

THE IMPACT OF SOCIAL MEDIA ON MEDIA PROFESSIONALISM

A CASE STUDY – DAILY MONITOR

BY

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DECLARATION

I, **Taremwa Edmond**, hereby declare that this research report has not been has not been submitted for degree award in any university or any higher institution of learning for academic use.

Signature: 

Date: 18-10-2013

Taremwa Edmond

APPROVAL

This report has been submitted with my approval as a university supervisor.

Signature:

Date:

Ms. Owade Joan

DEDICATION

I dedicate this research report to my parents, Mrs. Bessie and Mr. Patrick Behayo.

ACKNOWLEDGEMENT

I am highly indebted to my supervisor, Ms.Owade Joan, my lecturers, Mr. Mudoola Herbert and Mr. Matovu Mohammed for the assistance they rendered during my study and specifically for their guidance, which made all this success.

I also express my sincere thankfulness to all my course mates who were a source of encouragement during my period of study at Kampala International University, not forgetting my lecturers and other people who gave me a labour of love.

Above all, I have to thank God who has seen me through this entire struggle.

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LIST OF ACRONYMS AND ABBREVIATIONS

MUDs – Multiuser Domains

TV – Television

SMS – Short Message Service

ABSTRACT

This report focused on the impact of social media on media professionalism – a case study of Daily Monitor. Social media, as a topic has widely been researched on, however, less has been said about its impact on professionalism of media practice.

As opposed to traditional media, social media has got free participation of every individual and total freedom in regard to information flow.

The findings of the study reveal that there has been a direct, instant and continuous effect of social media on media professionalism.

Basing on the above deductions, the researcher recommended that Daily Monitor should regulate information flow especially from the public that comes through social media, only disseminate the appropriate one.

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CHAPTER ONE

1.0 INTRODUCTION

This chapter contains the background of the study, the purpose, the research questions, the statement of the problem and the conceptual framework.

1.1. BACKGROUND TO THE STUDY

Media today all over the world is faced with a problem of unethical and unprofessional and unethical behavior arising from the absolute freedom of participation posed by social media. From a global perspective, social media has greatly contributed to the current “global village”. Social media has connected the whole world and has allowed transmission of messages or information from people across different continents and countries. These are from people of diverse cultures, values and beliefs.

In Uganda for example, people have become so liberal in the way of transmitting information. This has come along with numerous pros and cons which have been associated with unprofessional dissemination of information. People, for example, attack each other and the government on *facebook* and *twitter*. This has been worsened by the creation of fake accounts on social networking sites, especially *facebook*.

The same has been witnessed within smaller settings like towns. People, in their respective areas of residence or work, have created groups on such channels that share common interests. In Kampala, for instance, without the use of traditional media, different people have freely disseminate information like news, announcements, gossip on such groups without any form of censorship or regulation.

With the emergence of social media, communication has changed from being one-to-many to being many-to-many. This model allows conversation between authors, people and peers. This has been characteristic of social networking sites like *Facebook*, *twitter*, *hi 5*, *Twoo*, *Interpals* and so forth.

Social Media has been defined in several ways by different scholars. Brian Solis (2006) defines it as the democratization of information, transforming people from content readers into publishers.

From this definition, one can see that social media links up people with each other that they no longer necessarily need to get informed by traditional media (TV, Radio and Print Media).

However, not everyone that communicates through social media knows the professional requirements that govern media practice.

1.2 STATEMENT OF THE PROBLEM

In media today, practitioners face challenges on how to maintain professionalism. The question is “Should traditional media operate without the aid of social media or should traditional media regulate the content of social media?”

Most media houses have found it impossible to operate without the aid of social media since it is a tool that allows in and out free flow of information, usually that is not restricted or censored. In addition, some media houses use social media to give their audience the chance to say what they couldn't have said themselves.

The major concern of the researcher was to find how exactly social networking is killing media professionalism, and then make recommendations on how professionalism can be enforced in media practice even with the existence of social media.

1.2 PURPOSE OF THE STUDY

The study was aimed at establishing areas or aspects in which social media is putting professionalism in mass media to an end.

1.3 OBJECTIVES OF THE STUDY

1.4 GENERAL OBJECTIVE

The overall objective was to establish the effect of social media on professionalism in Daily Monitor.

1.4 SPECIFIC OBJECTIVES

- a) To find out the policies at Daily Monitor and other media houses.
- b) To find out the effect of social media these editorial policies.
- c) To suggest means of incorporating these policies in social media content and to find out what social media is associated with at Daily Monitor.

1.7 RESEARCH QUESTIONS

- a) Are there editorial policies that govern or act as guidelines to media content?
- b) Has the existence of social media been mutual with such editorial policies?
- c) Can these two (social media and media professionalism) exist concurrently?
- d) Does use of social media make media practice professional?
- e) Are citizen journalists professional enough to disseminate information freely?
- f) What social media associated with at Daily Monitor?
- g) What recommendations would you give to make media practice professional with today's emergence of social media?

