interplay” suggests that new media diversity use and journalistic professionalism have a

strong effect on one another and the dimensions of journalistic professionalism are influenced due to the usage and dependence of journalists on new media forms. New media diversity is about the variety of social media platforms available for information collection and dissemination whereas journalistic professionalism is the criteria on the basis of which journalism is categorized as a profession based on various ethics, morals, normative standards etc.

The major variables in the model are further divided into sub categories to show how new media diversity is showing its influence and what dimensions of journalistic professionalism are affected. For example, **New media diversity** is further divided into **Source diversity** and **Content diversity** because they are the main aspects for which journalists use to consult new media platforms as they are the leading elements which provide them information. Where source diversity means the diverse range of information providers and content diversity is about variety of information, program types or viewpoints available on new media which present news.

On the other hand, **Journalistic professionalism** is studied by focusing on its two major dimensions i.e., **Professional roles** and **Journalistic values**. Where professional roles are the duties journalists are performing as being part of their profession. The major roles focused are of watchdog, gatekeeper, public service provider, disseminator-interventionist, infotainer, loyal facilitator and employee. On the other side four major journalistic values are selected i.e., credibility, autonomy, accuracy and accountability.

The “New Media Diversity and Journalistic Professionalism interplay” model devised in the study is focusing on the impact of use of new media diversity on journalistic professionalism in Pakistan. This impact is studied by building a relationship between both of them that is investigated by applying correlation and regression For example, it is used to show that use of new media sources and content have impact on journalistic professional roles and

values which is the main cause for biggest change in traditional media practices and emergence of digital practices and vice versa.

#### **2.4.1) Conceptual framework**

McQuail (2000), Baran and Davis (2006) mentioned that professionalism has its roots in the normative theories of the press which describe as how the media and journalists should have to function in society as being an important pillar of the state, what are the values prescribed for them and how they have to perform their duties. Similarly, Waisbord (2013) and Schudson (2003) while elaborating the concept added that professionalism as a social process play role in differentiating journalists and their occupation from the rest of the society and has its own ethical principles and traditional practices which are taken as the responsibilities of journalists towards society. Other work to further elaborate the concept of professionalism is the contribution of Hallin and Mancini (2004) about journalistic norms and Schudson and Anderson (2009) who added that the principles of accuracy, truth telling, objectivity, diversity, freedom, accountability and independence are the ones which make journalists professional. Singer (2015) in a study took all these practices and norms as the identity and boundary marker for journalists which distinguish them from other professionals.

With the global trends in digitalization, the changes in journalistic practices and news dissemination has also changed and that has brought changes in our routine lives. Introduction of facilities like multi-media, interactive sessions on the internet and social media connectivity have revolutionized the way information is accessed in the world. These changes in the world have also affected journalism practices and new media structures have developed in the industry. Deuze (2003, 2004) while categorizing internet as “fourth type” of journalism broken down the influence of the internet on journalistic professionalism in two different ways i.e., one way deals with the creation of unique working environment for journalists and the other way is about the formation of multiple profiles of journalists to fit for all media types. Pavlik

(2001) named the changed journalistic norms as “Contextualized Journalism” to address the changes that have been brought into the profession as a result of internet and digital revolution in media industry.

The internet and digital revolution have had a huge impact on journalistic practices around the world. Similarly with the advancement of digital media, there has been a change in journalistic practices as well. For instance, Chan (2014) in a study noted that with the faster and larger volumes of information that is circulated around the clock, journalists are expected to work longer hours and also gain multiple digital skills that are needed to spread information on the digital platforms around the clock. The role of journalists has also expanded from just article writing to capturing images, shooting videos, managing social media accounts and uploading information constantly which has increased the workload and stress on the journalists. The overall working environment of the journalists has also worsened as a result of financial constraints and longer working hours routine which is required to fulfil the demands of the digital news world.

#### **2.4.1.1) New Media and Journalistic Practices**

New media use by journalists has changed the shape of journalism and made the professional culture more diverse. It is one of the important facts which cannot be denied by anyone as in order to run the matters of the system its practitioners have to work as the system demands. There is an increasing focus of the researchers on the change in the traditional practices of news writing and adaption of digital ways in the journalistic practices in recent times that has contributed to how the new media practices have revolutionised in the recent times. Brems et al., (2017) along with Molyneux and Holton (2015) concluded that the journalists have adapted social media trends for their own personal benefits and used them as branding platform for personal and organizational purposes. Gagnon (2015) and Leuven et al., (2015) also researched on the digital and social media platforms to source and report on

information and news by the journalistic society. Similarly, Mabweazara (2013) studied the negative impacts of social media on the news operations in journalistic practices.

The digital revolution has ended the traditional one-sided news hosting practices that journalism continued for a longer period and replaced with a two-way communication and engagement platform. Bird (2009) discussed that the practices in journalism changed according to the way in which the overall habits of people receiving the news changed over time. This can be explained in a way that news journalists have started practicing and adapting with the changing social media usage for news and information gathering. Weaver and Willnat (2016) concluded that the social media has brought new perspectives for the journalists and their working behaviour. Hedman and Pierre (2013) discussed about the changing patterns of the journalistic practices and concluded that the new ways in which journalists contribute towards the news dissemination could be of various forms including panel discussions, finding new angles in stories and generating ideas along with the use of social media as a tool for news gathering and spotting what is the ongoing trend in the news.

The modern digital age in media is characterised by the trends where journalists depend on internet and social media for gathering news and stories. Moon and Hadley (2014) noted that there has been a vast impact of internet and social media on the journalistic practices and the ways in which these platforms have been used in media and journalistic practices. Newsrooms in the times of social media have been influenced by the use of internet for gathering facts about news, research purposes, connecting people and sources and generating ideas for making news. The reporting patterns according to Singer (1997) have also changed from selecting the stories to verifying the facts of the stories. Tandoc and Vos (2016) researched that the journalistic profession is caught up between old ways and new traditions of media practices. The same has been observed by Lecheler and Kurikemeier (2016) that although the journalists have shifted to gathering online news even then they are hesitant about

whether to use the information in the news or refrain from it and whether they have to quote the source of information in their news or not.

One of the popular and most commonly used platforms to gather and spread news by the journalists is Twitter. It is used as a blogging tool where the information is sent to the followers in short chunks instantly and is used for viral distribution of information and news on social media. Using Twitter has enabled more transparency and accountability in the journalistic use of social media and provides the check on the information manipulation by the journalist community. Lasorsa et al., (2012) discussed four indicators on Twitter that ensure the process of accountability and transparency that include “Linking”, “Personalization”, “Job talking” and “Discussions” (p.30). Bernard (2016) in an account mentioned about the use of social media tools for reporting on different news and concluded that journalists not only engage their audience through their activities on social media platforms but also interact with different people in a single point of time.

There are also instances where journalists have also used other social networking platforms e.g., Facebook to find and spread news. Memon et al., (2019) in a survey on newsroom reporting concluded that the majority of young journalists try to use Facebook for journalistic purposes, but they are not that much fully qualified to use such platforms for their professional purposes. Likewise, Orlova and Taradia (2016) also found that journalists use Facebook as a platform for the news sources, content promotion and interaction with the audience. This trend was observed by them in Ukraine in 2012 where some journalists were found using Facebook for the said purpose.

In view of the above interplay between journalists and their new media usage many scholars have studied the connection between the forces that play their role in media industry and what roles and functions these forces play in the society. Scholars like Nordenstreng and Paasilinna (2001) researched that the state, industry and the civil society are some of the major

factors that influence the media industry along with certain other factors identified by Hallin and Mancini. Later on, McQuail (2005) further added certain aspects which influence the media society conduct, structure and performance that are economic, political and technological. Curran and Seaton (1997) added the factor of “Culture” in the influencing characteristics of media as they are affected by the traditional practices, societal traits and opinion of the general public.

Wurff and Schonbach (2011) in their work identified certain code of ethics that the media practitioners follow while performing their professional duties that include “Accuracy”, “Independence”, “Truthfulness”, “Imparity”, “Comprehension”, and “Transparency” (p. 423). Fengler et al., (2015) identified that the traditional media practices have been influenced by certain accountability measures that serve as a guideline for the journalists and the media industry in maintaining their standards, code of ethics, regulatory mechanisms, professional values and norms of journalism. All these practices are defined there for journalists as part of their professionalism. The set of practices and code of ethics are both formal and informal and guide the professional journalists in performing their duties and watch their professional conduct in the light of certain rules and regulations along with ethical practices. Their study also suggested two set of rules in which journalists operate in society i.e., “Overarching Norms” and “Voluntary but Binding Code” of professional journalism that serve as a guiding principle in the journalistic profession (p. 425).

According to Bossio and Bebawi (2016), social media is one of the most useful and fastest media tools used by the journalists that help them to monitor and disseminate their news instantly among the public. While Bloom et.al., (2016) reported that the use of social media as a news spreading tool is an additional feature rather than a replacement of the traditional practices to spread news. Its use in spreading news by the managers of the media industry could vary depending upon the most suitable way in which the news could reach the audience.



In research conducted on senior media editors of print, broadcast and online news companies in the United States, Bullard (2015) concluded that 98 percent of the journalists use social media tools like Twitter and Facebook to post links to their stories. Similarly, Thomas (2013) while researching on the use of social media in journalism concluded that the social media has significantly changed the journalistic practices and has an impact on the profession where journalists are exploring the social media trends by the hashtag features of the social media to find out the latest trends on different stories posted by politicians, individuals and corporations. Journalists that have been researched have all agreed to using social media platforms as a means to spread news and to connect with their audience and colleagues. Social media is also used by the majority of the media practitioners as a marketing tool and as a means to promote their journalistic work. Journalists however differ on their views about their personal and professional identities on social media despite agreeing that social media acts as a fusion of both features.

#### **2.4.1.2) New media and Journalistic Professionalism**

Hallin and Mancini (2004) while studying comparative world media systems were of the view that the terms “Professionalism” and “Professionalization” are debated profoundly in the field as their definitions have been interpreted differently by different people depending upon the media systems practiced throughout the world. Similarly, when comes the point the point of how the professionalism is prevalent in the world, every state has a different situation. But one thing is similar and that is the influence of media use on professional practices. Journalistic professionalism as being the criteria for making a profession is based on various dimensions.

Various research studies have shown that the use of new media by journalists has influenced their professionalism due to the open access and uncontrolled information flow without any barriers. Curry (1990) while discussing this connectivity elaborated about the Polish journalistic practices and explained that regardless of the official stance of using media

as an instrument in the news, there is a strong professional culture present in the Polish media. The effect of these practices however failed to implement in the sense of professionalism because of the censorship practices, state-owned media and political interference in the journalism were some of the reasons of dissatisfaction of the journalists which was against the professional and ethical code of conduct of the journalism and media practices.

In the modern-day media system, the journalistic core values are associated with the contribution of their services towards the society and also the way in which they carry out their work. Deuze (2003) while highlighting its importance concluded that there is a strong ethical sense found in journalists to perform their duties all around the world. Hallin and Mancini (2004) while comparing the media systems of the world found that the factors which impact the change of journalistic profession are technical, economic and political factors which effect the journalistic practices. Witschge and Nygren (2009) concluded that these factors influence the journalistic practices, their status and roles and consequently, journalists have become a “semi-professional” network of people (p. 40). There have been same trends emerging around the world regarding journalistic practices in polarised and liberal societal models.

Studies by Donsbach, (2008), on professional roles along with Norris and Odugbemi, (2008) and Weaver and Willnat, (2012) on professionalization concluded that the situation in world media system is worrisome and is covering the last half century. These research studies have given important feedback about journalistic practices and provided an overview of the impact of journalism on political and democratic practices. Journalistic practices involve fulfilling professional roles by adopting journalistic professional norms. Cohen (1963) took the professional roles as “Dimensions” of professional ideology while Weaver and Wilhoit (1996) considered it as part of professionalism and Hanitzsch and Mellado (2012) and Vos (2005) enlisted them as a part of journalistic culture.

Bossio (2017) concluded that the boundaries of journalistic profession are determined by professional practices, journalistic associations, code of ethics and the professional training since the beginning of journalistic practices. These codes and practices have trained the journalists to determine what information needs to be held back and what is important for the people to have information about.

The scholars like Hanitzsch et al., (2011), Patterson and Donsbach, (1996), Weaver et al., (2007), Weaver and Willnat, (2012) while surveying journalists came up with a list of professional roles that are considered important by the journalist community around the world. Mellado (2014) and Vos (2002) were of the view that there is however very limited work been done on analyzing the specific discourse and script writing had changed in the newsrooms as a result of the social media influence and the superlative roles have changed in the journalistic practices with the passage of time. Research conducted by Mellado and Dalen (2013), Schudson (2011) and Shoemaker & Reese (1996) concluded that there are large number of prevailing issues related to the interaction of professional roles and the news content but the interaction between both of them is not studied in detail.

In one of the study Sagan and Leighto (2010) elaborated about the roles and norms for media systems and mentioned that the traditional practices of news dissemination as a one-way directional process has been challenged by the new trends where people now assist in gathering, writing and spreading the news over social media that has resulted in giving more control to the reader. Similarly, Alejandro (2010) viewed that this shift in media strategies has presented new opportunities and threats to the media industry as social media has become a new platform where news is broadcasted instantly and these networks have become a source of news breaking. Sagan and Leighto (2010) added that journalists use the social media platforms as the initiating point in breaking news that helped them to stay ahead in information dissemination.

A report by Pew Research Center (2015) pointed towards the fact that the trust factor of individuals deciding what media channel to adapt and where to read from has changed and there has been a rise in the number of people that use social media as opposed to traditional sources like television, radio and newspapers to get information from. The research by Ellison and Boyd (2007) also showed the similar changes in information sharing where these social networks and blogs give access to users in terms of information and the credibility of these sources works as a filter for information.

