

CITIZEN JOURNALISM AND PRINT MEDIA INDUSTRY IN UGANDA

BY

MPUNGU MULUTA


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**A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF HUMANITIES AND
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DECLARATION

I, Mpungu Muluta a student at Kampala International University, college of humanities and social sciences, department of Mass communication, hereby declare that this work is entirely mine and it has never been submitted anywhere for any academic award or publication. However, authors and researchers whose work was referenced been acknowledged as indicated in the bibliography.

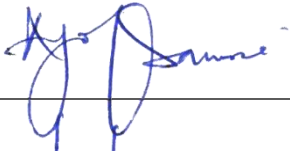
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APPROVAL

This is to certify that this research report has been submitted for examination with my approval as a university supervisor.

SUPERVISOR: DR. AYODEJI AWOBAMISE

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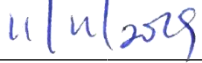
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TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
LIST OF TABLES	vi
ABSTRACT.....	vii
CHAPTER ONE	1
INTRODUCTION	1
1.0 Back ground	1
1.1.1 Historical background.....	1
1.1.2 Theoretical perspective	4
1.1.3 Conceptual perspective	4
1.1.4 Contextual perspective.....	5
1.2 Problem Statement	5
1.3 purpose of the Study	6
1.4 Specific Objectives	6
1.5 Research Questions	6
1.6 Assumption	6
1.7.0 Scope of the Study	6
1.7.1 Geographical scope.....	6
1.7.2 Content scope.....	7
1.7.3 Theoretical scope	7
1.8 Significance of the Study	8
1.9 Definition of terms	8

LITERATURE REVIEW	10
2.0 Introduction.....	10
2.1 Theoretical review:	10
2.1. 1 New Media Theory	10
2.1.2 The Public Sphere Theory.....	12
2.2 Conceptual Framework.....	13
2.3 Review of related literature.....	14
2.3.1 Challenges posed by citizen journalism on main stream media.....	14
2.3.3 Journalists’ Perceptions on News bloggers.....	19
2.4 Related studies	21
2.4.1 Concept of Citizen Journalism and print media.....	21
2.5 Research Gaps.....	22
CHAPTER THREE.....	23
METHODOLOGY	23
3.0 Introduction.....	23
3.1 Research Design.....	23
3.2 Study Population.....	23
3.3 Sample size	24
3.4 Sampling Techniques.....	24
3.7 Validity and Reliability of the instruments	26
3.7.1 Validity	26
3.8 Data Collection Procedures.....	27
3.9 Data Analysis	27
3.10 Ethical considerations	27

CHAPTER FOUR.....	29
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	29
4.0 Introduction.....	29
4.1 Profile Characteristics of Respondents	29
4.2 Challenges Posed by Citizen Journalism	31
4.3 Print media response to challenges of citizen journalism	33
4.4 Factors that influence citizen journalism practice in Uganda	35
4.5 Perception of print media towards the practice of citizen journalism.....	38
CHAPTER FIVE	41
DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	41
5.0 Introduction.....	41
5.1 Discussion of Findings.....	41
5.2 Conclusion	43
5.3 Recommendations.....	45
REFERENCES	48
APPENDICES	54

LIST OF TABLES

Table 3.1 showing the sample size Distribution	24
Table 4.1 Profile Characteristics of Respondents	30
Table 4.2: Descriptive statistics on challenges of posed by citizen journalism.....	32
Table 4.3 Descriptive statistics on how newspapers respond to challenges posed by citizen journalism.	34
Table 4 .4 Descriptive statistics on factors that influence citizen journalism practice in Uganda.	36
Table 4.5 descriptive statistics on how print media perceive the practice of citizen journalism.	39

ABSTRACT

This research takes a critical look at challenges of citizen journalism in Uganda. It also tried to establish the factors that have influenced the increasing growth and popularity of citizen journalism. Citizen journalism for the purpose of this research was limited to blogging. Blogging has become a channel through which people share ideas, news, advice and analyses on different happenings in the society. The practice has turned out to be journalistic, with a good number of bloggers running authoritative and influential blogs, where thousands of people flock for information. In Uganda, blogs are now a permanent fixture in the media environment as their popularity grows, with bloggers holding influence on political, economic and social discourses. Their growing influence has made bloggers share audiences with traditional media (newspapers).

This study tried to identify challenges posed by blogging on print journalism and how journalists respond to new threats. The study also sought to identify the factors that have influenced citizen journalism (Blogging) in Uganda and how journalists perceive bloggers.

The study was guided by the following research questions: (i) what challenges citizen journalism has posed to print media industry in Uganda? (ii) How newspapers respond to challenges posed by citizen journalism in Uganda? (iii) What factors that influence citizen journalism practice in Uganda? (iv) How print media industry perceives citizen journalism practice in Uganda?

To achieve these objectives, descriptive survey and cross-sectional designs were carried out.

The research sampled 80 journalists in five media houses in Uganda, namely Bukedde, New Vision, Daily Monitor, Red Pepper and Observer. To put this research in perspective, New Media and Public Sphere Theories were briefly examined.

The findings reveal that there are some threats posed by blogs on print media, but most journalists read blogs because they find information on the sites useful and they are now getting ideas for their stories from the sites. The study concluded that bloggers are not journalists but their work is very important in complementing the work of journalism.

CHAPTER ONE

INTRODUCTION

1.0 Back ground

The chapter introduces the study. It describes the background of the study, the statement of the problem, scope of the study, objectives, research questions, significance of the study and the definition to key terms used in the study.

1.1.1 Historical background

The communication field has witnessed a state of change. Because of the influx of new media technologies which give more control to the user, the notion of mass communication is undergoing challenges (Severin & Tankard, 2000). One effect of the changes in technology is that people no longer think of main stream channels like radios and televisions as sole systems, disseminating essentially the same information to everyone. This evolution in communication has led to what mass media scholars like: (Albaran, 2009); Baran & Davis, 2006); Mc Quail, 2005) have referred to as participatory media or alternative media where the power to govern the public sphere no longer belongs solely to the media (Nguyen, 2006). A combination of many technological and social developments in the past few years has resulted into a shift of news production from an institutionalized industry into a mode of popular expression (Nguyen, 2006). Media companies today involve citizens to contribute to information. For example, *I- Report*” which is unique to Cable News Network (CNN) is a typical example (Channel, 2010). It allows the public or citizens to share and submit unfiltered content. Vetted submissions that are deemed newsworthy can then be broadcast across networks and published on CNN.com. In crisis and conflict areas, marginalized groups use the internet to express their grievances. Websites such as www.groundsview.org in Sri Lanka, www.citizeneye.com in Pakistan, contain views directly from citizens. These are contacted by mainstream newspapers and television channels in respective countries wanting to use those contributions as news sources (Meyer, 1995).