1.7 SCOPE OF THE STUDY

1.7.1 CONTENT SCOPE

The study focused on social media and how it affects media professionalism. This is in terms of ethical conduct, publication within the line with professional requirements, the law and content regulation among others.

1.7.2 GEOGRAPHICAL SCOPE

The study was carried out at Monitor Publications, *Daily Monitor's* headquarters at 8th Street Industrial Area, Namuwongo, Kampala district.

1.7.3 TIME SCOPE

The research was carried out from May to September, 2013.

1.7.4 SIGNIFICANCE OF THE STUDY

The researcher had a conviction that the research would be of the following objectives.

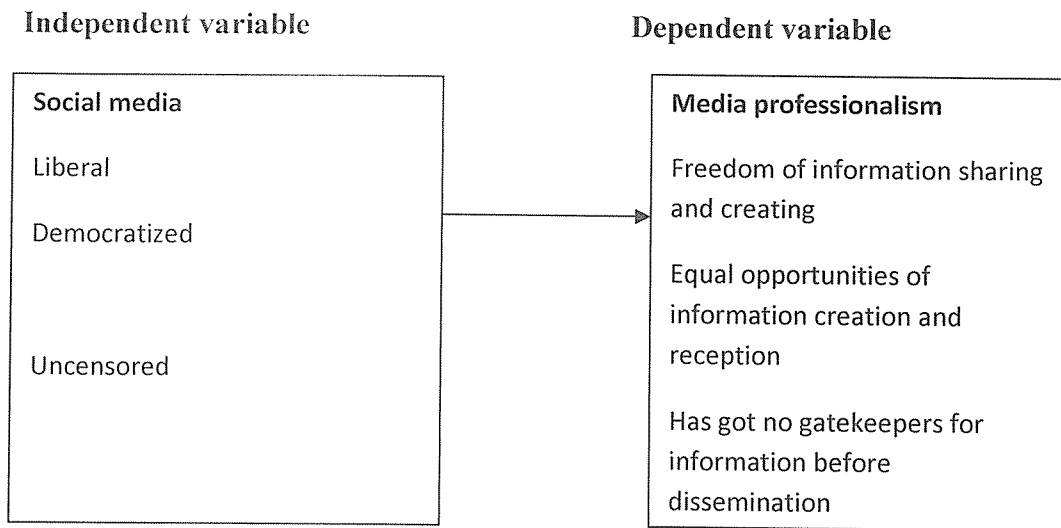
The research would contribute to media disciplines that pertain to media professionalization.

The research would help media houses on how to keep operating in the requirements of their profession.

It would also alert media managers on what is causing less professionalism in their employees (media practitioners).

The study will finally alert the public and the media on how best to make use of social media.

1.8 THEORETICAL/CONCEPTUAL FRAMEWORK



Mass media, being a challenging practice, received serious attention from earlier scholars. This gave birth to numerous theories in relation to what could make media practice professional, ethical and law abiding.

Mass Communication theories are explanations and predictions of social phenomena that attempt to relate Mass Communication to various aspects of our personal and cultural lives or social systems (Stanely. J. Baran, 2002).

With the emergence of social media today, media is largely operating in the libertarian theory, an idea that the media should operate freely (liberal) without any form of regulation or limitation)

The Libertarian Theory of Mass Media

The Libertarian Theory can be traced back in the 16th century Europe, an era when feudal aristocracies exercised arbitrary power over the lives of the people. International trade and urbanization around the same time had undermined the power of rural aristocrats. A variety of social movements emerged including Protestant Reformation that damaged greater freedom for individuals over their lives and thoughts (Altschull, 1990).

The theory arose in opposition of the authoritarian theory – an idea that that put the press under the control of a governing elite or authorities (Siebert, Peterson and Schramm, 1956). Authorities justified their control to protect and preserve a divinely ordained social order. In most countries, information/press control rested in the hands of a king, who in turn granted charters to the media

practitioners before they started practicing. In case of transgression, practitioners would be jailed and have their charters revoked. This implies that there was direct press censorship.

In opposition of this theory's mode of operation, early libertarians argued that if individuals could be freed from arbitrary limits, they would naturally follow the dictates of their conscience, seek the truth, engage in public debate and create a better life for everyone (Mac Quail 1987, Siebert, Peterson and Schramm 1956).

John Milton (1644) in a paper asserted that a fair debate, good and truthful arguments will always win out of the lies and deceit. This idea came to be referred to as "Milton's self righting principle", and continued to be widely cited by contemporary journalists as a rationale for preserving press freedom (Altschull, 1990).

However, most libertarians then had a rather unrealistic view of how long it would take to find truth and an ideal social order.

Stanly J. Baran (2002) argues that despite the priority given to communication it is important to recognize that many restrictions have been posed on communication and the press, and such restrictions have been negotiated over time. In some cases, the balance shifts towards expanding freedom, and at other times, freedom is curtailed. Whenever new media technologies are invented, it is very relevant to decide how they should be regulated.