Lowrey (2011), Singer (2005) and Lasorsa et al. (2012) while discussing the changing media systems mentioned that with the changing trends in news dissemination, the mainstream media has not been able to keep up the gatekeeper role for news filtration and they need to make changes in the journalistic practices to adapt to new media roles. These traditional organizations are now trying to “Normalize” the new media platforms like blogs in the same way as the traditional media practices are observed and also at the same time adapting to the changes in norms and practices of the new media. Vobic and Milojevic (2014) studied the similar patterns of traditional media practices for adjusting with new media and concluded that in order to adjust to the new media setting and changing patterns, many media companies have changed the way they operate to adapt to recent changes especially in the editorial staff.

Anderson and Caumont (2014) research found out that as a result of changes in new media trends globally, social media has taken the center stage especially in the UK and North American region. With the changing trends in news dissemination, there has been a change in the way news production works as well. Facebook users for instance tend to spend less time on reading news on the social media as compared to the audience that are interested in news and stories from websites and social media pages traditionally. The social media users are also observed to have more interest in entertainment news and local events along with sports as

compared to reading about the traditional news discussing international events and business updates.

Hanusch and Burns (2017) observed that the social media journalists and print media use disclaimers in their programs about their personal viewpoints on certain events which could be different from the organizational viewpoint, the same is not a case with print media who do not include emails, hyperlinks and suggestions on social media. This shows that the print media is still very doubtful towards social media and its practices. Lasorsa et al., (2012) in a study analyzed the twitter trends of the most followed five hundred social media journalists and observed that they send an average of 5.6 tweets daily. The tweets comprise of links to different sources (42%), personalized life events (20.2%), personal opinions (15.7%), opinion-based information (27%), penal discussions (14.9%) and they retweet (15.2%).

Heim and Brandtzaeg (2011) while elaborating the functions of social media mentioned that it is also used for investigation and searches by reporters. It was also observed that journalists use social media platforms like Facebook and Twitter to connect with people to gather information, news and interviews selection. Social media according to journalists also helped them in generating news, gathering ideas and following the information and news that is relevant to them. Research by Moon and Hadley (2014) concluded that there have been changes in the media and production industry with the advent of social media and different methods have been found for journalists where they can adapt to social media trends. That is why social media platforms can be taken as useful sources to contact important information and links. While dealing with sources trends from seven mainstream news agencies in the United States showed that among all the social media platforms Twitter is one of the primary sources of news because of the low costs and high efficiency of results. Newman et.al., (2012) added further that journalism is affected by new media practices where journalists gather online information along with transformation of work ethics because of the availability of user-

generated content. This content has become part of the mainstream media user reporting in recent times where the information is quoted by journalists.

Research by Wardle and Williams (2010) on user-generated content at BBC found that the news agency used to select the content uploaded by people on new media sites along with their experiences and quote them in the news at different occasions. Also, research by Kaye (2010) and Weezel, (2010) showed that the traditional mass media has been affected by the internet as discussed in Schumpeter's (1950) "Process of creative destruction." This phenomenon is evident when an introduction of new technology affects the position of the existing organization in the market which in return does not change but remains attached to the traditional practices, which in this case is the internet and social media versus the traditional mainstream media practices.

Sivek (2010) on researching for news beat trends on social media found out that the socialization methods of journalists have been influenced by the social media use. As a result, many media organizations have made the use of social media part of the routine work practices in their organizations which is aimed at increasing their products and services sales to the general public and increase the engagement on social media platforms. Gulyas (2016) examined that the social media has changed the norms of workplaces and they have blended with the elements of news reporting. Journalists are using social media for many purposes and it has resulted in increased engagement with the audience on social media than traditional news sources. It showed that there is a strong relationship among journalistic practices and their new media usage as now in the network society all the mechanisms of connecting with the world are associated with social networking. The literature provided above is evidence of how being available on social media is of greater use to journalists and how their professionalism is affected by its routine use.

### **2.4.1.3) New Media and Professional Roles**

Professional roles as being a prominent dimension of journalistic professionalism is affected to a greater extent due to extensive use of new media. There is a list of research studies carried on studying how journalist use of media influenced the professional roles of the journalists. Hedman and Pierre (2013) found out that there are different types of journalists in the media industry that use social media. Bowd (2016) elaborated that there is a lack of unanimity within the journalistic community as the categorization of journalists differ from each other on the basis of age, work type, practices and attitudes adapted by these professionals. Gillis & Johnson (2015) conducted national research on journalists using social media and concluded that there is a vast majority of journalists that are engaged in social media activities including news reading, searching for news and ideas. It was found that the journalists have maintained social media profiles on networking sites for professional use as a part of their jobs. In a research study on the influence of social networking, Gearhart and Kang (2014) concluded that the comments on news have become vital for the news stories on social networking sites where comments on Tweets carry more value than Facebook engagement. Weiss (2015) also concluded that the routine use of social media networks for journalists comprises of searching for news, checking facts about any information, gathering and posting news on social media. These are some of the repeated tasks performed by the journalists on a daily basis. Gagnon et.al., (2014) found that the journalists use social media to perform background checks on news and information, beat reporting and verifying the authenticity of any information passed onto them.

Bruns (2011) linked the role of journalists in professional practices to that of writers who transcribed the “First draft of history” (p. 134). The responsibilities assigned to the journalists for instance have compelled them to undertake the role of gatekeepers for information dissemination in order to make things objectively true.

Bernard (2016) also highlighted that the digital technology has created a massive shift in the practices carried out by traditional media market and the technologies have affected the working behaviour of the media personnel. Pavlik (2000) added that the technology might have influenced that media industry practices while Fenton (2010) reported that the changes in media practices are a result of complex economic, regulatory and cultural changes. Singer (2011) added that the duties of the journalists have now expanded from relying on the use of different tools to search content for various platforms. McChesney (2012) and Leuven et.al, (2014) reported that the journalists have to adjust to the recent media practices where there are fewer persons making more content in a shorter period of time than before. As a result, multiple challenges have been created for the media industry that has an impact on the recipients of the news. Henry (2007) reported that the challenges faced by journalists are as a result of greedy media houses, government agencies and the sudden change in technology affecting media practices.

#### **2.4.1.4) New media and Journalistic values**

Russo (1998) in his study concluded that journalists mostly associate themselves with their profession as compared to their media house they are employed with. This association according to the professional journalists is idealistic for them as it gives credibility to the journalistic profession. These concepts and values could be categorized into five traits that according to Golding and Elliott (1979), Merritt (1995), and more recently Kovach and Rosenstiel (2001) are the values of public service, ethics, immediacy, autonomy, objectivity and vice versa.

Garrison (2003) did a research and find out that the Internet has revolutionized the journalistic profession as it has revolutionized the technological aspects of journalism. It is also anticipated that the journalists also look at the changes that technology has brought to the profession and adjust themselves accordingly. This will have an impact on the journalists and



the news companies along with influence on the social activities. Traditional news journalists are undecided of the changes technology has brought into their profession and impact the credibility and quality of their content.

Pavlik (2001) mentioned that as the internet has influenced the journalistic profession, there are issues that are highlighted about how internet could potentially impact the journalistic values. The Internet has been a great mode of information gathering, database maintenance and news archives. Grabowicz (2003) shared that as a result of globalization and expansion of this technology information now becomes instantly accessible. Haas(2006) and Lasica (2003) added the same by saying that the Internet has also increased accessibility options for expert opinion and sources of information on a global scale. The amount of speed and global access has become faster that has resulted in improved efficiency and effectiveness in terms of cost of the information. These developments have, however, raised many concerns in journalism. The fast flow of information on the one hand has brought ease of access to the journalists but also have been creating issues in terms of authenticity of the facts. For this, news journalists have to make extra efforts to make sure that the news are authentic before publication. The Internet has also increased the speed for news verification for facts and compiling which has raised serious issues and pose negative outcomes in terms of accuracy of news by journalists. It is expected that the journalists have realized the issues with speed and accuracy of information in light of the changes that social media and internet has brought to the profession.

Franklin (2014) noted that there has been a substantial change in the way journalistic practices work including its production, the way it is reported and received by the audience. These changes exist in multiple forms in the journalistic practices as observed by the practitioners and researchers as well. According to Wurff and Schoenbach (2014), there has been immense competition, commercialization, lack of trust and new opportunities arising for the users of news. Picard (2014) suggested that there has been an increase in digital

competition, economic downturn, saturated markets, lack of attentive audience and lack of mass media business models and they are posing some of the issues to the journalism industry. Same issues are highlighted by Franklin (2014) that digital media has created issues of economic crisis for media industry suggesting alternative ways to the media business industry.

As the “Fifth Estate” is gaining popularity, there has been a rise in challenges faced by the media houses related to technology and societal issues. The areas that have been challenged the most include editorial control, intellectual property rights issues, spread of news and the new media identities that are seeking for recognition in the society. Ruggiero (2004) studied the impact of the internet and reported that journalists in the beginning were not accepting that internet will be an alternative source of information and news as it lacked professional credibility of journalism. Garrison (2000, 2003) studied the same that it is difficult to determine the origin of the news on the internet which makes it hard to maintain the professional standards required for news reporting. Similarly, there have been reservations by the journalists on the credibility of the internet as a source of information as it is hard to verify the source and origin of the information posted.

Cassidy (2007) discussed that it is important that the news posted needs to be from a credible source, journalists need to make sure that the source is authentic before putting their reliance on the information gathered. Chan et al., (2006) and Ruggiero (2004) found that there has been a difference in the opinions of journalists on the authenticity of news and its reliability on the internet . Because of the fact that it is extremely important in the journalistic profession to obtain authenticity and origin of the information to be posted as news, these issues are important to be considered before placing reliance on the internet as a source of information.

Zelizer (2004) while expressing his concerns over the increasing consensus on the specifications attached with journalism stated that the media industry and journalism is changing and will keep on changing because “technologies of news relay broaden the field of

who might be considered a journalist and what might be considered journalism” (p.23). Gillmor (2004) suggested that due to the expanding use of new media and social networking into journalism the three major communities who are considered as information providers and information adopters i.e. newsmakers, news journalists and the audience are blurring and merging into one another. This new form of media landscape has influenced the news production process and practices. The literature provided above has shown that such practices are prevailing in the media systems of the world. Studying them collectively in bringing the changes in professionalism is the need of the hour and the focus of the study as well.

## **2.5) Gaps in the Existing Literature**

The studies carried on by Lasorsa et al., (2012) and Lewis and Usher (2013) concluded that the widespread use of social media and digital platforms within and outside newsrooms has led to re-examining the usage and meaning of journalistic professionalism. Lewis (2012) and Carlson (2017) while mentioning the sensitivity viewed that there have been threats to the fairness and objectivity of media professionalism and news dissemination as a result of open discussions and participation through the content generated by the users on social media. Chadha and Wells (2016) and Hermida (2013) added that social media is characterised by destruction of professionalism provided by the formal media houses and the journalists.

The research studies by Gulyas (2013), MacGregor et al., (2011) and Spyridou et al., (2013) were mostly on the domains of application of different techniques like ethnographic observations of newsrooms, interviews conducted for expert opinions and analysis of the content for news. There are, however, less studies through application of survey data and statistically representative research. Only few of them by e.g., a study by Hedman and Pierre (2013) has been only one exception where analysis was performed on the professional practices and journalistic attitudes among Swedish journalists. There has been no research

conducted on the representative studies on the changing role of social media usage among journalists across time.

A study on US journalists by Lanosga et al., (2017) concluded that 70% of the journalists believe in the positive impression made by the social media on professional journalism while 76% responded that there has been a lack of accuracy in the information as a result of expedited news gathering process and almost 50% are of the view that there is a threat to the journalistic professional integrity because of the content generated by the social media users online.

Most of the studies on social media and journalism found out that journalistic professionals agree to the use of social media as a tool for publication and promotion of their work and is helpful in interaction with the people. Spyridou et al., (2013) found that journalists view social media platforms as a medium of enriching the traditional practices of news dissemination as they offer faster communication modes, access to large datasets and have increased efficiency of research. Cision (2016) found that the interaction between journalists and their audience has also increased as a result of social media networks. Research by Weaver et al., (2019) also indicated that journalists recognize that social media has overtaken the traditional practices and created pressure on fast publications, resulting in reliance on unidentified sources of information and going after news that catch little attention of the audience.

There are some researches which indicate that the social media use patterns differ from place to place. A survey by Gulyas (2013) on British, Swedish, Finnish and German journalists indicated that British journalists are one of the regular users and advocates of social media tools for journalistic purposes. Another survey by Gulyas (2017) on Canadian, Finnish, German, Swedish, British, American, and Dutch journalists concluded that people have also adapted social media networks for news in the mentioned countries. Although journalists agree

on the use of social media networks as a whole, the perception of use of social media networks in journalism still differs among individuals.

In the studies by Brems et al. (2017), Chadha and Wells (2016) and Moura (2015) the common limitation found in majority of them is that however the studies are based on interviews and conversations with a small number of journalists for the research. Some others by Cision (2016), Cozma and Chen (2013), Gulyas (2017), Johnston (2016), MacGregor et al., (2011), Rogstad (2014) and Santana and Hopp (2016) are based on non-representative respondents from the field. These samples lack complete representation of the views of journalistic communities.

These researches have in the past highlighted the issues of new media usage and their impact on the audience and the society but there are still some issues that need to be researched in this field. A majority of research in the past focused on the need of content providers for news dissemination, there is a lack of research focusing on the audience of the news and information users. Although the current focus on the use of social media and journalistic practices remained and is continued to be the focus of majority of the research trends in the world but the literature available on interplay of new media sources and content on traditional journalistic practices is limited in number. Similarly, the focus of researches by Paulussen and Harder (2014), Hermida et al., (2014) and Broersma and Graham (2012) were limited to discussing how journalists use social media sources in their work.