During Arab Revolutions of 2011, Radsch says that throughout the Arab World, citizen journalists have emerged as the vanguard of new social movements dedicated to promoting human rights and democratic values (Radsch, 2011). Hamady, (2008) states that the wave of citizen media was already sweeping through the Arab world to produce and disseminate their journalism and opinions faster than main stream media could do. By 2005, media professionals realized that they were being confronted with unknown bloggers who were changing the Arab media landscape. They ignored the ethical challenges and instead started to incorporate their tips in their coverage, to chase the same stories (Hamady, 2008). In UK it is noted that citizens use websites such as YouTube, MySpace and Wikipedia as platforms where they publish online their own comments, photos and videos (Thurman and Hermida, 2008).

During the London bombings of July 2005, Thurman adds, the British Broadcasting Corporation, (BBC) received 22,000 emails and text messages, and 300 photos from citizens. The dramatic stills and videos dominated BBC TV newscasts. It was the first time that such material had been considered more newsworthy (Thurman et. al, 2008).

During September 11, 2001 many eyewitness accounts of the terrorist attacks on the World Trade Center came from citizen journalists. Images and stories from citizen journalists close to the World Trade Center offered content that played a major role in the story.

In Zimbabwe, citizens have used the Kubabana web blogs to blog for democracy by publishing civic and human rights information. This was particularly used during the presidential election run-off campaign of April-June 2008 (Moyo, 2011). According to Moyo (2011), the incapacitation and subsequent decapitation of the mainstream media as watchdogs and custodians of the public good and active citizenship, culminated in the development of alternative online media platforms where citizens produced and disseminated news and reported stories about the harsh realities of Zimbabwean life and politics.

In Egypt, Egyptian state media houses were publishing previous president Mubarak Mohammad Hosni's regime propaganda for Egyptians. As a result, Egyptians found social media channels like Face book and Twitter as good platforms to make popular campaigns against Mubarak's harsh rule. As an example, most of Egyptian activists were communicating through social media channels like Face book and blogs. Because of this, people found another way through

social media and blogs, than depending on what was presented by the state media outlets. When the Egyptians overthrew Hosin Mubarak, state media changed their angle and began to cover news from Egyptian revolution activists' blogs and Face book pages. So, internet made the mainstream media change their news coverage to include news published on news websites and sometimes news agencies also depend on individual's post as the main source if there is no new information from their reporters (Nasser, 2015).

In Kenya, On the Kenyan blogosphere, blogger Robert Alai, who runs *Kahawa Tungu* is among those who offer information to the public on the blog and micro-blogging site *Twitter*. Most of his followers on *Twitter* seek confirmation from him, particularly, on breaking news stories, some which have first been reported by journalists in mainstream media. This was evident during Westgate Mall terror attack on September 21, 2013 when the blogger updated his followers on news and information that journalists did not have, leaving them to vindicate him hours later when they reported the same information on TV, radio and newspapers. A case in point is the shooting of a Recce Squad General Service Unit officer by military personnel leading to withdrawal of the squad from the mall. The blogger was the first to report the incident. His work during the attack made international media houses to turn him into one of their sources as they recognized his efforts in keeping the public informed (*Epoch Times*, 2013).

According to New vision Saturday, April 14, 2018, during the Mabira riots, a young Ugandan with offices in Kampala was posting updates every hour of what he saw from his window. Also the new vision of 25 September 2008 says Uganda has had blogs for some years and now has (over 200) on various topics ranging from day-to-day life to sports. Other than polls, media organizations are also known to use internet through their Facebook and Twitter accounts to direct viewers to information that they may be interested in. In the words of Kelly (2009), we live in the network age now, where the many can talk to the many, Bypassing the one completely. The reality of citizen journalism in Uganda is witnessed by the presence of major bloggers who influence the nation: Edward Echwalu (Photographer), Leah Cherotich (Fashion-Blogger), Grace Nafuna (Entertainment Blogger),

Daniel kalinaki (Social-Political-Blogger) , Timothy Kalyegira (Political Blogger),Ernest Bazanye (Humour-Blogger), Charlotte Beauvoisin (Tour and Travel Blogger) , Sheila Gombya (Gossip-Blogger), David Tumusiime, among others. This study mainly attempted to identify challenges citizen journalism has posed to print media in Uganda.

1.1.2 Theoretical perspective

The study was guided by two theories, namely New Media and Public Sphere.

New media theory was developed by Marshal McLuhan in 1964, in his book, *Understanding media: the extension of man*. The theory assumes that new media have changed the way how conventional media operate, and that now audiences receive news using internet platforms such as blogs Williams (2003). It also looks at how the new media have influenced traditional media in dissemination of news and interaction with audiences. This theory therefore guided the study in trying to understand the relationship between print media and blogs especially in terms of ethics, employment, revenue patterns in print media houses, among others.

On the other hand, Public Sphere Theory was developed by Jürgen Habermas in 1989. Jürgen Habermas defines public sphere as a forum for debating public affairs, where audiences criticize the authority of the state, crider (2012). The theory is relevant to the study because it helps in understanding why blogs are becoming so popular and having huge impact on public discourses and the development of public spheres. The theory was also important to guide the study in understanding how citizen journalism is a public space as postulated by Jürgen Habermas.

1.1.3 Conceptual perspective

Citizen journalism: Bowman & Willis (2003) in *New Media* define citizen journalism as the act of non-professionals, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information.

Operationally, citizen journalism in the context of this research was limited to blogging as one of the examples of citizen journalism.

Print media: relates to newspapers, magazines, books, posters, banners, leaflets, among others. (Kenix 2011). But, for the purpose of this study, print media was limited to newspapers using Bukedde, New vision, Daily monitor, Red pepper and the Observer as case studies.