He also asserts that the most common reason for limiting communication freedom is a conflict of basic rights. This, however, calls for limits, for example, publishers should not necessarily publish anything that will earn them profits, and there should be someone to enforce these limits the moment they are in place. These limits, however, are not instruments of press or information censorship.

The Libertarian Theory poses the following questions in regard to free communication and its effects:

1. Should media practitioners have total freedom?
2. What should be the limits to their freedom?
3. Should journalists publish anything as long as it will earn them profits?
4. Should there be laws that govern media content?

5. Are such laws a means of censoring information?

Roger Collier (2012) discussed assumptions of Social media and the libertarian theory:

Liberation of the media will yield free, fair and uncensored information flow.

Everyone shall be a communicator without necessarily securing permission from any authority

Media practitioners and other content creators are responsible enough to create and publish desirable information.

A fair debate, good and truthful arguments will always win out of the lies and deceit

The two do not take precaution for negative publications. Thus, violence, pornography, defamatory publications, publication of incorrect information and unbalanced information. These are key features in the professionalization of media practice.

On the other hand, however, social media and the libertarian theory contribute largely to the practice of journalism. They grant the media a free environment for practice. This gives the practitioners and other communicators a chance to freely publish whatever they want without any form of censorship. This in turn gives the information and retains what they attach to their previous values and beliefs (Katz, Lazarsa feld, 1995).

With the existence of many publisher, there is less and at times no effect of biased or unbalanced reporting. Each of the publishers will always publish their side of the story basing on the different aspects, thus, their opinions, social or political afflictions.

1.9 REASEARCH HYPOTHESIS

- i. Control and regulation of information in social media will improve on professionalism as opposed to total freedom.
- ii. Considerable censorship of information flow in social media reduces the spread of erroneous information.
- iii. Sensitizing the masses on the proper use and the benefits of social networking could reduce the evils caused by its abuse and misuse.
- iv. Individual responsibility of any information, for instance defamatory and abusive information also instills fear, therefore enforcing proper use of social networking.
- v. The control of social networking channels by their administrators leads to proper and professional use of such sites.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter contains a critical review of previous studies according to the various researchers and scholars relating the same area of study.

It is a review of the issues that will be discovered and studied relating to social media and media professionalism.

2.1. DEFINITION OF KEY CONCEPTS

Brian Solis (2006) defined social media as the democratization of information, transforming people from content readers into publishers. He refers to it as a shift from a broadcast mechanism, one-to-many, to many-to-many model, rooted in conversations between authors, people and peers.

Wikipedia the Free Encyclopedia defines social media as the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Traditional media refers to the old and usually archaic way of disseminating information involving only one way communication. It may also refer to the media used before the advent of technological advances like the internet and televisions (ask.com).

Professionalism refers to the conduct, aims, or qualities that characterize or mark a profession or a professional person (Encyclopedia Britanica).