In some other studies carried on by Gumede and Clarke (2014), the mode of data collection was limited to electronic and telephonic surveys to check how journalists covering political news use social media, which in the present society are not that much appreciated mediums. Some more empirical studies carried on later by Hermida et al., (2014), Knight (2012) on social media use as source of information during specific situations e.g., Arab spring, elections, crises, or civil unrest etc. Additionally, majority of studies by Pew Research

Centre (2014), Rugambwa and Messerschmidt (2016) and Someday (2016) focus only on the usage of any one platform e.g., Facebook or twitter by journalist community.

The examples of researches done so far have certain limitations and those limitations are about the ways in which the internet and digitization has changed the nature of news production processes and how journalists respond towards it. The empirical studies done in this aspect of focusing on multiple aspects of new media and professionalism are less in number. Similarly, there is lesser number of empirical researches that concentrate on how new media sources and content combined to influence on journalistic professionalism in a democratic country with greater freedom of expression and increasing political and state interference on the media. The current study has proposed a list of questions to sort out how the impact of new media diversity use has influenced the journalistic professionalism. By conducting detailed quantitative research in Pakistan, the study has shown due to the influence of new media on journalistic professionalism the professional roles and journalistic values are blurring and are greatly influencing the practitioners or news providers in the current mediascape.

Several other factors are also there which support the focus of this study in Pakistan. Rehmat (2019) highlighted that internet arrived in Pakistan at the same time when the media got liberated in 2000. Due to this transformation several journalists were laid off from there jobs as digitization has “upended how people access information” (p.1) and forced journalists to abandon their traditional practices. Secondly Aurora (2020) mentioned that the changes in social and political situations in Pakistan have also forced journalists to turn towards social media use. Likewise, Athique (2020) highlighted that the personalized media environment is one of the biggest causes of increased use of internet and social networking. All these elements combined along with the other technological advancements and various political turmoil’s and media convergence patterns are considered as the major points which force people to focus on

the usage of new media and changing dimensions of journalistic professionalism as this sector is the one which is the biggest prey of new media diversity.

The research study is an attempt to answer the research gaps in the earlier studies in multiple ways. First it tried to focus on the perceptions of journalists and media practitioners in relation to their new media usage for attaining diversity because the literature has shown multiple types of diversity and every way has its unique characteristics when it comes to get information. Secondly, it tried to show that all means of diversity have strong connection with the journalistic professionalism. Thirdly, it tried to bridge a connection between new media journalistic practices and professional roles along with how such practices affect the journalistic values of a mainstream media practitioner. The literature on this connection is not available. Last but not the least, it has tried to focus on the factors and dimensions of professionalism and how the various external and internal factors challenge mainstream media and organizations in Pakistan due to the unchecked expansion of new media. It has tried to explore that are there any policies for new media regulation in Pakistan. If they are so, then how efficiently the media practitioners adopt them. In other words, the study highlighted role conception and role performance of Journalists in Pakistan when it comes to their new media usage.

## **2.6) Research Questions**

Research questions tested in the study are as under.

RQ-1: How do journalists perceive about the impact of new media diversity on journalistic professionalism in Pakistan?

RQ-2: How do journalists perceive about the impact of new media diversity on their ability to maintain the professional roles?

RQ-3: How do the journalists perceive about maintaining the predefined journalistic values while getting exposed to new media diversity?

RQ-4: How do the journalists perceive about the impact of new media source diversity on journalistic professionalism in Pakistan?

RQ-5: How do the journalists perceive about the impact of new media content diversity on journalistic professionalism in Pakistan?

## **2.7) Research Hypotheses**

The research hypothesis are designed considering the research questions and are tested in the research through application of data analysis techniques. The research hypothesis are detailed below.

H1: The greater the use of new media diversity the more likely that journalists will perceive the impact on journalistic professionalism in Pakistan.

H1(a): There will be a positive relationship between the use of new media diversity and professional roles.

H1(b): There will be a positive relationship between the new media diversity use and journalistic values.

H2: The greater the use of new media source diversity the more likely that journalists will perceive the impact on journalistic professionalism in Pakistan.

H2(a): There will be a positive relationship between the new media source diversity and professional roles.

H2(b): There will be a positive relationship between the new media source diversity and journalistic values.



H3: The greater the use of new media content diversity the more likely that journalists will perceive the impact on journalistic professionalism in Pakistan.

H3(a): There will be a positive relationship between new media content diversity and professional roles.

H3(b): There will be a positive relationship between new media content diversity and journalistic values.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

The present study aims to find out the impact of use of “New Media Diversity” on “Journalistic professionalism” in Pakistan. The research is exploratory in nature and a quantitative research technique is implied in the study. The research used primary data that was collected in the form of closed-ended questionnaires. Data was collected from the journalists working in media organizations that are registered members of National press club in Pakistan. This chapter provides a detailed analysis of processes and procedures adapted in the research.

#### **3.1) Research Philosophy**

The research philosophy used in the study is taken from the “Research Onion” by Saunders (Saunders et al., 2019). Research philosophy is the facts and figures of human thoughts and beliefs and assumptions and the procedures adapted through the research process along with the individual impact during the research process (Saunders et al., 2009). It is vital that the researcher is acquitted with the philosophies used within the research and explain the issues in research that is new to the existing literature (Gannon et al., 2022).

Research philosophy is further divided into two subgroups named ontology and epistemology. Research ontology is the beliefs of the researcher on a particular subject whereas research epistemology is related to application of the existing knowledge and assumptions by application of approved processes (Hurlimann and Christian, 2019).

Research philosophy comprises of positivism, interpretivism, realism and pragmatism. The philosophy of positivism in quantitative research uses the measurement approach by applying the collection and analysis of data in the research process (Al-Ababneh, 2020).

Positivism uses the scientific evidences to understand the patterns in a research and uses statistical methods for interpretation of the data (Nickerson, 2022). Positivism uses statistical data techniques by data collection using surveys and questionnaires and concludes on the research by working on the collected data (Given, 2008).

### **3.2) Research Approach**

A research approach is generally grouped into two categories, deductive reasoning and inductive reasoning. Deductive reasoning uses the hypothesis building and testing, data collection and then testing the data to draw conclusions (Dudovski, 2022). Research approach talks about whether the problem the researcher has worked on is moving from general to specific or specific to generalized research. The research approach applied in this study is deductive as the researcher has drawn conclusions from a generalized topic to a specific issue in detail.

### **3.3) Nature of Research**

The nature of research or methodological choice in research has three methods. The three ways are qualitative, quantitative, and mixed-method research. It is important that the research nature should be specified by the researcher as the application of research theme depends on what method is used by the researcher. The quantitative research approach uses data interpretation via quantification by statistical means for interpretation and analysis of the data (Leedy & Ormrod, 2001). Quantitative research helps interpretation of results of a sample to establish a relationship between two or more variables (Cresswell & Clark, 2017). The researcher has adapted quantitative research methodology for the study by using variables to establish a relationship on the subject.

### **3.4) Research Strategies**

Research strategies include surveys, experiments, case studies, ethnography, grounded theory, narrative studies and archival research (Saunders et al., 2015). The researcher has chosen survey as a mode of correspondence with the respondents and also help understand the hypothesis and conclude the outcomes of the studies. The researcher has opted to use online survey as a medium of data collection. The surveys was designed on google survey and links were sent to respondents and organizations using emails, LinkedIn, WhatsApp, and personal visits to the media houses and National Press Club, Islamabad.

### **3.5) Research Design**

Research design includes four types to determine the cause-effect relationship between the variables in quantitative research include descriptive study, correlational study, experimental research, and Quasi-Experimental research (Bloomfield & Fisher, 2019).

Correlational research is concerned with the investigation of relationships between different variables with minimal interference from the researcher. The findings of correlational studies can assist researchers in determining the relationship between variables and the possible outcomes as a result of studying recent trends (Curtis et al., 2015). The researcher has used correlational research design in the studies to elaborate the process of research.

### **3.6) Time Horizons**

Time horizons can be categorized as cross-sectional and longitudinal data. The Longitudinal data collection method uses the data from a longer period of time and at different time periods while the cross-sectional data collection collects data over a specified period of time as selected by the researcher (Di Girolamo & Mans, 2019). For the purpose of

convenience and choice of data, the researcher used cross-sectional data collection technique in the study.

### **3. 7) Data Collection and analysis procedures**

#### **3.7.1 Population and Sampling**

##### **3.7.1.1 Population**

Population in the present study as being the bigger area of study is the entire journalist community of Pakistan, whether from print or electronic and belonging from different age groups and experiences.

##### **3.7.1.2 Sampling Frame**

The sampling frame is the journalists from Islamabad who are registered with the National Press Club which is the registered body of journalists. It has around 3000 registered journalists. These respondents were selected because they are the people “who have the responsibility for the preparation and transmission of news stories or other timely information” (Weaver et al., 2007). This definition for the said purpose of the current study encompass journalists who cover and report daily issues.

##### **3.7.1.3 Sample Size**

The representative sample for the study is the journalists belonging to different media organizations in Rawalpindi and Islamabad who are registered with the National Press Club, Islamabad. The reason for the selection of this sample is that the impacts on journalistic professionalism can be best studied by taking views from the journalists. Either they are challenging the policies or following them. The sample size is 250 registered journalists of the National Press Club who are selected based on the convenience of the researcher and availability of journalists. Their usage of new media and their age, gender, experience and area

of work were also considered as important demographics as they have connectivity with journalistic practices and decision making and they explain the characteristics of the practitioners.

#### **3.7.1.4 Sampling Technique**

The sampling technique applied is nonrandom or non-probability sampling in which convenience sampling has been employed for the survey and the population has been selected on the basis of ease of approach i.e., due to geographical proximity, availability of time and willingness to participate from which the sample has been selected because the target population of the study is journalists working in various media institutions. Similarly due to the lack of detailed directory of journalists in Pakistan, convenience sampling was used to reach the target audience within a limited time frame (Kamener & Putri, 2017). Demographics are also included in questionnaires but the sole purpose of their inclusion in research is to better understand the characteristics of the sample selected i.e. journalists. They do not have any direct involvement in affecting the findings of the study carried on. The surveys also included media personnel that create new products in the media houses that have given a detailed analysis of the processes and norms that are followed in the profession.

### **3.8 Data Collection Procedure**

#### **3.8.1 Instrument for data collection**

The research study has analyzed the data by first designing the questionnaire to investigate the use of new media diversity by journalists in Pakistan, according to the available literature (Garcia et al., 2018) in which close ended questions were used and the item analysis approach was adopted for designing questions in which different rating and ranking scales were used. The research while employing the quantitative research methodology has gathered the information using a structured questionnaire (Draugalis et al., 2008). A total of 500

questionnaires were distributed from which 250 were filled completely and 250 returned which were discarded later.

The main appropriate scaling techniques were selected by performing a detailed literature review and a self-administrated questionnaire was devised using close ended questions with nominal and ordinal levels of measurement. The scaling techniques employed in designing questions were dichotomous, Likert and item rating scales.

### **3.8.2 Survey tool development**

In order to select the relevant scales and the variables a detailed literature review was carried on. After finishing the review, the survey items were then laid down keeping in view the objectives of the study. The tools selected for survey was a questionnaire and it was divided into three important sections. The first section covers the basic demographics like gender, age, qualification, experience and media organization. The second section was related to the new media diversity usage of journalists. First they were asked about the new media tools/ platforms they use and their level of preference of tools usage was asked. Then how often they use new media tools was asked. Then they were inquired about why they prefer to use the new media tools as being the member of the media organization. The last section covered the information related to the major variables selected for the study and their impact on one another. The questions were about new media diversity, source diversity and content diversity. Other questions were about journalistic professionalism, professional roles and journalistic values.

### **3.8.3 Overview of the tools selected and scales used**

The questionnaire was divided into three major sections including demographics, new media usage patterns and variables connectivity. Several variables have been devised and measured using a combination of indicators, represented by questions in the questionnaire.

(See Appendix A). The relationship among variables was studied by using itemized scaling techniques.

**Table 1**

*Variables and Scales used.*

<b>S.No.</b>	<b>Questionnaire sections</b>	<b>Description</b>	<b>Survey response scales used</b>
1.	Demographics	The main characteristics possessed by journalists personally and as being part of their profession.	<ul style="list-style-type: none"> <li>• Dichotomous scale</li> <li>• Likert scale</li> </ul>
2.	Level of preference of media tools usage	The usage of media tools by the journalists and how much they use the new media forms.	<ul style="list-style-type: none"> <li>• Linear numeric scale</li> <li>• Likert scale</li> </ul>
3.	Variables connectivity	Variables are the main aspects which explain the impact of new media diversity on journalistic professionalism.	<ul style="list-style-type: none"> <li>• Multiple rating matrix</li> </ul>

**a. Dichotomous scale**

This scale uses two choices that are exact opposites.



### **b. Linear numeric scale**

The survey respondents choose a numeric response to a specific question.

### **c. Likert scale**

This scale asks the survey respondents how much they agree or disagree on a statement. (3 to 5 point system).

### **d. Multiple rating matrix**

In this rating scale, respondents choose an option for multiple grouped questions.

## **3.9 Data Analysis Procedure**

### **3.9.1 Pilot Testing**

The validity of the questionnaire was checked by using face validity, content validity and construct validity and was checked by sharing it with field experts and taking their opinion. These experts belong from the leading media houses and educational institutions in Islamabad. Later on, a pilot study was conducted in which first the construct validity was studied by running factor analysis in which exploratory factor analysis was used. Exploratory factor analysis (EFA) is a statistical method that increases the validity and reliability of the scale by identifying and removing inappropriate items of the study (Netemeyer et al., 2003). Due to this specification, EFA is carried on in the initial stages of research e.g., in developing a new or revised instrument for data collection (Wetzel, 2011).