1.1.4 Contextual perspective

In Uganda today, user-generated content is gaining popularity. According to Stephen (2013), Uganda has 4.4 million people connected to internet. Therefore, there are many bloggers that try to promote their ideologies and opinions through this medium and that is why traditional newspapers have realized that they are losing audience to bloggers. In fact many Ugandans have gone to the World Wide Web for news and information. However, in a bid to get the most viewership/ readerships/ visits a lot of them upload sensational, obscene and generally subjective content on the blogs, social media and internet, saying that they are simply expressing themselves. This has brought a problem for the newspapers, as are now competing against citizen journalists who have a lot of time and steady viewership that can make the biggest lie true and vice versa. Almost all Ugandan newspapers have opened up social media sites through which their audiences can participate in gathering, analyzing and dissemination of news and information. And because of the increased popularity of the practice, the study intended to establish the real challenges of citizen journalism on print media industry in Uganda.

1.2 Problem Statement

Citizen journalism has become a common challenge in today's media environment. Citizen journalists are continuously increasing in number and influence in communication and media discourse (Baresch et al , 2011). According to Uganda communications commission (UCC) report 2017 Uganda has 13, 023,114 million people who are connected to internet and over ten news bloggers and use it as the main source of news.

It is assumed that audiences are increasingly turning to blogs for news and information, where some bloggers are outcompeting established media houses in breaking stories and allowing users to interact with them freely.

This might have brought new challenges such as shrinking print media revenues, low adherence to journalistic norms and values, reduced employment opportunities in print media, as well as political, economic, religious and ethnic biases (Okpara, 2015). Although Citizen Journalists intervened in the process to challenge the mainstream media and offer the people with greater choice of what to read, it cannot be thought that the misleading of people will not continue.

According to Ombati, (2012), citizen media phenomenon will continue evolving and impacting

on the traditional news formats. However, little has been done about the real challenges of citizen journalism on print media journalism in Ugandan perspective. This research therefore attempts to find out the challenges citizen journalism poses to the print industry and how these challenges can be addressed.

1.3 purpose of the Study

The purpose of this study is to examine the challenges posed by citizen journalism on print media, and also to establish why citizen journalism is becoming so popular and understand how the Ugandan print media industry is responding to the practice of citizen journalism.

1.4 Specific Objectives

1. To identify challenges citizen journalism has posed to print media industry in Uganda.
2. To examine how print media industry responds to challenges posed by citizen journalism in Uganda.
3. To establish the factors that influence citizen journalism practice in Uganda.
4. To examine how print media perceives citizen journalism practice in Uganda.

1.5 Research Questions

1. What challenges citizen journalism has posed to newspaper industry in Uganda?
2. How print media industry responds to challenges posed by citizen journalism in Uganda?
3. What factors that influence citizen journalism practice in Uganda?
4. How the print media industry perceives citizen journalism practice in Uganda?

1.6 Assumption

The working assumption for this study is that citizen journalists or blogs have a significant threat on print media Industry in Uganda.

1.7.0 Scope of the Study

1.7.1 Geographical scope

The study was limited to five (5) newspapers that is; Bukedde, New Vision, Daily Monitor,

Red pepper and The Observer. Such newspapers were selected because, according to the figures from the Audit Bureau of Circulations of South Africa, are the Uganda's biggest circulating newspapers from the second quarter of the year 2017 to date. The figures indicate that Bukedde within the above period sold 33,113 copies daily; being followed by New vision with 26,941 copies, and Daily Monitor ranks the third with 17,132 copies (ugbusiness.com). In addition to that, the publications have many workers who can provide an adequate study population. Kampala is selected as an area of research for geographical convenience.

1.7.2 Content scope

This study examined citizen journalism as the independent variable and print media as the dependent variable. Two elements of citizen journalism were specifically examined in this study and these include blogs and social media. In case of print journalism, three elements were examined namely quality of reporting, employment and professional ethics. In addition, the study identified factors that influence citizen journalism in Uganda and examined the perceptions of journalists towards news bloggers.

1.7.3 Theoretical scope

The study was guided by two theories, namely New Media and Public Sphere.

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On the other hand, Public Sphere Theory was developed by Jürgen Habermas in 1989. Jürgen Habermas defines public sphere as a forum for debating public affairs, where audiences criticize the authority of the state, crider (2012). The theory is relevant to the study because it helps in understanding why blogs are becoming so popular and having huge impact on public discourses and the development of public spheres. The theory was also important to guide the study in

understanding how citizen journalism is a public space as postulated by Jürgen Habermas.

1.7.4 Time scope

This study shall make use of data from 2009-2018. This time period was chosen because a lot of studies were carried out during this and data pertinent to this research were gotten which might aid in shedding some light on the phenomenon being studied. Also 2009 marked the beginning of citizen journalism in Uganda.

1.8 Significance of the Study

The beneficiaries of this research would be mainly the journalists, media students and bloggers. This research would provide information that would help to understand the relationship between citizen journalists and print media industry. It would also give light on the possible challenges posed by citizen journalism on newspapers, how journalists perceive news bloggers, and how bloggers affect the journalism profession.

1.9 Definition of terms

Print media: mean mass communication in the form of printed publications, such as newspapers and magazines.

Blogs: Blogs in the context of this study means online sites that allow people to regularly share ideas, news, commentaries, gossip, and analyses on various issues. The study never specified which types of blogs, but looked at them in general.

Blogger: A blogger in this context was considered as a person who runs a blog. While on some blogs anyone can post information, the blogger engages in the overall running of the page and sometimes he/she is the one who began it.

Blogging: Blogging in the study referred to the production of material for the blogs and updating them regularly with the sole purpose of reaching the public.

Journalist: A journalist in the study referred to a trained news worker who works independently or is employed by newspapers to gather and compile material for news stories. Columnists were not regarded as journalists.

Citizen journalism: News or news articles written by any person, who is not a journalist, but has access to internet and seeks to promote a product, story or certain course.

Blogsphere: This means the world of blogs. It is the World Wide Web environment where bloggers communicate with audiences.

New media: Internet platforms used for dissemination of information to the masses.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter provides the theoretical and conceptual frameworks of this study with literature available related to the objectives of the study. It also describes evidence from other studies on citizen journalism concept and effects and its relationship with the professional journalism.