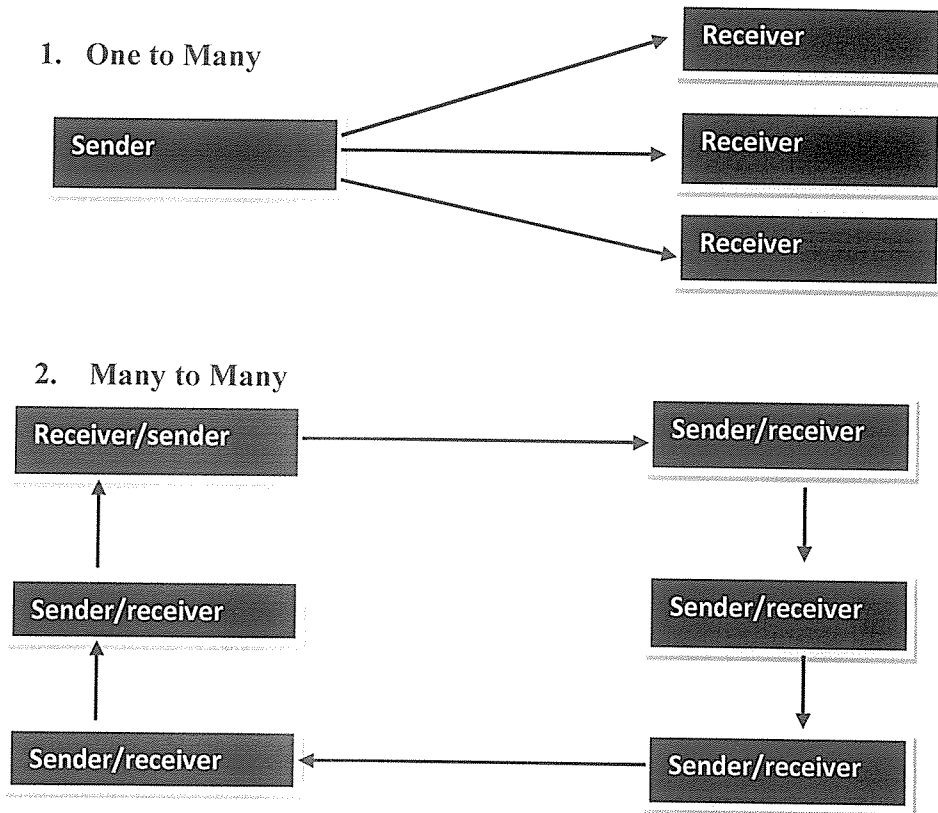
2.3 UNDERSTANDING OF SOCIAL MEDIA

Social media in lay man's language would be understood as the channels of communication that link up people, especially the internet. This specifically would refer to social networking sites like, *Myspace*, *Skype*, *hi. 5*, and so forth (William Gibson, 2000).

This however, would include text messages, teleconferencing and other channels that link up people.

However, for to qualify to be called social media, it has got to be democratized or liberal linking up people worldwide and allowing the exchange of information from (and to) anywhere, sharing and reception of feedback.

Figure 1. Showing the modes of information flow in social and traditional media.



In addition to this argument, William Gibson 2000 looks at internet audiences as content creators. According to him, at any time or at the same time, a person may be reading content and creating content as well. He gives e-mails and chartrooms as obvious examples of online users. These are both audiences and content creators. However others exist as earlier mentioned and explained. For instance, multiple user domains (MUDs) allow entire interactive realities to be screens that have multiple open windows to allow users to “read” one site while creating another, sometimes using the jus-read material.

2.4 EDITORIAL POLICY

According to Sarah Rosenshine (2012) in the *The New York Times*' editorial policy, , *The New York Times* to have been a steadfast beacon of truthful reporting since printing began in 1851. The newspaper's slogan, "All the News That's Fit to Print", she says, applies well even to this day, though its definition of "fitness" has evolved as decades have progressed. It is with this in mind that we are making an important announcement. In a medium that not only prides itself on conciseness, but is rooted in it, it is absurd to waste entire strings of words and even sentences avoiding a particular word for example, "fuck."

There will, of course (with the editorial policy), be rules regulating our use of the word, as with all journalistic style. It won't be used for example, in the sentence "Paul Krugman is a motherfucking badass." Unless, of course, someone starts a *Tumblr* by that name, in which case the newspaper will use it, and spare the reader the construction "a *Tumblr* named for Nobel Prize-winning economist Paul Krugman punctuated with an intensifier depicting incest of the Oedipal variety." Because that's stupid, and everyone knows it.

How Music Works: better than ever, and now in paperback!

This brings us, she says, to the subject of *Tumblr* blogs in general, because if we must dedicate a "Style" article to every third *Tumblr* in existence (and we must) "fuck" is an integral part of this geography. And so we will use it there. We won't use it in the phrase "The fucking *New York Times* pay wall" because that would require acknowledging the highly flawed and unnecessary scheme of ours in something other than an advertisement, and that we simply will not do.

And when we choose to profile a band or a book with the word, because we live in an era where that happens now, we're just going to write it. We won't say, "a band with an unprintable name" and come up with wink-y article titles that dance around the subject, like "Group With Procreative Name Is Pro-Creative." We'll just print "fuck" and move on, like grown-ups.

This new policy will also allow us the opportunity to print Neil deGrasse Tyson's bi-weekly rants about Pluto's status as a planet in full, a welcome change from the tempered and toothless versions we've presented so far.

The newspaper won't use it in some sections like wedding features because that would be insensitive, even though readers know every article could accurately conclude with the happy couple going to take part in the very act depicted by the word we have now resolved to print on occasion.

This can be used in quotations, titles, and excerpts. It can rarely be used as an adjective.

This is done because if readers can handle headlines like "Thousands Dead and Mangled in Massacre" they can handle the word "fuck" once in a while. This is also done because it's ridiculous to live in a profane world with no profanity. It isn't some Unforgivable Curse from *New York Times* Best-seller *Harry Potter and the Goblet of Fire*. Printing the word "fuck" isn't going to condemn anyone to death. We cover homicides, bombings, earthquakes, and the rest of the staggering list of terrors perpetrated on humans by one another and by God. Surely the public finds these concepts more upsetting than a simple word. No more fecklessness by fuck-less-ness. We are the fucking *New York Times*. We print "fuck" now.

2.5 EFFECT OF SOCIAL MEDIA ON EDITORIAL POLICIES

Kasia Mikoluk (2013) conducted a research on the advantages and disadvantages of social networking, asking, "Should You Spend More Time Connecting Online?"

She describes social networking as the hottest online trend of the last few years. Not only do social media sites provide a way to keep in contact with friends, but they can also offer opportunities for professional online networking. Social networking could be advantageous for your career, but there are also disadvantages to consider.