The findings of patterns used to study face, content and construct validity identified certain aspects like exclusion of questions related to specialized beats as most of the beats are outdated now. Similarly, only those demographics were included in the study which are directly related to the variables as detailed personalized information can create hinderance in information collection. Alongside demographics are used in the study only to discuss the

characteristics of the sample selected. They do not have any direct connectivity with the findings of the study. Then certain moderating variables are changed and merged with the main variables as almost all are related to one another. This practice helped in reducing extra dimensions and limited study to only the most relevant questions and variables. After performing all these methods, the number of questions after checking validity and dimension reduction remained 85. The final questionnaire was then based on questions asked from respondents on the main variables and their indicators.

### **3.9.2 Reliability of the Instrument**

Data reliability and validity are important domains when testing the measurement of data collection in research where reliability of the data is used for testing the truthfulness of data and the testing the scale for random errors (Ahmed & Ishtiaq, 2021). One of the ways in which the internal consistency reliability of the scale could be tested is through Cronbach's Alpha which studies how the items in the group are closely related to each other (Amirrudin et al., 2020). The common threshold of Cronbach's Alpha varies between scholars. Some recommend the value to be above 0.70 to be acceptable while others suggest that the value of 0.50 and above are also acceptable for testing (Mohd Talmizie Amron et al., 2020).

One can say that reliability of the instrument for data collection or questionnaire is related to the dependability, consistency and stability of the responses or scores of the research (McMillan, 2007). For this reason, the reliability of data in the study was also checked in which survey was carried out by taking the sample of 200 journalists from the national press club, Islamabad. This analysis was carried on by ensuring inter-item reliability and by making it a part of pilot study. Cronbach alpha was used to check inter-item reliability. The finding of the reliability analysis is given below and is considered as the most adequate one. The values provided in Table 2 suggest that the Cronbach's Alpha value is above the threshold limit of 0.50 which makes the instrument reliable to use for the studies.

**Table 2***Reliability of Instrument and scales used.*

<b>Particulars</b>	<b>Cronbach's Alpha</b>
<b>New Media Diversity and Journalistic Professionalism</b>	.767
<b>New Media Diversity and Professional Roles</b>	.721
<b>New Media diversity and Journalistic Values</b>	.779
<b>Source Diversity and Journalistic professionalism</b>	.854
<b>Source Diversity and Professional roles</b>	.657
<b>Source Diversity and Journalistic values</b>	.805
<b>Content Diversity and Journalistic Professionalism</b>	.823
<b>Content Diversity and Professional Roles</b>	.647
<b>Content Diversity and Journalistic Values</b>	.827

### **3.9.3 Data Analysis**

After finding out the reliability of questionnaire items the tool was distributed among 250 journalists of the National Press Club, Islamabad through online link and responses were collected. In order to analyze the data correlation and regression analysis of non-parametric measure were used as part of the inferential statistics. These techniques were used to check the relationship that exists between variables selected in the study. In correlation analysis the strength of the relationship that exists between variables was checked by computing the pair of variables whereas through regression the relationship is expressed in the form of an equation (Bewick et al., 2004). For correlation, Spearman correlation analysis was used to check the relationship that exists between the variables as the increase or decrease in one variable increase or decreases the other one. For that the major variables of the study were studied and all the indicators and questions were computed to make the major variables. Later on, the spearman analysis was carried on and variables were analyzed on the basis of the hypothesis

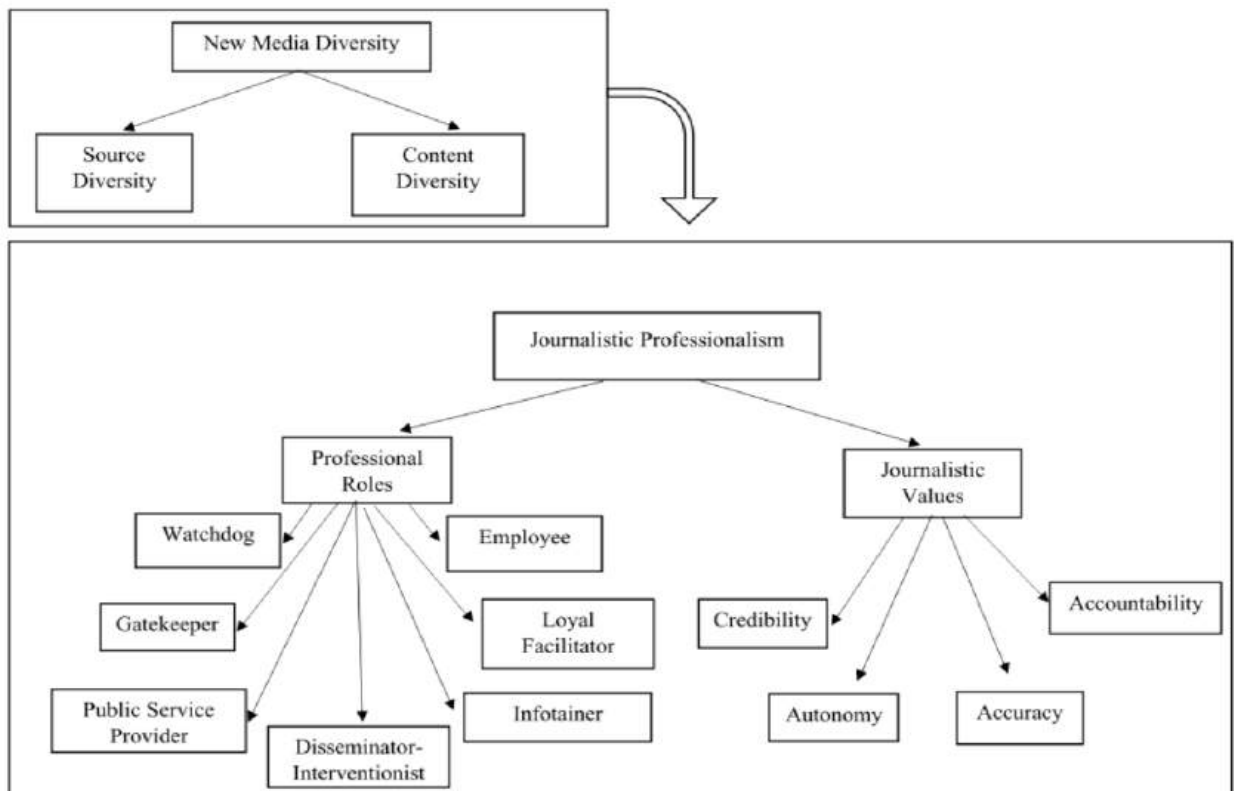
and research questions designed. For regression, the Simple linear regression method was used as it studies the relationship between one independent and one dependent variable and the findings were represented in the form of tables and regression equation.

### 3.9.4 Data Presentation

The findings of the study are presented in the findings and results sections and samples are provided in the appendix A and B respectively.

### 3.10) Conceptual and Operational definitions

*Figure 2- Ladder of Abstraction of the key variables focused in the study.*



### 1. New Media Diversity/ Media Diversity

Digital-mediated information and communication technologies are distinguished by their online nature and accessibility (Wehmeier, 2009). It is the real-time generation of new, unregulated content (Schivinski & Dąbrowski, 2013).

Diversity as referred to in media policy debates is the extent of content covered in the media that reflects public opinions and interests. Diversity can also be referred to as the spread of media in society in terms of its ownership, political influence, and economic structure. (McQuail, 1992; Meier & Trappel, 1998; Wurff, 2004; Aslama et al., 2004). Diversity can also be described as how much of the media content is heterogeneous in the context of its characteristics (Cuilenburg, 2000).

New media diversity in the current study referred as the level to which journalists agree that they are indulged in using new media platforms for getting information from “strongly disagree” to “strongly agree.”

## **2. Source Diversity**

Source diversity refers to the existence of a numerous and diverse range of providers in the media landscape (Napoli, 2007).

Source diversity is operationalized as the degree to which the journalists agree on using new media sources for getting up to date information ranging from “strongly disagree” to “strongly agree.”

## **3. Content Diversity**

A dispersion of the representation of ideas, perspectives, attributions, views, or settings in a segment of news representing one issue (Voakes et al.,1996). It has several forms including the diversity of program types or genres available and potentially also the diversity of viewpoints expressed and demographic diversity of those described in the news (Napoli, 2007).

Content diversity in the study is referred as the degree to which the journalists agree that they are consulting the content available at New Media platforms for getting information every second by having a “strong disagreement” to “strong agreement”.

#### **4. Journalistic Professionalism**

Criteria to be journalism considered as a profession concerning elements of Journalism (Hallin and Mancini, 2004). It refers to negotiating between these two sides of the profession i.e., organizational demands comprising of standards, goals and routines of media houses and professional occupation, identity, and the associated norms and behavior between the journalists (Ornebring, 2008).

In the study it is referred to as the degree to which journalists agree that they work according to the criteria settled for them as being part of their profession in the era of new media from “strongly disagree” to “strongly agree”.

#### **5. Professional Roles**

Responsibilities of journalists and the news media in society (Johnstone et al., 1976; Weaver & Wilhoit, 1996). Professional roles have been mostly referred to as scopes of professional philosophy (Cohen, 1963), professionalism (Weaver & Wilhoit, 1996) and journalism culture (Hanitzsch & Mellado, 2011; Vos, 2005).

Professional roles are operationalized as the level of agreement journalists show that are fulfilling their responsibilities as members of media organizations while being indulged in new media diversity from “strongly disagree” to “strongly agree”.

##### **a. Watchdog**

The idea is that the press should dig up facts and warn the public when officials are doing something wrong. The citizen can hold officials accountable for setting things right only if they know about errors and wrongdoings (Graber, 1993). The exposure of wrongdoings in the public interest (Coronal, 2010).

It is referred as the level of agreement of journalists that in the era of new media diversity it becomes a challenging task for them to act as a watchdog because of the lack of authentication in much of the information from “strongly disagree” to “strongly agree”.

#### **b. Gatekeeper**

The role of a journalist to determine which information is to be selected and also what the content and nature of the messages would be (Shoemaker & Vos, 2009). A person whose judgement determines what information is and is not worthy to pass through a metaphorical gate for dissemination to the public ( Singer, 2007).

In the study it is referred as the degree to which the journalists show that they agree their gatekeeping is impacted by new media diversity ranging from “strongly disagree” to “strongly agree”.

#### **c. Public Service Provider**

The journalist who approaches the public as a client provides information, knowledge, and advice about goods and services that the audience can apply in their daily lives (Mellado & Lagos, 2014).

It refers to the degree that the journalists agree that by using new media diversity they are serving the public in the best possible manner but on the other hand it is a challenging task for them to accomplish by showing “strong disagreement” to “strong agreement”.

#### **d. Disseminator-Interventionist**

The active-passive attitude of the journalists in their reporting (Donsbach & Patterson, 2004; Weaver & Wilhoit, 1996). The passive attitude demands neutrality and detachment of the journalist and the facts present. The interventionist attitude is more journalist-centered, which is characterized by the input of the opinions of the news professionals in the story and at times they promote different elements in society (Mellado & Lagos, 2014).

It refers to the level of agreement that the journalists show while using new media they remain both active and passive in providing information depending upon the scenario and demands of the public from “strongly agree” to “strongly disagree”.

**e. Infotainer**

Infotainment journalism addresses the public as spectators. When this dimension of performance is present, elements of personalization, private life, scandal, sensationalism, emotions, and morbid curiosity are used within the news story (Mellado & Lagos, 2014).

It refers to the level to which journalists agree that are performing the role of being informer and entertainer at the same time while being active on new media depending on the scenario from “strongly disagree” to “strongly agree”.

**f. Loyal Facilitator**

An understanding of journalists acting as partners of the government and supporting it in its efforts to bring about development and social well-being. In this capacity, journalists may serve as facilitators, collaborators or mouthpieces of the government (Hanitzsch & Vos, 2016). The journalists may provide support for official activities and government strategies, along with depicting a positive image of selected elites, stressing progress and national prosperity among others (Wang et al., 2018).

It refers to the level of agreement that the journalists show that being loyal facilitators and remaining on side of the government in the era of new media diversity is a very challenging task for them to accomplish from “strongly disagree” to “strongly agree”.

**g. Employee**

An individual who works part-time or full-time under a contract of employment, whether oral or written, express or implied, and has recognized rights and duties are also called a worker.



It refers to the degree to which the journalists agree that while being a member of any organization, it becomes a challenging phenomenon to balance their duties and facts while using new media diversity between “strongly disagree” and “strongly agree”.

## **6. Journalistic Values**

It refers to the level of agreement of journalists that to balance between journalistic values and true projection of information is a challenging task for them to carry on because of new media diversity use from “strongly disagree” to “strongly agree”.

### **a. Credibility**

Believability, trust, perceived reliability (Self ,1996), fairness, Lack of bias (Sundar, 1999) etc.

It refers to the level that the journalists agree that being fair and objective is a bit challenging task for them when they have to balance between their profession and societal demands while using new media diversity from “strongly disagree” to “strongly agree”.

### **b. Autonomy**

Freedom to shape journalists' work without being controlled by internal and external powers (Windahl & Rosengren, 1978).

It refers to the level of agreement that the journalists show that being autonomous while using new media diversity for spreading and consulting information is challenging for them as state regulation and organizational demands are there for them to face from “strongly disagree” to “strongly agree”.

### **c. Accuracy**

The fact that media “should not lie” and that it is the media’s responsibility to provide the context of facts, without which it may be misleading or untrue (The Hutchins Commission, 1947). Seeking the facts and reporting on them (SPJ code of ethics, 1984).