2.1 Theoretical review:

2.1.1 New Media Theory

The notion of new media has been a result of increased growth of international journalism due to technological advancement. The new technologies include; satellite, the internet and other forms of digital communication platforms (Williams, 2003). McQuail (2010), describes new media as a disparate set of communication technology that share certain features, apart from being new, made possible by digitization and being widely available for personal use as communication devices.

According to this theory, the new media have changed the way how conventional media operate. Now, audiences can receive news using internet platforms such as websites and blogs. These technologies are breaking down the distinction between mass communication and other forms of communication. They extend the possibility of enhancing personal communication in the modern world and as a result shifting the focus away from the 'mass', which has been the emphasis in the study of the media (Williams, 2003). Some of the ways the new media have influenced traditional media is that they have led to convergence of traditional media forms namely radio, TV and newspapers, in terms of their organization and distribution of information.

However, McQuail (2010) notes that traditional media continues to survive, albeit with greater changes. He points out several differences between the two. First, the new media are as much as institution of private as of public communication and are mainly not regulated unlike traditional media. Second, the new media operation is not typically professional or

bureaucratically organized as mass media.

Thirdly, new media are not clearly defined as traditional media in terms of ownership nor is access monopolized so that the content and free flow of information is controlled. This is the case with blogs, which are the subject of the study. Anyone can write and post materials on a blog and reach millions of audiences regardless of whether the information adheres to journalistic ethics or not.

McQuail observes that the new media are effective in binding followers and fans to media sources and in providing feedback that can be help to target finely segmented sub groups. The interaction between new and traditional media is optimistic as it frees audiences from the constraints of the latter. Due to the new media, journalists in traditional media cannot “colonize” audiences and feed them on what they want depending on the political economy they operate in. What they cannot get on traditional media, they will find it on new media like blogs.

However, he faults new media noting that while platforms like blogs open access to information, lack of professionalism means low standards and problems of trust and reliability. This theory will help the study understand the relationship between new media and main stream media, in particular journalists and bloggers whether they are competitors or collaborators.

With the use of this theory, the researcher would understand the extent to which bloggers have influenced print dissemination of news. Bloggers are now publishing news, of which traditional media sometimes pick, thoroughly make research and later publish such news. And due to rising influence of blogs, media houses are now incorporating social media editors to manage their Twitter and Facebook pages and bloggers, some who do not work for them and are not journalists. This is to counter the influence of bloggers.

2.1.2 The Public Sphere Theory

The concept of public sphere was propounded by Jürgen Habermas (1989). The public sphere as exemplified by Habermas is, neither an institution nor an organization, but is best seen as a network for communicating information and opinions (Crider, 2012).

Habermas defines public sphere as a forum where individuals can debate public affairs, criticize the authority of the state and call on those in power to justify their positions before an informed and reasoning public.

Basing on this theory, public sphere is created because of basic rights that include freedom of the press. The rights help to encourage and maintain diversity of opinions. Habermas posits that the media (newspapers, TV and radio) as a public sphere acts as a forum that mediates between state and society. Central to the operation of the media as a public sphere is the free flow of information and communication.

These qualities are exhibited by the traditional media and blogs, the subject of the study. Citizen journalists publish issues of public interest, with their platforms acting as forums where citizens criticize those in power and seek accountability from them and interrogate and debate issues of concern to the public. The free flow of information on blogs enables the public to comment on various issues and topics without any hindrance, where most of their thoughts are published without editing them.

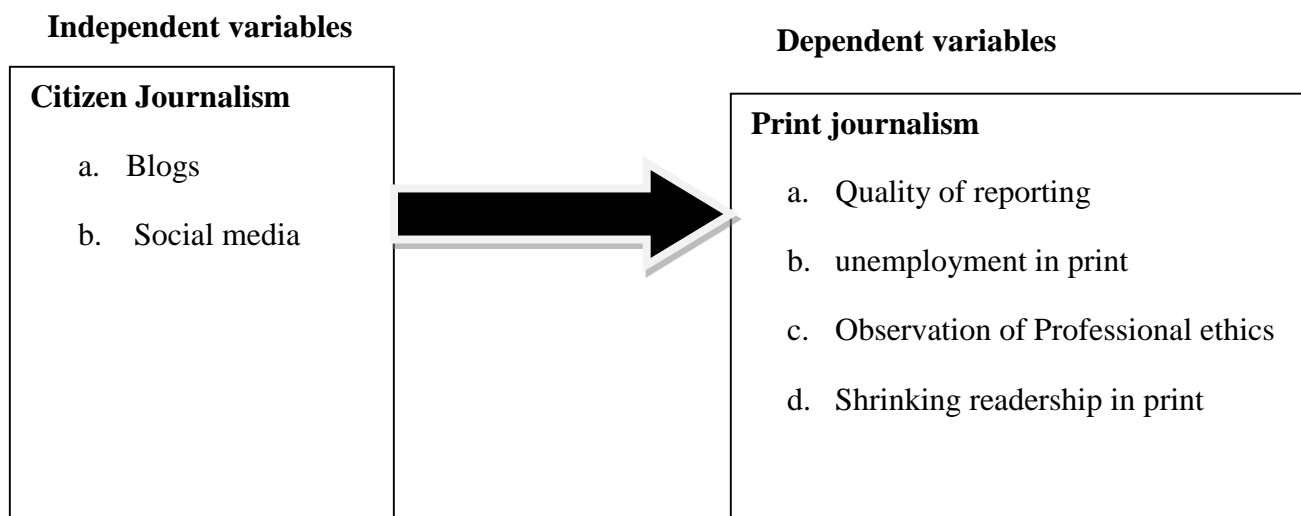
Majority of the news articles published on blogs and traditional media in many cases become the subject of discussion by the public. This is often demonstrated in mainstream media by the flood of letters and responses from which the editor selects what to publish each day or week. Habermas, who came up with the term public sphere and analyzed the media as a public space, observed that correspondents from the public in the 17 century formed dialogue in the press.

Majority of the articles written during the period by the public focused on schools for the poor, improvement of education, pleas for civilized forms of conduct, polemics against vices of gambling and fanaticism and censored bad morals and eccentricity of the learned. Little has changed since then. On blogs and traditional media, the above topics still form the bulk of discussions by the public, with the internet playing a crucial role in enhancing debates.