This research portrays the following as the general pros and cons of social networking which also pose either a threat or advantage to traditional media practice and editorial policies:

Social networking offers many benefits. It is now easier than ever to keep in contact with old friends and colleague directly. The professional networking site LinkedIn even allows users to request introductions to business people who are known to their contacts. The potential of this enhanced connectivity is huge; whereas once you would be left sifting through business cards after a networking event, trying to remember details about each person, you can now easily look up a connection's credentials and business interests on their social media profile.

LinkedIn is a particularly valuable business tool; over 200 million people are members, including hiring managers from many top companies. Your profile is designed to function as an online resume, detailing your education, career history (with recommendations from your colleagues), and creative portfolio. The platform encourages users to connect with people working in their organizations, and to endorse their colleagues for the skills they display in their daily work. You can learn how to take advantage of all that LinkedIn has to offer with this LinkedIn Training Course.

Social networking is particularly vital for entrepreneurs. Freelance journalists and other freelancers can find contacts via professional groups on LinkedIn and Twitter, while business owners can make use of the large user bases of *facebook* and *twitter* to market their products and services. *facebook* has a range of services designed to help businesses market themselves more effectively, including the ability to target advertising at the precise demographic groups that are likely to respond favorably. Find out how to Create a Successful Facebook Advertising Campaign with this free online course.

What about Twitter? Business owners can also use this service for effective promotion, as explained in this Twitter for Business online course.

Mikoluk discusses the Disadvantages of Social Networking as follows:

The primary disadvantage of social networking is that most people do not know how to network effectively. As a result, the few benefits they get from their networking activity are not worth the time invested. The best way to avoid being disappointed in this way is to decide on a strategy for using social sites, and stick to it. For example, if you are going to use Twitter to draw attention to exciting new content on your website, then resist the temptation to waste time tweeting about unrelated topics. Stay focused on what you want to achieve and don't let yourself get distracted.

Kasia Mikoluk mentions the golden rule of social networking being to avoid putting anything online that could reflect badly on you or your business. Pictures of you acting unprofessionally could harm your chances of getting a job, or make a poor impression on a new client. If you want to use a social media site for personal as well as professional networking, consider creating a separate account under a nickname, so you can keep your professional account clean.

2.6 INCORPORATING EDITORIAL POLICIES WITH SOCIAL MEDIA

BurrellesLuce (2010) a media industry expert, in her research, *Social Media and Traditional Media Working Together*, explains how social media can work together with traditional media.

Social media and traditional media coverage can work together to give you great media coverage and business results. At the Powering Progress: 2010 PRSA International Conference in Washington, DC last week, Michael McDougall, Bausch & Lomb, Catherine Dunkin, The Standing Partnership and Nicole Ravlin, PMG Relations, presented case studies and personal experiences backing this statement.

She gives examples:

Example 1: The lively interactive hour included several examples and ideas for gaining coverage for clients. A recent well-known example is the Old Spice campaign, where Isaiah Mustafa, Old Spice pitchman, answers Twitter and Facebook questions via videos. The videos were timely and funny, and lead to huge amounts of mainstream media coverage.

Example 2: Many people were shocked last year, when Pepsi announced they would not advertise during the Super Bowl. Instead, they agreed to donate the money to charities, and the public could nominate and vote on where the money should go. The Pepsi Refresh Project garnered Pepsi massive coverage via social media buzz, which lead to mainstream media coverage.

Example 3: Vermont maple syrup and bacon seller Dakin Farm has been able to trace the ROI to their social media posts. They started with a blog and then moved to video. Recorded with a Flip camera, the videos on their YouTube channel and their blog have significantly increased bacon sales. Ravlin suggested using these kinds of videos to show the broadcast media producers the camera-readiness of your spokesperson.

Example 4: In a discussion previously on the *BurrellesLuce Fresh Ideas* blog, incorporating geo-location social media into a campaign is new and a struggle for some organizations. But Boloco, a regional burrito restaurant chain, successfully used Foursquare to drive business and gain print and broadcast coverage. Each location's "mayor" was given a VIP card good for prizes. If a new mayorship is awarded, Boloco invited both the incoming and outgoing mayors to lunch for handing over the VIP card. The promotion drew the attention of local newspapers and TV stations, which lead to increased traffic and sales.

How are you using social media to help you drive coverage in mainstream media? Do you have any suggestions or tips?

CHAPTER THREE

METHODOLOGY

3.0. INTRODUCTION

This chapter gives an overview of how the research was carried out. It will provide the description of the research design, study population, geographical area of the study, research sampling procedures, data collection methods and instruments, data processing and analysis study budget and limitations.

3.1 RESEARCH DESIGN

An explanatory research design was used to establish the impact of social media on media professionalism.

3.2 STUDY POPULATION

The target population was the journalists of Monitor Publications in different departments. These departments included the editorial, pre-press, online publication, circulation management, accounting and IT.