Accuracy as a big task to accomplish in the era of new media diversity is a challenging task for journalists to accomplish because of the variety of information available and in the current study it refers to the level to which the reporters agree that they are heavily influenced by this challenge from “strongly disagree” to “strongly agree”.

### **d. Accountability**

The answerability of a journalist or news organization particularly to those whose lives and well-being are significantly affected by the professional’s conduct (Newton et al., 2004). To uphold the autonomy of journalism, adhere to professionalism and source reliability by following the code of ethics and nurturing the trust of the public (McQuail, 2005).

Accountability in the current study refers to the level to which the journalists agree that using new media diversity makes their duties challenging for them as they have to balance between what they are bound to do as part of their profession and the flow of society from “strongly disagree” to “strongly agree”.

## **CHAPTER FOUR**

### **RESEARCH FINDINGS AND INTERPRETATION**

In the present-day world, one cannot deny the strong influence of media in all aspects of life. Its existence as an important pillar of the state is an undeniable fact. Adding to the story is the fact that due to the latest technological developments and the emergence of citizen journalism and user generated content, many new trends are becoming parts of advanced media systems like hyperlinking, errors correction, content verification, invasion in privacy etc. All such practices are now making the professional tasks complex for their practitioners and demands them to be multi skilled and creative at the same time. The same situation is prevalent for media professionals as well. They are also under the strong spell of the new media forms and content. Adopting social networking is now becoming an undeniable duty for journalists.

The current study on the use of new media diversity and its impact on journalistic professionalism is another contribution in sorting out how new media is controlling the power and practices of media professionals. By applying the quantitative techniques of data collection, the study has adopted survey as a research technique in order to find out what the journalist community itself think about the influence of new media on journalistic professionalism. The influence of new media diversity used by journalists is taken as one of the main variables and is studied in the form of source diversity and content diversity use as they are the main variables through which new media is expanding its control. People mostly rely on media platforms for getting information through multiple sources. That is why studying the impact of such diversity is an important thing. Similarly, journalistic professionalism is taken as the other leading variable which is further narrowed down in the form of journalistic professional roles and journalistic values. These are taken as form of professionalism in many

research studies and are considered as the main elements through which journalism is practiced in the world. Professional roles and journalistic values are further narrowed down in the form of multiple indicators and the questions asked in the questionnaire are based on these indicators to explain in detail about the use of new media by journalists and their impact on professionalism. The study has implied nonprobability sampling technique and the data has several demographics as well to show how being a part of different groups affect their performance.

#### **4.1) Data Normality Analysis**

While performing the data normality analysis, it is imperative that the data is checked and tested to see if the data satisfies the normality requirements (Kwak & Park, 2019). The assessment of data normality is sensitive to the sample size (N) where the overall powers increase with the increase in (N) for which Shapiro Wilk (SW) test is one of the most powerful tests among others (Khatun, 2021). There are different methods that can be applied to test the normality of data including the numerical and visual methods that serve their own purpose and requirements (Mishra et al., 2019). Determination of data deviation from normal Gaussian distribution is important for using the mean and standard deviation of the data set or for normality distribution population (Livingston, 2004). One of the most common methods to measure dispersion is the Standard Deviation (SD) which is the square root of variance, which corrects the units in a way that they are identical to the same values and through the mean which is the average of values in the dataset (Singha, 2021). The data normality analysis was performed on the demographic variables and scales tested, the outcome of which is discussed in Table 3 below. This normality test shows that the data of demographic variables and scales is normally distributed.

**Table 3***Data normality of demographic variables and Scales (N=250).*

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Gender</b>	250	1.27	.446
<b>Age</b>	250	1.97	1.060
<b>Qualification</b>	250	3.49	.893
<b>Experience</b>	250	1.87	1.097
<b>Media Organization</b>	250	3.57	1.758
<b>New Media Diversity and Journalistic Professionalism</b>	250	47.67	10.905
<b>New Media Diversity and Professional Roles</b>	250	100.74	20.848
<b>New Media diversity and Journalistic Values</b>	250	66.30	14.009
<b>Source Diversity and Journalistic professionalism</b>	250	50.39	11.828
<b>Source Diversity and Professional roles</b>	250	103.45	22.531
<b>Source Diversity and Journalistic values</b>	250	69.02	14.992
<b>Content Diversity and Journalistic Professionalism</b>	250	51.76	11.967
<b>Content Diversity and Professional Roles</b>	250	104.82	22.431
<b>Content Diversity and Journalistic Values</b>	250	70.39	15.368
<b>Valid N (list wise)</b>	<b>250</b>		

## 4.2) Demographics of the study

**Table 4**

*Frequency distribution of demographics of the study*

S. No.	Demographics	Categorization	Frequency	Percent	Total
a.	Gender	Male	182	72.8	250
		Female	68	27.2	
b.	Age	18-25	113	45.2	250
		26-33	63	25.2	
		34-41	43	17.2	
		42-49	31	12.4	
		50 and above	-	-	
c.	Qualification	Intermediate	23	9.2	250
		Bachelors	126	50.4	
		Masters	56	22.4	
		Doctorate	45	18	
		other	-	-	
d.	Experience (years)	1-5	142	56.8	250
		6-10	24	9.6	
		11-15	58	23.2	
		16-20	26	10.4	
		21 and above	-	-	
e.	Media organization	Radio	32	12.8	250
		Television	70	28	
		Newspaper	26	10.4	
		Digital/Social	89	35.6	
		Any other	33	13.2	

*Note.* n=250

### 4.2.1 Gender

The sample selected is of journalists and the size taken is 250. Out of 100% respondents 72.8% were males and 27.2% were females (Table 4).

### 4.2.2 Age

Another major demographic for analysis is Age in which the limit defined is from 18 to 50 years and is divided into different categories. From the representative sample 45.2% of

respondents lie in the age group of 18-25, 25.2% are from 26-33 years. Another 17.2% belongs from 34-41 and the rest 12.4% resides in the age group of 42-49 (Table 4).

#### **4.2.3 Qualification**

The respondents, i.e., journalists are also studied by putting them in different categories related to their qualification. The main qualification levels are taken as the major indicators of this category. From the 100% respondents 9.2 % have intermediate degrees, 50.4% are Bachelors, 22.4% are masters and 18% possess doctorate degrees (Table 4).

#### **4.2.4 Experience**

Experience is one of the key demographics which has a strong connection with shaping roles and responsibilities. What journalists think about the impact of technologies can also be best discussed by analyzing their experience, because the more experienced a person is the better he can relate how things impact their performances. The range defined for experience is from 1 to 20 years. Among the sample selected 56.8% of respondents possess the experience of 1-5 years. 9.6% have experience of 6-10 years. The remaining 23.2% have 11-15 years of working experience and last 10.4% lie in the range of 16- 20 (Table 4).

#### **4.2.5 Media organization**

In order to study journalistic professionalism, one should consider the organizations whose members those individuals are. Because organization is the one aspect which is a bigger identity of the actions of the journalists. The current study has also asked journalists about the organizations they are working for. And the list of leading media organizations is provided. Among the selected sample 12.8% of respondents belong from Radio, 28% belong to Television, 10.4% were the members of newspaper organizations, 35.5% represent the Digital/ Social desks while the remaining 13.2% belong from other media organizations (Table 4).

The inter relationship between the leading variables of the study, is studied by taking correlation as a statistical analysis in which Spearman rank correlation was used because it shows how the increase or decrease in one variable increase or decrease the other variables.

#### 4.3) Correlation among the variables of the study

**Table 5**

*Zero order correlation among the study's variables*

<b>Variables</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>New Media diversity</b>	---					
<b>Journalistic Professionalism</b>	.60**	---				
<b>Source diversity</b>	.60**	.75***	---			
<b>Content diversity</b>	.65**	.74***	.78***	---		
<b>Professional roles</b>	.50**	.78***	.78***	.79***	---	
<b>Journalistic Values</b>	.62**	.83***	.75***	.78***	.83***	---

*Note.* n= 250; \*\*p<.01;\*\*\*p< .001 (two-tailed)

##### 4.3.1 New Media diversity and Journalistic Professionalism

The first two leading variables selected to study their inter relationships were new media diversity and Journalistic professionalism. The impact of new media diversity on professionalism was studied by asking different sub questions about how such act is taking place. The questions were based on following the Likert scaling technique and cover different aspects related to the basic specifications of new media which are impacting professionalism. These specifications are related to the media convergence, its function of interactivity, personalization of content, hyper textuality and diversity. The questions in the forms of various



items were computed into a single variable and spearman correlation analysis was carried out to find out the inter relationship between new media diversity and journalistic professionalism.

*Hypothesis testing-* The greater the use of new media diversity the more likely that the journalists will perceive the impact on journalistic professionalism in Pakistan (H1).

Table 5 shows the correlation matrix between new media diversity and journalistic professionalism. The two variables were studied by asking different questions from the respondents which deal with how professionalism is prevailing in society under the influence of new media. The results of the Spearman's correlation showed that there is a strong positive correlation between new media diversity and journalistic professionalism as ( $r = .595$ ) and ( $p < .001$ ). It showed that the correlation coefficient is significantly different from zero and there is significant linear relationship between new media diversity and journalistic professionalism (Table 5). So H1 is supported.

#### **4.3.2 New Media diversity and Professional Roles**

The other sub variable selected is new media diversity and professional roles as being part of professionalism. The list of questions related to the professional roles were presented which specify the main roles selected for the study. By using Likert scaling and computing techniques all questions were analyzed and spearman correlation was conducted.

*Hypothesis testing-* There will be a positive relationship between the new media diversity use and professional roles H1(a).

Table 5 describes the correlation and significance at 2-tailed among both the variables. The Spearman's rank correlation of the following analysis revealed that there is a strong positive correlation between new media diversity and professional roles as correlation coefficient ( $r = .507$ ) and significance is ( $p < .001$ ). The result of spearman correlation coefficient in the study is significantly different from zero. So, there is positive linear

relationship between new media diversity and professional roles in Pakistan and highly significant at 2-tailed (Table 5) . So, H1(a) is supported.

#### **4.3.3 New Media diversity and Journalistic Values**

Professionalism as being a big representative of journalist's identity can also be best studied by analyzing the journalistic values settled for effective functioning of journalists. The major values selected were about accountability, autonomy, credibility and accuracy. The analysis was done by making a list of questions on journalistic values and new media usage and later computed into a single variable. Then the correlation analysis was performed to check the impact of both the variables selected.

*Hypothesis testing-* There will be a positive relationship between the new media diversity use and journalistic values H1(b).

In the current study the impact of new media diversity on journalistic values has also been taken as a variable and correlation among them was studied. The results of Spearman ranked correlation showed that there is a strong positive correlation among new media diversity and journalistic values as ( $r = .618$ ) and ( $p < .001$ ). The spearman correlation coefficient in the finding is significantly different from zero. There is a significant correlation among new media diversity and journalistic values as (Table 5) . So, H1(b) is supported.

#### **4.3.4 Source diversity and Journalistic Professionalism**

New media diversity is further studied in various forms by several researchers. The current study has taken some of the forms and studied their influence on journalistic professionalism. One of the selected forms is of source diversity and its impact was studied on journalistic professionalism. The questions related to the source diversity in media were listed down by using Likert scaling and spearman correlation was performed to express the findings of the study.

*Hypothesis testing-* The greater the use of new media source diversity the more likely that the journalists will perceive the impact on journalistic professionalism in Pakistan (H2).

The results of the Spearman's correlation analysis carried on the two variables showed that there is a strong positive correlation between source diversity and journalistic professionalism as ( $r = .747$ ) and ( $p < .001$ ) (Table 5) . As the findings show, correlation is significantly different from zero. So H2 is supported.

#### **4.3.5 Source diversity and Professional Roles**

Source diversity is also studied by analyzing its impact on professional roles. The questions related to the inter relationship between both the variables selected were listed down in the form of items and sub questions using Likert scaling and correlation analysis was performed after computing all the questions into a single variable and then spearman correlation was done to show the results.

*Hypothesis testing-* There will be a positive relationship between the new media source diversity and professional roles H2 (a).

The results of the spearman's correlation analysis performed on these two variables showed that there exists a strong positive correlation between source diversity and professional roles as ( $r = .781$ ) and ( $p < .001$ ). The spearman correlation coefficient among the variables selected is significantly different from zero. So, there is significantly positive correlation among new media source diversity and professional roles (Table 5) . So, H2 (a) is supported.

#### **4.3.6 Source Diversity and Journalistic values**

Source diversity as an independent variable is also analyzed by taking its impact on journalistic values. The questions were laid down using Likert scaling and a list of questions were used in the form of items and sub questions. Later, all the questions were computed into

a single variable and correlation analysis was performed to study the inter relationship among the two variables selected.

*Hypothesis testing-* There will be a positive relationship between the new media source diversity and journalistic values H2(b).

The Spearman's correlation analysis was performed on the two variables selected and the results showed that there is a strong positive correlation among source diversity and Journalistic values as their ( $r = .746$ ) and ( $p < .001$ ). The result of spearman correlation coefficient among the variables is significantly different from zero. There is a significant positive correlation among the new media source diversity and journalistic values (Table 5). So, H2(b) is supported.

#### **4.3.7 Content Diversity and Journalistic Professionalism**

Impact of new media diversity on journalistic professionalism in the present study is further elaborated by analyzing the inter relationship among content diversity and journalistic professionalism. Content diversity is also studied by many researchers as being a form of media diversity. That is why it is taken as a variable in the present study as it also used to impact the roles and values for journalists and help them in deciding upon what to do and how to do it.