Crider (2012) notes the spread of the internet and other computer-mediated communications has helped to embolden public discourses as they circumvent attempts by dictatorial regimes to crush public opinion as seen during the Arab Spring that swept Egypt and Tunisia. The theory is relevant to the study because it helps in understanding why blogs are becoming so popular and having a huge impact on public discourses and the development of public spheres. For instance, while traditional media might censure comments from the public, most bloggers do not filter out public discourses.

2.2 Conceptual Framework

The conceptual framework below explains how variables are interlinked with each other.



The conceptual framework above explains how variables are interlinked with each other. Citizen journalism in this context relates to blogs and social media platforms which challenge print media in terms of; Quality of reporting, unemployment in print, observation of Professional ethics, and Shrinking readership in print.

As depicted in the figure above, citizen journalism has changed the quality of newspaper reporting. Professional journalists now have difficulties in getting jobs in print (unemployment) because readers have now turned to blogs and social media for news and information. And because of competition from citizen journalists, maintenance of journalism ethics in print has been threatened in order to cope up with social media speed of reporting.

2.3 Review of related literature

2.3.1 Challenges posed by citizen journalism on main stream media

As citizen journalism is growing, more and more people are looking at its relationship with mainstream journalism. At the beginning of this millennium, media researchers predicted the demise of mainstream journalism at the hands of citizen journalism. Their fear was that mainstream journalism shall lose its audience to citizen journalism, since the latter was the creation of the audience itself. However, on the other hand, many scholars dismissed the argument, saying citizen journalism does not have potential to replace professional journalism. The former argument has been supported by Bowman and Willis (2003), who state that the venerable profession of journalism finds itself at a rare moment in history, where, for the first time, its hegemony as gatekeeper of the news is threatened by not just new technology and competitors but, potentially, by the audience it serves.

"Armed with easy-to-use web publishing tools, always-on connections and increasingly powerful mobile devices, the online audience has the means to become an active participant in the creation and dissemination of news and information. And it's doing just that on the Internet."

A similar conclusion has been drawn by the Project for Excellence in Journalism (2008) in their annual report. It has concluded that while a lot of communications researchers and scholars have been "scripting the demise of the profession at the hands of citizen journalists or the contributors," some research suggests that "citizen journalism is an overrated phenomenon."

"The prospects for user-created content once thought possibly central to the next era of journalism, now appear more limited. News people report that the most promising parts of citizen input are new ideas, sources, comments, pictures, and videos. But a citizen posting news content has proved less valuable, with too little that is new or verifiable."

Many scholars, however, have put forward entirely opposite views. Some communication studies have drawn a conclusion that citizen journalism would never be able to replace professional journalism, but can only compliment it. Bentley (2008) affirms that citizen journalism can never replace professional journalism. He argues that citizen journalists want people to hear them just

because professional journalists are "too busy with the big stories to see the little items that mean so much to people."

Former Baltimore Sun reporter and writer/producer of the popular TV series, "The Wire," David Simon (2005) criticizes the concept of citizen journalism - claiming that unpaid bloggers who write as a hobby cannot replace trained, professional, seasoned journalists.

"I am offended to think that anyone, anywhere believes American institutions as insulated, self-preserving and self-justifying as police departments, school systems, legislatures and chief executives can be held to gathered facts by amateurs pursuing the task without compensation, training or, for that matter, sufficient standing to make public officials even care to whom it is they are lying to."

Many researchers have highlighted the citizen journalists' role in supplementing the work of mainstream journalists. They conclude that citizen journalism plays a supportive role in the news-gathering process, thus complementing rather than replacing professional journalism. Deuze, Bruns and Neuberger (2007) investigate the emergence of citizen journalism in Australia, Germany, the Netherlands and the United States to find out how mainstream media is using citizen journalism content.

"For all its success, citizen journalism remains dependent to a significant extent on mainstream news organizations, whose output it debates, critiques, recombines and debunks by harnessing large and distributed communities of users. At the same time, increasingly mainstream news is taking note of what the citizen journalists are saying, and uses content generated by users as an alternative to vox-pops, opinion polls, or in some cases indeed as a partial replacement of editorial work."

Dugan (2008) concluded that citizen journalism could compliment what professional journalists did, but it would not be a replacement for professional reporting nor was it a panacea to the growing reader concerns about traditional media's credibility. Dugan, however, insisted that journalists must be careful to ensure that the ethical standards were followed by both

professional and citizen journalists. Xin (2010) came up with a similar finding that citizen journalism was used by mainstream media as a news source or an alternative channel for distributing politically sensitive information, which showed that citizen journalists could work effectively together with mainstream media to expose social injustice cases.

Some studies concluded that mainstream news organizations were exploring the citizen journalism option to stay in competition with rival organizations. Deuze (2007) underlined that editors of traditional news publications were increasingly jumping on the citizen journalism bandwagon so as to stay afloat in journalism business. Media companies, thus, follow new storytelling forms to vie for consumer attention and react to the consumer's creation of content with awe and respect. Managing consumer-generated media is increasingly considered critical to commercial survival among business professionals. Newman (2009) concluded that social media and user-generated content were fundamentally changing the nature of breaking news. They are contributing to the compression of the "news cycle" and putting more pressure on editors over what and when to report. The news broadcasters like *BBC* and *CNN* place more emphasis on news-related user-generated content and the newsgathering benefits of being closer to their audiences. Newspapers tend to be more interested in engaging audiences over a wider range of non-UGC material in a way that can drive revenue. De Keyser and Raeymaeckers (2011) argued that citizen journalism had forced traditional media to change the relationship with their public. Traditional news media now offer features on their own websites similar to those on the citizen journalism sites. More often the audience feedback is being used to express extreme emotions without putting forward grounded arguments. Kperogi (2011a) observed that while the vigorous profusion of web-based citizen media had the potential to inaugurate an era of dynamic expansion of the deliberative space and even serve as a counterfoil to the domination of the discursive space by the traditional media, a trend was being witnessed towards the aggressive co-optation of these citizen media by corporate media hegemons. The user-generated content sometimes ends up being used in the traditional broadcasts of these stations without any monetary compensation to the originators of the stories. Some communication scholars, in their research work, have suggested to mainstream media to encourage the concept of citizen journalism in their organizations. Bruns, Wilson and Saunders (2009) noted that although false dichotomies between mainstream and citizen journalism were often posed, the best way to attract a community to citizen journalism services was to promote the services in the mainstream media.