3.3 SAMPLE SIZE

The study involved a sample of 25 respondents from different departments of the company and at different levels. The reason for picking from different departments was because the company has got practitioners allocated in different departments and not only editorial. This sample was chosen because of the large population who not all could be included in the study due time and speculated financial constraints.

3.4. SAMPLING PROCEDURE

Purposive sampling is a sampling technique where members of the population are chosen based on their relative ease of access. Such samples are biased because researchers may unconsciously approach some kinds of respondents and avoid others (Lucas, 2013). The researcher used purposive sampling because the information needed was expected from definite people.

3.5 SOURCES OF DATA

The researcher studied the impact of social media on media professionalism at Monitor Publications using primary sources, the journalists of Daily Monitor a local daily newspaper. This data was collected by the use of research questionnaires.

3.6 DATA COLLECTION INSTRUMENTS

Questionnaires were administered to the respondents in order for the researcher to obtain data on social media and media professionalism.

3.7 DATA PROCESSING AND ANALYSIS

All the collected data was compiled in a systematic form of consistency, edited and then analyzed. Thus qualitatively and quantitatively. This was done through calculations. It was further be analyzed qualitatively by explaining the relationship between social media and media professionalism.

3.7.1 EDITING

The primary data was thoroughly edited for completeness and correctness. This helped in ruling out the errors and ensuring uniformity.

3.8 CONSTRAINTS/LIMITATIONS

There was a problem of finances during my movements to meet my respondents. The researcher however, improvised and used the little money he had on me to complete the entire research.

The researcher also faced a problem of equipment. This was mainly stationery for my personal use and for his respondents. This, the researcher solved, by working on soft copies by using my laptop.

The researcher also had a problem of clashing schedules. His university schedules were most of the times colliding with his respondents'. This delayed the entire research and made some of his respondents cancel the whole program until I had to replace them with others.

Reception. Some of the respondents were not as approachable, and tended to be very inquisitive on why the researcher was carrying out the research. In addition, some of the respondents feared that their information would be disclosed and felt unsafe. I had to assure them that they were very safe and that their information was very confidential, and it was not to be revealed to anyone.

The researcher also found a problem in his literature review as there wasn't yet much information published on social media. I got my information from very scarce sources like the available textbooks and the internet. I also solved this by visiting media houses' resource centers.

3.9 ETHICAL CONSIDERATIONS

Before going reaching the respondents in the field, the researcher secured authorization from the Chief Sub-editor at Daily Monitor after presenting my university identification and having my questionnaires perused through thoroughly by him.

The questionnaires did not include the names of the respondents for the issue of security and confidentiality of the information attained.

The researcher gained information at free will without compulsion or forcing of respondents, and after the collection of data, questionnaires were wiped out so that other people may not access the information for privacy purposes.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 INTRODUCTION

This chapter contains the findings of the study on the impact of social media on media professionalism. In this chapter figures and tables were used to represent the findings of the study easily.

4.1.0 FINDINGS OF THE CHARACTERISTICS

4.1.1 GENDER

Table 1: Distribution of Gender in Daily Monitor

Gender	Frequency	Percentage (%)
Female	4	16
Male	21	84
Total	25	100

SOURCE: Primary data:

From the table, 84% of ten respondents were male while 16% were female. Therefore it is clear that participants in this study, the majority were males and actually, males were more than female at Monitor Publications. However, the researcher tried his best to include both sexes.

4.1.2. AGE.

Table 2 Showing Respondents by Age

Age in years	Frequency	Percentage (%)
Between 20 and 30	8	32
Between 31 and 40	13	52
4 and above	4	16
Total	25	100

SOURCE: Primary data.

It is clear from this table that 52% of the respondents were between 31-40 years.

32% were between 20 and 30, 16% were over 41 years of age. It was therefore deduced that the majority of the employees were in youthful stage (Below 40 years). This means Monitor Publications employees are productive workers.

4.13. DEPARTMENTS

Table 3: Departments of respondents

Dept	Frequency	Percentage (%)
Editorial	4	16
Pre-press	5	20
Accounting	5	12
I.T/online	3	12
Circulation	2	8
PR	1	4
administration	5	20
Total	25	100

SOURCE: Primary data

These findings reveal that there are several departments that were included:

Pre-press, editorial, administration and accounting participated most, each with at least 16% while RP and circulation participated least with 1 and 2% respectively.

It was in the research's interest to involve all departments because all departments were found to have professional and potential practitioners.

4.1.4. EDUCATION BACKGROUND

Table 4. Respondents on the education levels

Respondents	Frequency	Percentage (%)
O-level	—	—
A-Level	—	—
Certificate	—	—
Diploma	5	20
Degree	15	60
Masters	5	20
Total	25	100

SOURCE: Primary data

It was established that the education level was very important.