*Hypothesis testing-* The greater the use of new media content diversity the more likely that the journalists will perceive the impact on journalistic professionalism in Pakistan (H3).

The spearman's correlation analysis was performed on the two variables and the results revealed that there is a strong positive correlation among content diversity and journalistic professionalism as ( $r = .744$ ) and ( $p < .001$ ). The spearman correlation coefficient is significantly different from zero. So there exists a positive linear relationship between new media content diversity and journalistic professionalism ( Table 5) . So, H3 is supported.

#### **4.3.8 Content diversity and Professional Roles**

Impact of content diversity on Professional roles has also been taken into consideration in the study and questions related to study the relationship of both the variables were settled down by using Likert scaling based on the items selected. The responses were then computed into single variables and correlation was performed.

*Hypothesis testing-* There will be a positive relationship between the new media content diversity professional roles H3(a).

The correlation analysis performed on the variables was the spearman's analysis. The results of the analysis performed showed that there is a strong positive correlation among content diversity and professional roles as ( $r = .787$ ) and ( $p < .001$ ). The result of spearman correlation coefficient among the variables is significantly different from zero. So, there is significant positive correlation among the new media content diversity and professional roles (Table 5) . So, H3(a) is supported.

#### **4.3.9 Content diversity and Journalistic Values**

Content diversity is further studied by taking its inter relationship with journalistic values. The relationship was studied by listing various questions which express the usage of content diversity and journalistic values. The variables items questions were then listed in the Likert scaling form and then computed into single variable. The correlation analysis was then performed and results were displayed by using spearman correlation.

*Hypothesis testing-* There will be a positive relationship between the use of new media content diversity and journalistic values in H3 (b).

The Spearman's correlation analysis performed showed that there is a strong positive correlation among content diversity and journalistic professionalism as ( $r = .775$ ) and ( $p < .001$ ). The results of spearman correlation coefficient showed a significantly different value

from zero. So, there is a significant positive correlation among new media content diversity and journalistic values in Pakistan ( Table 5) . So, H3(b) is supported.

#### 4.4 Regression Analysis of the variables under study

In order to study the impact of use of New Media Diversity on Journalistic Professionalism in Pakistan, regression analysis was also carried to study how new media diversity and its sub variables predict changes in journalistic professionalism and its sub dimensions selected. A simple linear regression was performed to interpret the results of the analysis.

##### 4.4.1 Regression among New Media Diversity and Journalistic Professionalism

**Table 6**

*Regression analysis summary for New Media Diversity predicting Journalistic Professionalism*

1.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	New Media diversity	.789	.063	.623	12.531	.000

Dependent variable: Journalistic Professionalism

*Note.* n = 250, r = .623, r<sup>2</sup> = .388, adjusted r<sup>2</sup> =.385, F =157.016, Sig =.000

The major variables selected for the study were new media diversity and journalistic professionalism. To illustrate the connectivity between both of them a simple linear regression was calculated to predict journalistic professionalism on new media diversity. The findings of the analysis performed showed a significant relationship with a regression equation of (F=(1,248)=157.016, p= .000 with an R<sup>2</sup> of .388. The results showed that the findings are significant at the p< .01 level which supported the hypothesis H1 (Table 6).

#### 4.4.2 Regression among New Media Diversity and Professional Roles

**Table 7**

*Regression analysis summary for New Media Diversity predicting Journalistic Professional Roles*

4.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	New Media Diversity	1.838	.171	.564	10.758	.000

Dependent variable: Professional Roles

*Note.* n = 250 , r =.564, r<sup>2</sup> =.318, adjusted r<sup>2</sup> =.315, F =115.735, Sig =.000

New media diversity connectivity with professional roles was studied by running linear regression and the finding showed that there is a significant relationship between New Media diversity and Professional roles with the relationship equation ( $F=(1,248)=115.735, p=.000$ ) and an R<sup>2</sup> of .318. The significance level is  $p < .01$  which showed that H1(a) was supported (Table 7).

#### 4.4.3 Regression among New Media Diversity and Journalistic Values

**Table 8**

*Regression analysis summary for New Media Diversity predicting Journalistic Values*

7.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	New Media Diversity	1.196	.092	.638	13.049	.000

Dependent variable: Journalistic values

*Note.* n = 250, r =.638, r<sup>2</sup> =.407, adjusted r<sup>2</sup> =.405, F =170.270, Sig =.000

Over here simple linear regression was used to analyze if new media diversity significantly predicted the journalistic values. The overall regression among both of them was

statistically significant at ( $F=(1,248)=170.270$ ,  $p=.000$ ) and an  $R^2$  of .407. It was found that new media diversity significantly predicted the journalistic values with  $p<.01$  level. So H1(b) was supported (Table 8).

#### 4.4.4 Regression among Source Diversity and Journalistic Professionalism

**Table 9**

*Regression analysis summary for Source Diversity predicting Journalistic Professionalism*

2.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Source Diversity	.867	.048	.753	18.039	.000

Dependent variable: Journalistic Professionalism

*Note.*  $n = 250$ ,  $r = .753$ ,  $r^2 = .567$ , adjusted  $r^2 = .566$ ,  $F = 325.391$ ,  $Sig = .000$

In order to study regression among source diversity and journalistic professionalism, a simple linear regression analysis was used to test if the source diversity explained Journalistic professionalism. The results of the regression carried on indicated that source diversity was predicting journalistic professionalism with equation ( $F=(1,248)=325.391$ ,  $p=.000$ ) and  $R^2$  of .567. The result shown was significant at the  $p<.01$  level. So H2 was supported (Table 9).

#### 4.4.5 Regression among Source Diversity and Professional Roles

**Table 10**

*Regression analysis summary for Source Diversity predicting Professional Roles*

5.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Source Diversity	2.487	.102	.840	24.419	.000

Dependent variable: Professional Roles

*Note.*  $n = 250$ ,  $r = .840$ ,  $r^2 = .706$ , adjusted  $r^2 = .705$ ,  $F = 596.306$ ,  $Sig = .000$



Source diversity prediction on Professional roles was studied by using simple linear regression and the test findings indicated that the predictor source diversity explained the variation on professional roles with ( $F=(1,248)=596.306, p=.000$ ) and  $R^2$  of .706. The findings were significant at the  $p<.01$  level. The results drawn supported H2(a) hypothesis (Table 10).

#### 4.4.6 Regression among Source Diversity and Journalistic Values

**Table 11**

*Regression analysis summary for Source Diversity predicting Journalistic Values*

8.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Source Diversity	1.312	.069	.771	19.049	.000

Dependent variable: Journalistic values

*Note.*  $n = 250, r = .771, r^2 = .594, \text{adjusted } r^2 = .592, F = 362.872, \text{Sig} = .000$

Simple linear regression was used to test if source diversity use significantly predicted the journalistic values. The overall findings on the regression among source diversity and journalistic values was statistically significant at ( $F=(1,248)=362.872, p=.000$ ) and an  $R^2$  of .594. It was analyzed that source diversity significantly predicted the journalistic values with  $p<.01$  level. So H2(b) was supported (Table 11).

#### 4.4.7 Regression among Content Diversity and Journalistic Professionalism

**Table 12**

*Regression analysis summary for Content Diversity predicting Journalistic Professionalism*

3.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Content Diversity	.763	.049	.702	15.518	.000

Dependent variable: Journalistic Professionalism

*Note.* n = 250, r = .702, r<sup>2</sup> = .493, adjusted r<sup>2</sup> = .491, F = 240.822, Sig = .000

Content diversity and its connectivity with journalistic professionalism was studied by running a simple linear regression to check how content diversity is predicting journalistic professionalism. The findings of the analysis showed that a significant regression was there among both the variables at p<.01 level of significance with regression equation of (F=(1,248)=240.822, p=.000) with an R<sup>2</sup> of .493. So H3 was supported (Table 12).

#### 4.4.8 Regression among Content Diversity and Professional Roles

**Table 13**

*Regression analysis summary for Content Diversity predicting Professional Roles*

6.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Content Diversity	2.108	.117	.754	18.075	.000

Dependent variable: Professional Roles

*Note.* n = 250 r = .754, r<sup>2</sup> = .568, adjusted r<sup>2</sup> = .567, F = 326.709, Sig = .000

A simple linear regression was calculated to predict Professional roles based on Content diversity. The results showed represented a significant regression among content diversity use

and professional roles with the equation ( $F=(1,248)=326.709$ ,  $p=.000$ ) and an  $R^2$  of .568. The findings were significant at  $p<.01$  level. So H3 (a) was supported (Table 13).

#### 4.4.9 Regression among Content Diversity and Journalistic Values

**Table 14**

*Regression analysis summary for Content Diversity predicting Journalistic Values*

9.	Model	Unstandardized coefficients		Standardized coefficients	T	Sig
		B	Standard error	Beta		
	Content Diversity	1.265	.063	.787	20.065	.000

Dependent variable: Journalistic values

*Note.*  $n = 250$ ,  $r = .787$ ,  $r^2 = .619$ , adjusted  $r^2 = .617$ ,  $F = 402.617$ ,  $Sig = .000$

Content diversity prediction on journalistic values was tested by using a simple linear regression analysis to check whether its significant or not. The findings showed that the overall regression among content diversity and journalistic values was statistically significant at ( $F=(1,248)=402.617$ ,  $p=.000$ ) and an  $R^2$  of .619. It was found that content diversity significantly predicted the journalistic values with  $p<.01$  level. So H3(b) was supported (Table 14).

## **CHAPTER FIVE**

### **DISCUSSION AND CONCLUSION**

Journalism is always considered as a gateway to learn about the changing dynamics of the world. And now in the advanced globalized societies, the responsibility of journalists to increase our knowledge about the world and its context becomes even more important. Scholars who studied the process of globalization were of the view that in the modern networked society economic, social, and cultural matters throughout the world are interconnected (Appadurai, 1990; Beck, 2005). Development in journalism industry during the 20th century has been characterized by many media scholars as a result of professionalization. Journalists as being part of it became a “semi-professional” group who are bound by a strong professional ideology and they have control over the work they produce. Over the last decade changes in the media systems have created many influences on professional journalists. The increasing flow of 24/7 global cable and online news with a demand in more bottom-line analysis and the resultant limitations imposed on resources have made news as being a corporate and profitable product line (Bennett, 2005).

Considering these changing dynamics of the world, journalism today is labelled by many researchers as in a continuous “state of upheaval” (Herbert, 2000). New technological developments are affecting the systems of almost all parts of the world whether it’s a populated or isolated culture. Research carried on studying such transformations showed that although media is getting benefits from these technological advancements in news gathering, distribution and presentation but on the other hand it has also developed a sense that technological influence is also responsible for the decline in journalistic standards (Tsui, 2009) thus affecting professionalization.

New media is expanding its control over almost all the news production means. The professional practices and roles of journalists are not aloof from it. The presence of different types of voices, social actors and viewpoints made it a diversified platform that is dominating all the journalistic discourse (Mellado & Scherman, 2021). The reason behind this fact is that the content available on new media platforms reflects ideologies, preferences and identities of variety of individuals and a single news possess multiple sources (Sjovaag & Kvalheim, 2019). That is why reliance on new media diversity today is an important element to consider for journalists as being part of their profession.

Many scholars stressed on the importance of conducting studies addressing questions relevant to how the new media diversity influence working practices of journalists, the role journalists and their sources of information play and the content they produce (Schudson, 2005; Cottle, 2003). The idea of media sociology and news production was first studied in USA during 1970s (Gans, 1979; Tuchman, 1983) and since then it is continually facing transformations which demands for an in-depth analysis of how media sociology is affected and what journalists have to face while maintaining their professional identities.

The current study is a contribution to the research carried on studying this interplay of new media diversity and journalistic professionalism. The main focus is on analyzing how the new media diversity use is impacting journalistic professionalism in Pakistan. New media diversity in the research analysis is studied by taking the dimensions of source diversity and content diversity (Napoli, 1999) as they are the main reasons for which journalists are bound to consult new media platforms. While the journalistic professionalism is studied in the form of professional roles and journalistic professional values (Hallin and Mancini, 2004). The sample selected was 250 respondents who belong from different media organizations and they are registered members of National press club, Islamabad. They were analyzed on the basis of

convenience sampling and their gender, age, qualifications and work experience was also taken into account.

All the respondents selected were also asked about their patterns of new media tools they use and how much they use these platforms. The respondent's new media consumption was of greater extent and most of them very often consult these platforms for getting and sharing information of every type. Their preference of new media tools usage was also considered and the majority of them responded that they use such tools for variety of purposes like mostly because of their organizational demand. Some use it for socialization while others consider it as being a biggest medium for collecting and sharing information. Even the organizations also consult it for increasing their ratings. The respondents also favoured the fact that it is also the demand of the audience that they are bound to follow it and they are going with the flow of the world system to be the part of the world order and it in return impacts their professionalism.

New media diversity is used by individuals in multiple ways. Diversity in democratic societies is considered as the basic principle of journalistic quality because diverse set of ideas are important in fueling democratic systems (Graber, 2006). Media diversity is studied by many in several forms. Napoli has taken the forms of source diversity and content diversity as its major aspects for which people turn towards new media. The use of new media diversity for source selection is one of the common practices carried on by journalists as well. That is why their presence on all media platforms is of prime importance.

Journalistic professionalism is examined in the study by analyzing the influence of new media diversity on journalistic professional roles and journalistic values as they are the leading aspects of journalistic practices which are greatly compromised due to the expanding social networking and information overload.