Any media appearances attract more users and contributions. Being able to syndicate materials in other online forums also helps to draw people to services, which means that contributors get more readers or viewers and more value from their participation. There is a need for a willingness to go beyond the idea that citizen and mainstream journalism are opposed to each other, and instead to consider them as elements of ecology of "networked journalism," where a range of professional and amateur contributors, and industrial and independent outlets together form the diverse totality of contemporary news production. Tilley and Cokley (2008) observed that the "news media" at present comprised of at least three separate groups of participants: i. professional (i.e., employed) journalists; ii. News publishers, and; iii. "citizen" audience groups, who read, watch, listen to and importantly create news content in the form of conventional news and feature articles (or programmes), emails, newsletters, blogs, social networking sites and channels, and a range of other products, such as SMS, MMS, so on and so forth.

Some scholars have raised concern over the challenges posed by citizen journalism to mainstream media. Vanderwagen (2012) studied the impact of *Twitter*, as a vehicle of citizen journalism, on journalists in South Africa. He argued that the normative role of the journalist as gatekeeper had been challenged by citizen journalism and *Twitter*. Sometime back, citizen journalists utilized *Twitter* to break and create news in South Africa and globally, resulting in a shift in the way journalists would source and distribute news.

While news is widely available on the social media network, the role of the journalist to be fair, accurate and thorough is heightened by the volume of possible and potentially non-credible news sources. Similarly, Hermida and Thurman (2008) discussed that the news executives at leading UK newspaper websites were providing opportunities for user-generated content, but were experiencing problems with incorporating it into professional journalism structures due to concerns about reputation, trust and legal issues. They also found that there were inconsistencies in the terms used to describe user-generated content formats, despite an attempt to develop taxonomy of generic formats.

According to a study published in the *Newspaper Research Journal*, citizen journalism sites, including both news sites and blogs, complements rather than substitutes commercial news sites. The study conducted by Lacy, Duffy, Riffe, Thorson, and Fleming (2010) evaluated which sites publish content on a daily basis, and how similar the content is between citizen and mainstream

sources. The researchers noted that like weeklies, citizen news and blog sites can serve as complements to daily newspapers.

In order to survive the challenges of citizen journalism, Journalists around the world are increasingly turning to digital technology to help address daunting challenges such as the spread of misinformation and growing attacks on reporters, according to the International Center for Journalists' 2019 survey of the State of Technology in Global Newsrooms.

2.3.2 Factors that influence citizen journalism practice in Uganda

Blogging unlike journalism is not considered an occupation or a profession (Lowrey and Mackay, 2008). This is because most bloggers do not do the work for a living and neither do they seek to draw audiences to their blogs to attract advertisers as traditional media does. Many bloggers, Kramer (2004), notes perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating and entertaining the public. This, therefore, leads to the question, why do bloggers blog?

Motivation always arises from unfulfilled needs or wants (Baresch et al, 2011). The need to resolve existing deficiencies leads to formation of goals that result into action. One, therefore, identifies something he desires and makes it his goal to obtain it, which becomes his motivation. Blogging, thus, to bloggers allows them to generate 'a virtual space where they strategically Construct their desired identities' (Jung et al, 2007). The purpose of their blogs is what motivates them to write the content and update it regularly and sometimes break stories. Jung et al identify five main motives for blogging. Bloggers seek to inform, provide commentary, participate in community forums, to document daily life, and to express themselves.

Dr. Nabutanyi Edgar (2015), a communication scholar at Makerere University assumes the following factors to explain the increasing popularity of citizen/online journalism in the current age as below: The failure by traditional media to live up to its expectations of holding powerful institutions accountable. Increasingly main stream media is under control of either governments or big businesses. This means that it cannot hold institutions accountable. Secondly, the change in the business model of most media companies is another reason why citizen

journalism is growing. The fact that most media companies are now operating as businesses interested in making profits for shareholders means that certain unprofitable types of information or groups of consumers are not catered for. Online journalism has come up to fill this vacuum.

The expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local, and regional issues. This means that online journalism has come in to provide information about local issues that are left out. In some cases, online journalism has come up because main stream media has no presence in certain places or among certain types of people. In such cases, online journalism is the only journalism that people know.

The interactive nature of new media-The internet communication is not only convenient and accessible, but is also flexible. It is possible for anyone with minimal skills and basic gargets to create and distribute content. The ease with which the media content consumer, becomes the content producer, has made online journalism popular and accessible.

2.3.3 Journalists' Perceptions on News bloggers.

Citizen journalism has never been regarded an occupation or a profession. Because most bloggers do not aim at getting money, neither do they aim at drawing audiences to their blogs to attract advertisers as traditional media do. (Lowrey & Mackay, 2008).

This means that many bloggers consider themselves as volunteers to the public as Kramer (2004) says;

Bloggers perceive their work as service to the community as they try to fill the gaps left by the mainstream media in informing, educating and entertaining the public. This, therefore, leads to the question, why do bloggers blog? Motivation always arises from unfulfilled needs or wants (Baresch et al, 2011). The need to resolve existing deficiencies leads to formation of goals that result into action. One, therefore, identifies something he desires and makes it his goal to obtain it, which becomes his motivation.

Citizen journalism therefore, to bloggers enables them to generate a virtual space where they strategically construct their desired identities (Jung et al, 2007). The purpose of their blogs is what motivates them to write the content and update it regularly and sometimes break stories. Jung et al identify five main motives for blogging. Bloggers seek to inform, provide commentary, participate in community forums, to document daily life, and to express themselves.

The Online News Association (2002) reports that 69% of journalists believed that online news sites or blogs do not meet the same standards as more traditional sources. Journalists also tend to rate online news sites lower in credibility than did the public (Lasica, 2002). The most commonly expressed concern is related to the high speed with which stories can be posted online. The competition to be the first to report breaking news stories is, according to Lasica (2002), heightened by the Internet and makes errors more common. The majority of journalists surveyed in a Pew Research Center (2004) study said that the Internet has increased the amount of incorrect information in new stories. Similarly, (Arant & Anderson 2001) found that nearly half of online editors reported that less time was spent verifying information before a story was posted.