60 percent of the respondents had a Bachelor's Degree, 20% had a Masters degree and 20% had a diploma. This implied that Monitor Publications has well qualified and knowledgeable practitioners. This can be justified by the fact that 80% had at least a Bachelor's Degree.

4.1.5. LENGTH OF SERVICE

This research established that the duration of workers at Daily Monitor was vital, and it runs as follows:

Table 5: Length of service of Respondents

Duration	Frequency	Percentage (%)
Less than a year	7	28
1-3 years	10	40
4-6 years	3	12
7 years and above	5	20
Total	25	100

SOURCE: Primary data.

40% of the respondents had worked with Monitor Publications for more than one year but less than 3 years, 26% had worked for less than one year and 32% worked for more than four years. 20% had worked for more than 7 years.

The majority of the respondents (68%) have been employed for not more than 3 years at Daily Monitor, Namuwongo offices. This was realized to be that most workers have worked with Monitor publications for a number of years, but at different stations.

4.1.6. EDITORIAL POLICY

One of the objectives was to find out about the existence of editorial policies at Daily Monitor that act as guidelines to their content and professionalism. The researcher found out how many were in favour and how many were opposed to the policies.

Table 6: Editorial policy

Respondent	Frequency	Percentage (%)
In favour	20	80
Opposed	5	20
Not sure	_____	_____
Total	25	100

SOURCE: Primary data

80% of the respondents were in favour of the editorial policy while 20% were opposed.

This implies that editorial policies to some extent compromise on some people's interests and expectations.

4.2.1 Table 7: The Relationship between Social Media and Editorial Policies at Daily Monitor.

Response	Frequency	Percentage (%)
Mutual	1	4
Contrary	24	96
Not sure	_____	_____
Total	25	100

SOURCE: Primary data

Bigger percentages (96%) of the respondents suggest that social media is not mutual with their editorial policies, requirements. 1% however, say that social media and the editorial policies are mutual.

4.1.7. COMPATIBILITY

Table 8: Compatibility of social media and medial professionalism.

Response	Frequency	Percentage (%)
Compatible	9	36
Incompatible	16	64
Not sure	_____	_____
Total	25	100

SOURCE: Primary data

36% of the respondents declare that social media and media professionalism are compatible, media can still be professional.

However, 64% of the respondents disagree-they say that the two, social media and media professionalism are incompatible. In other words, according to 64% of the workers at Daily Monitor, there cannot be professionalism in the media with the existence of social media.

4.1.8. PROFESSIONALISM OF CITIZEN JOURNALISTS

Table 9: Responses on the professionalism of citizen Journalists.

Response	Frequency	Percentage (5%)
Yes	1	4
No	24	96
Not sure	—	—
Total	25	100

SOURCE: *Primary data*

4% of the respondents at Daily Monitor declare that citizen Journalists are professional, while 96% say that citizen Journalists are not professional for the practice, thus to disseminate information to the readers freely.

4.1.8. SOCIAL MEDIA AT DAILY MONITOR

Table 10: What is social media associated with at Daily Monitor?

Response	Frequency	Percentage (5)
Erroneous publication	11	44
Defamation	9	36
Press freedom	2	8
Accountability/Answerability	3	12
Total	25	100.

SOURCE: *Primary data*

44% of the workers say that social media at Daily Monitor is associated with erroneous publication. 36% associate social media with defamation.

The other fraction is positive, however, as 8% associate social media with press freedom and 12% associate it with the publisher's accountability and answerability.

4.2.0. Ways of Making Social Media Professional in Media Practice

The respondents at Daily Monitor suggested various ways in which social media can be used professionally in media practice. OR: ways in which social media can have a positive impact on media professionalism.

They suggested that:

Media content that is published on social media especially social networking sites like *facebook* should be regulated by a central body and controlled. Undesired information, they suggest, should not be approved or uploaded for the public to read.

Bad language especially abusive, obscene and other unfriendly words should not be allowed to freely appear on social networking platforms. These can be regulated automatically so that in a bid to protect information readers from unprofessional publishers. This can also teach the rest of social network users the desired and rightful language to use.

Traditional media, thus TV, Radio and print media should use aid from social media in a highly selective manner. For instance they should not publish or let out unprofessional and unethical content from *facebook*, *twitter* and any other channels like SMS to their audience.

The public should be equipped with basic knowledge regarding the ethics or guidelines of information dissemination. This is necessary in the digital age where everyone is a communicator or “journalist”.

Personal accountability. People should be individually accountable and answerable for abusing communication platforms. This can act as a measure to make people precautionous in the moves they make before transmitting any information.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. INTRODUCTION

This chapter consists of a summary of the main findings of the study, the conclusions and the recommendations thereafter.

5.1SUMMARY

Most of the respondents (media practitioners) at Daily Monitor declare that social media compromises on professionalism in media practice.

Majority of the respondents assert that media professionalism and social media are not mutual and cannot exist concurrently. This is because social media's mode of publication or communication is totally contrary to their editorial policies.