## **5.1) Research Questions and Answers**

### **RQ.1) How do the journalists perceive about the impact of new media diversity on journalistic professionalism in Pakistan?**

The analysis on the use of new media diversity and its impact on journalistic professionalism in Pakistan revealed that it has a significant impact on the journalistic professionalism in case of Pakistani media. It has given the journalists different media tools and platforms through which they can disseminate such information which engages them with the audience. As a result, the interaction of the journalists with the public has increased manifold. These tools at the same time have also created new challenges for the journalistic profession which needs to be addressed. The advent of social media platforms like Twitter and Facebook have given opportunity to people to enter into journalism with the use of a smartphone and report on the events right after they unfold. On one hand, this has given opportunities to demarginalized communities to raise their voice, while on the other hand, it has raised serious concerns on the reliability of information disseminated. Another impact of new media diversity on the journalistic profession is the strain on journalists to produce a content continuously. With a round-the-clock news disbarment and a race for clicks, likes and views, journalists are forced to work with speed rather than producing accurate and in-depth analysis of the news. This could result in misinformation and lack of analysis. There are also ethical concerns of new media diversity for the journalists. These include anonymity breach, unethical attacks and spreading of rumors and raising questions on transparent and objective media practices.

The question was tested through hypothesis building where respondents were asked to comment on how the use of new media diversity is impacting the journalistic professionalism in Pakistan. To accomplish this task the respondents were provided with a list of questions based on the indicators selected to study journalistic professionalism and were questioned

about what specifications of new media are playing role in redefining the criteria of journalistic professionalism. Most of the respondents favored the fact that new media diversity has a vast array of specifications which influence their working patterns e.g., its convergence, interactivity, content personalization, hyper textuality, diversity and many more (H1) (Table 5, Table 6) . It was further narrowed down by analyzing how the sources media diversity and content media diversity is impacting the journalistic professionalism in Pakistan. The respondents agreed that the use of new media source and content diversity have impacted the journalistic practices in Pakistan.

There is a list of factors which bound them to consult these networking platforms 24/7 as the world today is nothing if new media diversity is not there. Many other researches also acknowledged the fact that there exists a strong correlation between new media and journalistic professionalism as it is considered as a medium which is involved in almost all the processes of news or story making, e.g., in seeking ideas for stories, sorting out diverse news sources, information collection and stories verification and presentation. Alongside it also plays role in post-production processes like content promotion and audience engagement (Gulyas, 2017; Hanusch and Bruns, 2017; Olausson2017; Spyridou et al.2013). It shows that in this digitized society, this popular medium has provided a lot of input in expanding more channels of information for journalists, but on the other hand this diverse information makes content verification difficult for journalists and in return up to some extent played role in questioning their professionalism. The use of new media diversity has increased the interactivity between the journalists and the people (Mackay, 2017).

Journalistic professionalism in the current digital era is one of the most prior topics to focus on due to the increasing interference of user generated content and citizen journalism in the process of news collection and dissemination. It has transformed the process of news making and distribution as the social sharing platforms and presence of bloggers have invaded



the classical journalism practices and witnessed the fact that social networking has created a new interactive system for journalists and their audience (Moller, 2013). While expressing their concerns about the impact of new media journalists generally have a negative attitude towards the new media usage as they are facing a lot of difficulties while consulting this platform. Their main concerns are related with facts verification, source credibility and information reliability in the digital world (Chan et al., 2006; Garrison, 2000). That is why studying how professionalism is prevailing in new media brings new insights into the changing practices of journalism. Some of the most significant issues faced by journalists in new media technology include privacy, security, spread of misinformation, digital divide, addiction, fake news spread and income inequality (Dhiman, 2023).

**RQ.2) How do the journalists perceive about the impact of new media diversity on their ability to maintain professional roles?**

The next research question was about the issues journalists face in maintaining their professional roles due to the usage of new media diversity. There is a list of issues which the journalists face when maintaining their professional roles while dealing with information overload from new media . For instance, there is a lot of information to search through before making the news could make it difficult for the journalists to verify the sources of news and fact-checking. The other issue is about misinformation and fake news. The news media could end up being a breeding ground for misinformation and fake news where journalists may struggle to find credible and reliable sources and may unintentionally spread misinformation. Also, the pressure of the 24/7 news cycle has resulted in an increased demand for real-time reporting which could be stressful for the journalists. It could lead to rushed reporting and low fact-checking which compromises the accuracy and quality of the news.

Media, being an important and independent pillar of the state, is performing its duties within its own structures and norms and has been assigned a special role within democratic

societies (Sparrow 1999). But the “intertextual merging of journalism with other formats and discourses is maybe taken as its most pressing present challenge” for media, because to provide all aspects of information from there is not that simple to cover. Instead of that if journalism has to make its survival strong, it has to put more effort by “asserting a specific location within this media sphere, demonstrate that it can deliver a particular form of service to the public, however fragmented and commoditized that public might become” (Conboy, 2004). The same challenging scenario is studied by asking the respondents to show their level of agreement on the impact of new media diversity is creating for maintaining their professional roles. The answers provided favored the fact that there are a lot of things which journalists now have to face in order to maintain the credibility of their work. The main thing they face is that they have to become more alert and creative as their workload has increased. News shaping routines have changed as participatory journalism has taken over the professional journalism practices. Another impact they have to face is that breaking news syndrome is decreasing objectivity as unchecked flow of information without gatekeepers has hindered the process of information selection and dissemination.

When respondents were asked about what they think how much and which roles are influenced due to adoption of social media they showed their agreement to a greater extent on facing major impacts when it comes to their professional roles fulfillment. Professionally journalistic roles are one of the most studied topics in researches carried on in journalism studies (Mellado et. al., 2017). They are taken as the fundamental elements and essential components of the journalistic cultures (H1(a) (Table 5, Table 7).

Professional roles in the current study are watchdog (Weaver & Wilhoit, 1996), gatekeeper, public service provider (Mellado & Lagos, 2014), Disseminator-Interventionist (Weaver et. al., 2007), infotainer (Mellado & Lagos, 2014), loyal facilitator (Hanitzsch & Vos, 2018) and employee. When respondents were asked about the difficulties they face in fulfilling

their roles they were of the view that they found it very difficult most of the time in deciding on how to go with the social media information flow as on one side there is information hunt and on other side they have their professionalism. They agreed that watchdog role is greatly compromised and now it's more of guide dog and the quality of news is decreasing due to the pressure of deadlines.

Similarly, power pressures and state regulations are also restricting the working patterns defined for journalists as the control over news is declining. Workspaces required to manage the multi-tasking are missing. Alongside personalized news feeds are increasing and real time news coverage now appears out of the bloom. This is due to the increase in the hybrid media systems which at times makes things so difficult that one sees a decrease in its motivation to work. Another major effect that the journalists have to encounter while maintaining their professionalism is that the variety of information available on social media makes decision making difficult. Like in the case of news selection or providing opinion on certain topic, they feel themselves in doubt whether which lines they have to follow.

The internet and social networking have influenced the journalistic professionalism in two different ways i.e., in building up of the profile of a journalist on all the media types and in the creation of unique and diverse competitive working practices (Deuze, 2004). The merger of new media with other traditional news media, is considered as of great empirical and theoretical importance as it helps us in understanding how the modern new media forms are making their space among the varied types of already existing traditional mediums. Because the availability of user-generated content on social media and its combined usage with traditional channels are playing a big role in maintaining journalistic professionalism (Wardle et. al., 2014).

In order to study this unique collaboration and the duties a journalist is bound to perform as being part of their professionalism the respondents were asked to highlight what certain

constraints are there for them when they have to perform the dual role of employee and social media user at a single time. The answers provided showed that the main thing which bound them with their profession in this role is their institution as it has certain hierarchies, roles and constraints which they have to face. On the other hand, while performing their duties they are bound by the state regulations as well and the ethical values prescribed for them are also making things challenging for them when they are consulting new media for their information collection and dissemination purposes.

**RQ.3) How do the journalists perceive about maintaining the predefined journalistic values while getting exposed to new media diversity?**

How the journalists maintain their predefined journalistic values while getting exposed to new media diversity in the modern era was also the focus of the study. Journalists have to adhere to these values through following the ethical guidelines. Ethical principles such as accuracy and impartiality should have to be followed along with respecting the privacy of the people which are getting exposed to new media diversity. Also, verification of the source of information is vital for the news dissemination along with the fact checking of information before publishing. The journalists also need to maintain objectivity in their reporting and avoid bias. This could also be avoided by using diverse sources to get different views on the story and avoid sensationalism in the news while sticking to the true facts.

The study on new media diversity also covered similar aspects and asked the respondents to express their concerns on how they balance between values and professionalism while dealing with the information hunting from new media. The main values selected include credibility, autonomy, accountability and accuracy. The respondents show their agreement that spreading of fake news on new media platforms greatly affect the credibility of news as such acts increase confusions among people. Similarly, pressure of ratings affects the transparency of coverages. On the other hand, when it comes to following the editorial guidelines one has

to be very much careful in limiting the reporting but with quick content modifications which ultimately increase the workload and reduce the meaningfulness of content H1(b) (Table 5, Table 8).

This is in line with the previous work where most studies favored the prevailing situation and were of the view that journalists while expressing their presence on social networking platforms sometimes were unable to maintain transparency and accountability in posting comments (Lasorsa et. al., 2012) when it comes to covering conflicts and crisis (Bruno, 2011) and that in return affects the gathering, distribution and consumption of information through new media (Hermida, 2010).

**RQ.4) How do the journalists perceive about the impact of new media source diversity on journalistic professionalism in Pakistan?**

The respondents here were asked about on how reliance on new media source diversity impacts the journalistic professionalism in Pakistan. The majority of the research findings supported the fact that the reliance of new media source diversity impacts both positively and negatively on the journalistic profession in the country. The presence of these sources can be of great use to the journalists as they help in information gathering and working on different angles of a news that results in a comprehensive and reliable media reporting. It also helps in bringing a more nuanced and balanced approach towards news dissemination.

The use of new media sources on the other hand can also result in a decline in news and reporting standards as many individuals might focus on sensation and promoting a certain ideology over what is the objectivity and accuracy of the news. This would result in undermining the journalistic professionalism in the country by losing the trust of the public on the sources of information and also spreading misinformation. It is important for the journalists to maintain high standards of professionalism and ethics while maintaining accuracy, fairness

and imparity in news reporting. It is required that the media organizations provide training to the journalists and establish clear guidelines and policies for the reporting standards (H2) (Table 5, Table 9), H2 (a) (Table 5, Table 10), H2 (b) (Table 5, Table 11).

New media source diversity is taken by many researchers as a major element to study how source selection by journalists is going to influence their professionalism. In several studies it has been concluded that the information available on the new media platforms always provide traditional media practitioners with a lot of sources for producing a single news in multiple forms (Gillmor, 2004). But on the other hand, traditional news organizations have to play a leading role of a defender of the status quo, so they have to consider their duties as well while consulting new media platforms for sources selection (Kessler, 1984).

Similarly, when multiple sources produce a single information reality checking becomes difficult which resulted in the increase in the distrust over media. Another aspect is that in most of the coverages inaccurate and one-sided news accounts are leading the facts and protecting the privacy of individuals becomes difficult due to multiple sources of information. Due to the strong influence of commercialization and political interference it becomes very difficult to decide who has to lead the information blogosphere. For this reason, sources are very important in media as “to understand the news, we have to understand who someone are who act as sources, and how journalists deal with them” (Schudson, 2003).

**RQ.5) How do the journalists perceive about the impact of new media content diversity on journalistic professionalism in Pakistan?**

The journalists were also inquired about how the journalists keep themselves intact to their journalistic professionalism while using new media content diversity. The reason for selecting it is that it is important for the journalists need to maintain their professionalism in the use of new media content diversity if they adhere to the ethical standards and follow the

best industry practices in the news reporting. This could be done through verification of the sources of information before publishing it especially in the use of new media content. The information should be cross-checked with different sources before putting reliance on the information. The journalists should also perform a fact checking on the information before publishing through different websites and authentic sources if the statements and facts are in fact true, accurate and unbiased. Another way of maintaining professionalism in new media content diversity is by maintaining objectivity. They should avoid bias and personal opinion while reporting on the news and give an overview of all sides of the news so that the readers and listeners can form their own opinion. The facts and information should not be exaggerated and sensationalized merely for the purpose of attracting more crowd for increasing the ranking of the channel or the person. Also, the ethical guidelines should be followed for news reporting along with the usage of diverse sources.

One important functionality of new media is that it is used to provide its users with the variety of content emancipating from multiple social networking platforms in a single time span. In this era of citizen journalism and race of ratings journalists are bound to make sure their presence 24/7 on all the platforms in order to remain updated and first to report. The content selection on new media is one of the challenging tasks for the journalists to accomplish as information there is floating without the presence of a gatekeeper. In such scenario selecting the right and correct content make the working environment tough for its workers. That is why the study has taken the content diversity of new media as an indicator to check how it is affecting the professional criteria set for journalists.

The hypothesis testing carried on checking how respondents got influenced showed that it is affecting their profession to a great extent as now the dissemination of low-quality information is increasing due to the fake news circulation within seconds. Hate speech and illegal content is also spreading at the faster pace making the content selection limited to

specific topics. Another trend observed is that unauthenticated information and self-made realities resulted in the loss of productivity and is greatly compromising the professional standards set for the journalists to carry on their duties (H3) (Table 5, Table 12), H3 (a) (Table 5, Table 13), H3 (b) (Table 5, Table 14).

## **Conclusion**

The use of new media in today's world is playing a bigger role in creating economic, social, political, cultural effects and is taken as a medium which is changing many parts of today's world system (Douai, 2013). One of its biggest examples is of Arab spring which is undoubtedly taken as a biggest example of social moments raised through new media platforms for bringing change in the political system of many parts of the Arab world (Khondker, 2011). Many researchers and academicians working in this field also related the concept of "Network Society" (Dijk, 2006), with such influence of new media as it is also qualifying in introducing many new networking trends in the modern digitized world. That is why the new communication system is taken as a dominant aspect of society (Szabo, 2014) and now it is clear that these environments and innovations are affecting almost all the spheres of social practices.