Ruggiero (2004) contends that the professional socialization and ideology of journalists initially inhibited them from accepting the Internet as a credible news source, because its emergence impacted their ability to control the standards of the profession. Breed (1955), in his landmark study, documented the strong influence of peers and senior colleagues on the norms and values of journalistic practice, which socialize journalists to perform their jobs in a similar manner.

However, as Deuze (2001) notes, online journalism differs from traditional types of journalism in some norms and practices. For example, online journalists must decide which formats are best for reporting a story, make allowances for interactivity, and assess ways of connecting related stories to each other via hyperlinks. Deuze (2001) believes these technological factors challenge traditional journalistic ways of storytelling. The Internet allows users to act as their own gatekeepers (Singer, 1998). Because of such challenges, main stream journalists have expressed resistance to journalism practiced online, because it is deviant and could potentially alter the norms of the profession as they know it

(Ruggiero, 2004). However, Deuze (2005) notes that journalism continually reinvents itself by incorporating new norms and values into these debates over quality. Recent research indicates that traditional journalists may be becoming friendlier and accepting online journalism and incorporating some of its values into their professional role conceptions. The Pew Research Center (2004) study said that the Internet has improved journalism, with many citing its benefit as a research tool.

Another criticism of blogging came from a journalism professor who edits the *Daily Chhattisgarh*, a Hindi daily with a circulation of 54,000 published from Raipur, the region's main city. Citizen journalism could never help journalists, he said, since it is too one-sided and lacks any balance. This editor apparently tells students that citizen journalists are agenda-driven activists who actually damage journalism: They wear the mask of journalism but push an agenda. They are unfamiliar with the parameters of journalism. Another citizen journalism skeptic had worked for several dailies, including the *Indian Express* and the *Financial Express*, and now edits the Raipur edition of the *Dainik Bhaskar*, the region's largest circulation Hindi daily. He conceded that his paper occasionally but not often asked people for photos, comments on stories, and tips. While he acknowledged that citizen journalism might help reveal local public opinion, he justified its unpopularity. He argued, It comes with problems too, mainly, how do we know the information is accurate, who's behind it and why? This can be hard to determine and I think that is a problem.

2.4 Related studies

2.4.1 Concept of Citizen Journalism and print media

Nguyen, (2006); Gillmore, (2006); Rosen, (2006) & Banda, (2010) define the concept of citizen Journalism differently. Gillmore (2004), one of the foremost proponents of citizen journalism, defines the concept as –journalism by the people for the people; made possible by technologies such as mail lists, chat rooms, blogs, SMS and mobile-connected cameras. These new channels of communication have enabled swift responses from the user who is now what Bruns (2008), refers to as an active audience, than traditionally thought about.

Banda (2010) defines citizen journalists as –independent, freelancing reporters who should be

referred to as accidental journalists who merely used cell phones cameras, for example, to photograph an incident and upload the same in Face book. He further categorizes this as non-institutional. This practice is regarded as de professionalization. Hamilton (2000).

But Banda (2010) also makes reference to the institutional type in which media institutions seem to be moving into the space created by non-institutional citizen journalists.

The wave of technological change is inevitably forcing mainstream media to embrace citizen journalism given definite examples such as CNN *iReport* documented by Amani Channel.

Rosen (2008), refers to citizen journalism as, when people formerly known as the audience employs the press tools they have in their possession to inform one another. As stated before, the audience is now sharing the same platform, that of a public sphere, with the traditional media.

Thurman, (2005), defines citizen journalism as participatory journalism^{ll}, or –user generated content. According to Kelly (2009), it means, non-journalists who do the things that only journalists used to do like: witnessing, reporting, capturing, writing and disseminating. He further argues that –journalists must accept that the dynamics have changed. They must see the public as more than an inert, monolithic audiencell.

Citizen journalist is an individual who is not trained in journalistic work, but reports to the community, (Duffy, Thorson & Jahng 2010). This therefore means that Citizen Journalists are amateur reporters or the general audience, which includes; viewers, readers and listeners of mainstream media. Print media relates to newspapers, magazines, books, posters, banners, leaflets, among others (Kenix 2011).

2.5 Research Gaps

The researcher has attempted to identify these gaps which include: researchers on citizen journalism such as Steve Buttry (2010) focused more on ethical issues of citizen media, other than finding out what causes the increased popularity of citizen journalism. And basing on available literature, the researcher has failed to uncover any study that focuses challenges posed by citizen journalism on print media and the reasons behind its popularity in Uganda’s context.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter describes the methods and procedures that the researcher used to collect data from the study population. The chapter discusses the research design which was adopted, target population, sample size and sampling procedures, data collection methods and instruments, instrument validity and reliability, data collection procedures, procedures for data analysis, ethical issues in research and limitations of the study.

3.1 Research Design

The study employed a descriptive research design with both qualitative and quantitative research approaches. According to Cooper and Schindler (2006), a descriptive research deals with the what, how and who of a phenomenon. The descriptive research design was used by collecting data in form of the views of a sample of print media journalists on the challenges posed by citizen journalism on print media, how journalists respond to such challenges, factors that influence citizen journalism practice in Uganda and how do print media perceive citizen journalists. The quantitative approach was adopted in that, the researcher administered a questionnaire, to collect data on the challenges posed by citizen journalism, how journalists respond to such challenges, factors that influence citizen journalism practice in Uganda and how do print journalists perceive citizen journalists. The data collected through a questionnaire was mainly quantitative in nature. Qualitative data was collected through open questions administered to some selected respondents, who gave their open views on the study variables. Their views helped to supplement and confirm the quantitative findings, which helped the researcher in making in-depth analysis and making conclusions.

3.2 Study Population

The population of any research is composed of the individuals or units or an aggregate, that is the unit or the individuals that form the population, whereas a sample is a section of the population

selected randomly or otherwise to represent the population (Punch, 2000). This study aimed at establishing the challenges citizen journalism has posed to print media in Uganda.