Majority of the respondents also describe social media as so liberal and unprofessional and associate it with "erroneous publication" and defamation.

A big number also did not approve of citizen journalists being let to freely disseminate information as they lack the skills and ethics of proper publication.

A bigger number of the respondents also asserted that social media's information flow is contrary to their house's (Daily Monitor's) editorial policies.

5.2 CONCLUSION

From the above summery, the researcher confidently drew the following conclusions:

There is a serious necessity to control the use of social media's mode of information flow. Social media, however much it has granted the world freedom of content creation and dissemination, has poisoned people with its untrue, inaccurate, biased and indecent information. This has been because there being no gatekeepers, unlike the case with traditional media where news is read and edited before publication. Social media has made everyone his/her own content creator, publisher and editor.

Social media has got no regulation regarding users and the content they create and publish. It is therefore up to the content readers and creators to have self regulation. Without social responsibility, the society will derive more harm than good from social media.

However on the other hand, social media has been advantageous because it has become a platform through with everyone can speak to the world, either directly, indirectly, or through traditional media (because the two have become symbiotic). In other words, today, traditional media uses the aid of social media to reach out and also get feedback from their respective audiences.

5.3 RECOMMENDATIONS

Considering the findings and conclusions made, the following recommendations were suggested:

REGULATION OF SOCIAL MEDIA

There is need to regulate the use of social media and in its publications. For instance not all feedback got from respective audiences should be directly read out to the audience on air or published in newspapers by traditional media.

REGULATION OF LANGUAGE

Social media channels, thus websites, phones or telecommunication companies should have an automatic language checking tool or technology. Coarse language, which usually contains obscene words and threatening language should be blocked or disabled from publication. This should be a form of censorship.

SELECTIVENESS OF TRADITIONAL MEDIA

Traditional media also should be selective on which channels o social media it uses. Media houses should prioritize the users and channels that are not far from the requirements of their editorial policies.

SOCIAL RESPONSIBILITY

There should be general social responsibility regarding the consumption of social media content as in the previous parts of the research, respondents assert that citizen journalists are not professional enough to disseminate information to the public. This implies that the public is receiving “unfiltered” information which it is supposed to filter by itself (the public).

EDUCATION

The public should be equipped with the basic knowledge regarding professional and harmless communication. This will reduce on the level of destructions citizen journalists are posing to the world.

5.4 PROPOSED AREA FOR FURTHER RESEARCH

The researcher, in his own view, suggests that research should be carried out to assess the impact of democratization of media on media content.

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APPENDICES

APPENDIX I

RESEARCH QUESTIONNAIRE FOR VIEWS ON THE IMPACT OF SOCIAL MEDIA ON MEDIA PROFESSIONALISM

Dear respondent,

I am Taremwa Edmond, a student of Kampala International University pursuing a Bachelor's Degree in Mass Communication. I am conducting a research on the topic, **"The Impact of Social Media on Media Professionalism."** The study is due to a fulfillment of being awarded the above degree.

I kindly request for your contribution to the study, which will enable me accomplish my studies. I promise to treat the data of your response in a confidential way and for academics only.

Answer by ticking the appropriate box by filling in the spaces provided where necessary.

1. Gender
(a) Male ☐
(b) Female ☐
2. Age group
20-30 years ☐
31-40 years ☐
41 and above ☐
3. How long have you worked with Daily Monitor?
(a) Less than a year ☐
(b) 1-3 years ☐
(c) 4-6 years ☐
(d) 7 years and above ☐

4. Tick your highest qualification.

- (a) O-level ☐
- (b) A-level ☐
- (c) Certificate ☐
- (d) Diploma ☐
- (e) Degree ☐
- (f) Masters ☐

5. Tick the department you work in.

- (a) Editorial ☐
- (b) Pre-press ☐
- (c) Accounting ☐
- (d) IT/Online Publication ☐
- (e) Circulation ☐
- (f) PR ☐
- (g) Administration ☐

6. How long have you worked with Daily Monitor?

- (a) Less than a year ☐
- (b) 1 to 3 years ☐
- (c) 4 to 6 years ☐
- (d) 7 years and above ☐

7. Are there editorial policies that govern or act as guidelines to media content, and are you in favour of these policies?

Yes. ☐

No. ☐

Not sure ☐

8. Has the existence of social media been mutual with such editorial policies?

Yes. ☐

No. ☐

Not sure ☐

9. Can these two (social media and media professionalism) exist concurrently?

Yes. ☐

No. ☐

Not sure ☐

10. Are citizen journalists professional enough to disseminate information freely?

Yes. ☐

No. ☐

Not sure ☐

11. What is social media associated with at Daily Monitor's day-to-day operations?

a) Erroneous Publication ☐

b) Defamation ☐

c) Press freedom ☐

d) Accountability/answerability ☐

12. What recommendations would you give to make media practice professional with today's emergence of social media?

Thank you for your cooperation