Talking specifically about the Pakistani society this media has transformed the dominance of traditional media outlets, which has led to a more diverse range of voices and perspectives being represented in the media. On the one hand it has created new opportunities for journalists to engage with their audiences but on the other side it has also raised new challenges for maintaining professional standards. The expansion of new media also resulted in increased competition among media organizations in Pakistan. This has put pressure on journalists to produce content quickly and to attract and retain audiences, which can sometimes come at the expense of accuracy and objectivity. Another phenomenon noted is that new media



has created new opportunities for citizen journalists to participate in the media landscape. This has allowed for a wider range of perspectives to be represented on the news dissemination.

Journalists are now expected to be proficient in a range of digital tools and platforms, and to be able to produce content quickly and efficiently. The reliance on new media sources has put pressure on journalists to produce content quickly in order to keep up with the fast-paced nature of the digital media landscape. The use of social media to disseminate news has led to a blurring of the lines between news reporting and opinion, which can sometimes compromise the objectivity of news reporting. Alongside ethical variations are also there. For example, the use of social media to disseminate news can sometimes lead to the spread of false information, which can compromise the accuracy and objectivity of news reporting.

Similarly, when one takes specifically the views related to the concept of journalistic professionalism in different liberal contexts, ideas differ within specific cultures and ideologies (Hanitzch, 2007; Deuze, 2005; Reese 2001). Some liberalists were of the view that professionalism today is a problematic concept that is under the control and influence of different interest groups of those societies and the reality behind the fact is that those influences regulate the patterns of different areas (Reese, 2001). In all the democratic societies there exists a strong relationship between the state and its media and when there comes a question of how journalistic values prevail in such scenarios researchers have divided it into two groups i.e., the “power dynamic group” and the “operational group” (Hanitzsch, 2007). The former group addresses the direct relationship that exists between the state and its media and cover the values of independence, public service and autonomy and the roles of popular mobilizer and watchdog. Whereas the latter covers the routine journalistic practices of inclusivity, objectivity, impartiality, truth, immediacy and fairness with the roles of interpreters and disseminators (Hanitzsch, 2007). This shows that there exists a strong connectivity between professional roles and journalistic values when it comes to dealing with professionalism.

On the whole the study concluded that there is a strong connectivity between new media diversity and journalistic professionalism. Because new media platforms are the ones which are considered as a leading medium of communication through which maximum people are extracting information and news. Talking specifically about Pakistani society this medium is having a bigger impact and there is a list of cases in which one can clearly how professionalism is influenced when journalists indulge in consulting new media for information collection and sharing.

Similarly in the democratic states like Pakistan where there is a strong political and state influence, where freedom of media and expression is only of name where state censorship is still prevailing and journalists are facing severe threats and attacks, there is a dire need to focus on this interplay between new media and journalistic professionalism as it highlights why the usage of new media is taken as a compulsory element for journalist to follow and when they do so what challenges they face as a result of obtaining and sharing information on social media platforms. The concept of media liberation is always attached with the democratic societies as it favours freedom of expression, accountability and free access to information. But when it comes to reality the situation is not as encouraging as free and open access to information due to usage of new media without any barrier is somehow also taken as one of the factors that is reason behind chaos in societies.

### **5.1 Limitations of the Study**

The study contributes to the practical and theoretical world but contains some constraints. The limitations of the research study are as follows.

- The first limitation of the study is in terms of its theoretical implications where the study is limited to providing a baseline only rather than discussing the effects in detail. The study will give a start to future researchers to test the impact of new media journalism in detail.

- Secondly, the research is limited to providing policy implications for strategic planning only limiting the other factors for future research in Pakistani context.
- Thirdly, the study variables need further research in terms of their individual impact on new media journalistic practices like new media sources diversity and new media content diversity individually especially in the developing countries.
- The study is also limited to the data collection from major cities only and data was collected from the registered journalists only in their respective cities. Like in this study the data was collected from Islamabad Press club only and other cities of Pakistan where there are press clubs were not taken into consideration due to time constraints and budget restrictions which did not make it possible to reach the respondents from the other cities.
- The research is quantitative in nature. If the mixed-method approach had been applied, it would have produced more refined studies in comparison.
- Because the data was taken from limited samples, there could be issues of generalizability when applying it on other population.
- The data was collected using convenience sampling which might not represent the viewpoint of the whole population. Future researchers should collect data from more samples that cover the entire country rather than selected cities.

## **5.2 Policy Implications**

The study has the following policy implications.

- The study will help understand the use of new media practices in Pakistan where the trend of using digital journalism is on the rise.
- There is currently a lack of policy in terms of journalistic practices particularly new media journalism. The study will help in policymaking pertaining to the digital media journalistic practices.

- The use of new media source diversity and new media content diversity is a global phenomenon. Therefore, researchers from other countries could also try the same study in their countries and settings to test if there is a difference in the results.
- The research will also help in identifying the ways of spreading misinformation and how to control the blurring line between the spread of news and opinion.
- To measure the impact of new media on the journalistic profession, other dimensions of journalistic professionalism like regulators mechanisms and laws governing the profession can also be of great importance and provide an extensive review if considered.

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# Appendix

# APPENDIX

## A

## **Questionnaire Consent Statement**

You are invited here to participate in a research study on “Use of New Media diversity and its Impact on Journalistic Professionalism”. The goal of this research is to find out what journalists feel about the usage of new media and the way it is playing role in impacting the criteria of journalistic professionalism. The information obtained would be kept confidential and would be used for academic purposes only.

Your participation in this survey is voluntary. You are free to decline to answer any question you do not wish to answer for any reason. You will receive no direct benefits from participating in this research study. However, your responses may help us learn more about how the usage of new media has affected your working patterns and how you are balancing between your roles and responsibilities in this challenging environment.

There are no foreseeable risks involved in participating in this study other than those encountered in day-to-day life.

Thank you for your participation in the survey. Your feedback is very important for the completion of the research.

## Questionnaire

a) Gender

Male

Female

b) Age

18-25

26-33

34-41

42-49

50 and above

c) Qualification

Matriculation

Intermediate

Bachelors

Masters

Doctorate

Other \_\_\_\_\_

d) Experience (years)

1-5

6-10

11-15

16-20

21 and above

e) Media organization you are working for

Radio

Television

Newspaper

Wire service/ News Agency

Digital/Social

Any Other (specify) \_\_\_\_\_

f) Rank your answer from 0(Lowest) to 6 (Highest) to show your new media usage patterns:

1. As a journalist which new media tools you prefer to use from the list provided?

		0	1	2	3	4	5	6
a.	Facebook							
b.	Twitter							
c.	Instagram							
d.	LinkedIn							
e.	WhatsApp							
f.	YouTube							
g.	Other (specify)							

2. How often do you use new media platforms?

- a. Very often      b. Often      c. Undecided      d. Seldom      e. Not at all

3. Why you prefer to use the new media platforms as being member of a media organization

		0	1	2	3	4	5	6
a.	Organizational Demand							
b.	Socializing							
c.	For collecting and sharing news							
d.	For increased ratings							
e.	Audience demand							
f.	To go with the flow							
g.	Other (specify)_____							

4. The following specifications of new media are contributing to a greater extent in redefining journalistic professionalism (NM &JP)

S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	Convergence (intersection)					
b.	Interactivity/ collective					
c.	Personalization of content					
d.	Hyper textuality (texting having linkages of other text)					
e.	Diversity/ variety					
f.	Other _____					

5. Being an employee and social media user at the same time, you feel bound because of (NMD & JV)

S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	Institutional hierarchies					
b.	Institutional roles					
c.	Institutional Constraints					
d.	State Regulations					
e.	Ethical Values					

6. Reliance on new media diversity has impacted the journalistic professionalism because (MND & PR)

S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	It demands us to be more creative and alert					
b.	Workload has increased					
c.	News shaping routines are reshaped					
d.	Participatory journalism has crossed the boundaries of professional journalism					
e.	Breaking news syndrome decreased objectivity					
f.	Audience involvement in news construction is threatening gatekeeping					
g.	Organizational branding has increased					

7. Use of new media source diversity for information collection and dissemination has influenced the journalistic professionalism because



S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	It limits maintaining credibility as a trusted news source					
b.	It has weakened the agenda-setting power of media					
c.	Uncontrolled flow of fake news has increased distrust					
d.	Control in the hands of multiple sources has weakened reality checking					
e.	Inaccurate and one-sided news accounts are dominating professionalism					
f.	Protecting the anonymity of sources is becoming questionable					
g.	Increased political interference has influenced the source selection strategies					

8. Increased reliance on new media content diversity has impacted the journalistic professionalism because

S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	Dissemination of low-quality information is increasing					

<b>b.</b>	Content selection is now limited to popular topics					
<b>c.</b>	Fake news circulation is dominating the media systems					
<b>d.</b>	Hate speech and illegal content is increasing disinformation					
<b>e.</b>	Increased flow of unauthenticated information is compromising professional standards					
<b>f.</b>	Presence on multiple platforms resulted in the loss of productivity					
<b>g.</b>	Self-made realities are challenging the editorial systems					

**9.** The dynamics of journalistic professional roles are changing due to the strong influence of new media diversity because

S.N.		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	Watchdog is now more a guide dog					
b.	Pressure of deadlines is resulting in the loss of accuracy					
c.	24 hours news demand has weakened the quality of news.					

d.	Power pressures are influencing working patterns of the journalists.					
e.	State regulation is restricting the freedom of expression					
f.	Workspaces for multi-platform are missing					
g.	Fact checking becomes difficult.					
h.	Interactivity demands us to be more active					
i.	Detachment from the facts now appear out of the bloom.					
j.	Control over news making is declining					
k.	Personalized news feeds are dominating media ecosystems.					
l.	Hybrid media systems demands us to be active and passive at the same time.					
m.	Breaking news syndrome reduces the chances of being creative and innovative.					
n.	All time presence on social networks at times decrease our motivation levels					
o.	Pressure of Ratings increase sensationalism					

p.	Protection of source anonymity becomes questionable.					
q.	Financial and ideological motives influence decision making					
r.	Supporting national policies becomes politicized.					
s.	Workload dynamics are changed					
t.	Variety of new media tools make my job tough (Decision making in selection of news, opinions, slants etc)					
u.	Being part of hybrid media system challenge our following of editorial policies.					

10. New media diversity expansion has altered the spheres of journalistic values because

S.N		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
a.	Spreading of fake news effects news production					
b.	Filing stories at faster rate increase workload					
c.	Content selection demands us to be more dynamic					
d.	Fake news and identities increase confusions					

e.	Pack news stories increase defamation					
f.	Pressure of ratings decreases transparency.					
g.	“First to report” reduces meaningfulness of content.					
h.	Selection of news at times become limited to trends					
i.	Strict editorial guidelines bound us to limit reporting					
j.	Organizations demand quick content modifications					
k.	Public demands universal accessibility					
l.	State censorship and exposure to opposition increase pressure					

# **APPENDIX**

## **B**

## **Definitions of Key Terms**

### **1. Content Diversity**

A dispersion of the representation of ideas, perspectives, attributions, opinions or frames within a news product, and within the context of one issue.

### **2. Digital Media Platforms**

Digital media platforms are the websites, applications, and other digital channels, which are instrumental in sharing and distributing digital content. These platforms offer content creators a space to showcase their work and for users to discover, interact with, and disseminate that content. They facilitate communication, collaboration, and interaction between content creators and consumers, fostering a dynamic and interactive digital content landscape.

### **3. Digitization**

The process of converting information or data from analog format, like paper documents, into digital form, such as digital files or electronic records. It's like making a digital copy of something that originally existed in a non-digital form.

### **4. Fifth Estate**

The alternative media that keeps a watchful eye on the fourth estate, or traditional media. It is a socio-cultural reference to groupings of outlier viewpoints in contemporary society, and is most associated with bloggers, journalists publishing in non-mainstream media outlets, and the social media.

## **5. Journalism**

A set of practice, a collective of individuals, a profession, and an institution, and it has an important role in helping people make sense of their daily lives and of the ways they connect to the society at large.”

## **6. Journalistic Practices**

The act of gathering, processing and writing stories for public consumption through newspapers, radio and television.

## **7. Journalistic Professionalism**

“Professionalism” refers to a normative value system utilized by professionals in relation to their clients, work practices, and occupational socialization. The perspective implies several characteristics distinguishing professions from occupations: autonomy, exclusive knowledge, ethical codes of conduct, occupational ideals/culture, and altruistic features (i.e., to act in the public interest). Jointly, these values function as a framework for journalists in everyday practice, guiding and controlling them.

## **8. Journalistic Norms**

Journalistic norms are ideals of how journalism should be exercised. They usually take the shape of informal rules or guidelines. They contribute to a common occupational identity, help the superiors to discipline their subordinates, and ensure the quality of the media content. A journalist discovers and internalizes these norms during the professional education in the training school or the newsroom. This process is widely referred to as socialization.

## **9. Journalistic Values**

Journalistic values are the values that give meaning to journalistic work.



## **10. New Media Diversity**

The spread of new media in society in terms of ownership, use, political influence and economic structure. It is referred as the heterogeneity of new media content in the context of its characteristics.

## **11. Professional Roles**

This role of making sense of people's daily lives and society-at-large is connected to the self-perception of journalists and how they see their role in society.

## **12. Social Networking**

Social networks are websites and apps that allow users and organizations to connect, communicate, share information and form relationships. The use of these dedicated websites and applications to interact with other users, or to find people with similar interests to one's own comes under social networking.

## **13. Source Diversity**

The existence of numerous and diverse range of providers in the media landscape (Napoli, 2007)