The study population of this study was therefore the staff of the following newspapers: Bukedde, New Vision, Daily Monitor, Red Pepper and The Observer. These staffs were only picked from those departments which have knowledge about the newsroom activities, and were two departments, that's news reporters and editorial team (New Vision=23, Daily Monitor=32, Red Pepper=12, Bukedde=15 and The Observer=18), who made up a total of 100

3.3 Sample size

The sample size was 80 respondents and was arrived at by Using Krejcie and Morgan's (1970) sample size determination table, 90 questionnaires were however distributed to account for damaged and incorrectly filled questionnaires.

Table 3.1: Sample size Distribution

Category	Population	Sample size
New Vision	23	19
Daily Monitor	32	22
Red Pepper	12	10
Bukedde	15	13
The Observer	18	16
Total	100	80

3.4 Sampling Techniques

This study used purposive and stratified sampling techniques to select respondents. Through stratified sampling, respondents were grouped into two categories, each providing 20 respondents. Through purposive sampling technique, a respondent was only selected if he or she fulfilled these criteria; 1) must have been in the newsroom for six (6) months; 2) must have been a professional journalist. All those who qualified according to the above criteria, were approached according to their convenient time they would provide to the researcher.

3.5 Sources of data

Two main sources of data were consulted for this study: primary and secondary data sources.

3.5.1. The primary data

Primary data is defined as materials that the researcher has gathered him/herself through systematic observation, information from archives, the results of questionnaires and interviews and case study which have been compiled (Cooper *et al.*, 2006). Primary data have not been published yet, drawn from original source and are more reliable, authentic and objective. Primary data have not been changed or altered through any study and therefore their validity is greater than secondary data. In this case, the researcher got original data from affected respondents (print media reporters and editors) using research questionnaires.

3.5 .2 Secondary sources

Secondary data are also known as 'second hand' data. They are data which already exist and might have been used before. The secondary data used in this research work helped the researcher to review literature on the topic of the study. The researcher in this case collected data from secondary sources like books, newspapers, reports, internet etc.

3.6 Data collection methods

The researcher used questionnaires to collect data on the challenges posed by citizen journalism on newspapers, how newspaper journalists respond to such challenges, factors that influence citizen journalism practice in Uganda and to examine how newspapers perceive news bloggers. Most of the questions in the questionnaire were closed ended and one open ended question to fetch qualitative results in order to compliment quantitative results.

3.7 Validity and Reliability of the instruments

3.7.1 Validity

Face validity: this refers to how well the questionnaire answers the questions it was developed to answer. The point of this is to show that the questionnaire is capable of achieving the research objectives and answering the research questions or hypothesis.

Validity was assessed by giving the instruments to three experts to judge their clarity, relevance and correctness. Their views were used to improve the instruments before their final administration. A content validity index (CVI) was computed using the assessments of the experts and the instrument was judged valid when CVI was over 0.70 (Amin, 2005).

CVI =

$$CVI = \frac{\text{No. of Items declared Valid}}{\text{total no. of items}}$$

Therefore the CVI = 16/18

CVI = 0.89.

Therefore the instrument was valid

3.7.2 Reliability

Reliability refers to the degree to which the instrument is consistent with whatever it is measuring. A research instrument is said to be reliable if it actually measures what it is supposed to measure.

Reliability of the instrument was tested through test re-test method. The instrument was first piloted using five people from other media houses in Kampala and after two weeks it was re-administered to the same people. Responses from the first test were compared with those of the second test and they never differed so much (at least 70% was similar) on which the instrument was declared reliable.

Also, the researcher selected some respondents and asked them whether or not the questions could make sense by ranking them on a scale of, Very true, true, somewhat true and not true. The mean Alpha was obtained to be at 0.83. And since this was above 70, it implied that the instrument had internal consistencies which made it reliable.

3.8 Data Collection Procedures

The researcher obtained a letter of introduction from the department and after its acceptance in the companies; he sought access to official data facts like current actual number of staff and their contacts from each department. The researcher used this information to confirm or recalculate the sample size proportions of each department. Research instruments were administered to the respondents by the researcher himself. The researcher then administered the questionnaire. Raw data was collected and where necessary was coded appropriately to conceal respondent's identities. For quantitative results, data was analyzed using Statistical Packages for Social Scientists (SPSS), to yield descriptive and inferential statistics.

3.9 Data Analysis

Quantitative data were entered into SPSS version 16.0 processed and analyzed. Frequency tables and percentage distributions were used to analyze data on profile of respondents, challenges posed by citizen journalism on print media, the reaction of print media towards such challenges, factors that influence citizen journalism practice in Uganda and how print media perceive the practice of citizen journalism. Qualitative data was analyzed using thematic analysis, by identifying common or major themes or views of the participants. These were then integrated with the quantitative findings to generate one major point of view for each objective.

3.10 Ethical considerations

Kombo and Tromp (2006) assert that in data analysis and presentation, a researcher should maintain integrity. Therefore no data interpretation was skewed towards any private interests including those of the case studies (Bukedde, Daily Monitor, New Vision, Red Pepper and observer). Data was honest and objective as per the findings. As a researcher, honesty

was necessary in explaining any errors/biases met during data analysis. Confidentiality of respondents was maintained as per the research instruments which was used and he ensured that data was available for analysis by other responsible parties.

3.11. Limitations of the study

The researcher did not complete an exhaustive look at the challenges in citizen journalism as regards to Ugandan perspective, he believes a more critical look at the gatekeeping theory and its application to the Ugandan landscape might provide deeper insight into how citizen journalist select and use information. Also due to time constraint an audience based research was not conducted this would give an insight into why and how audiences choose their news sources and stories.

Other limitations included emotional biases of some respondents and some of the questionnaires were never returned. These limitations do not however remove from the validity of this research, as care was taken to carefully and empirically examine all relevant data and ensure its validity.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents data presentation, analysis and interpretation of the results beginning with profile characteristics of respondents, Challenges posed by citizen journalism, how newspapers respond to such challenges, factors that influence citizen journalism and how newspaper journalists perceive the practice of citizen journalism.

4.1 Profile Characteristics of Respondents

The data was collected on five profile characteristics of respondents, which include, age, gender, education level, experience and news department. Data on all these variables was collected using closed ended questions and analysed using frequency counts and percentage distributions, as indicated in table 4.1.

Table 4.1: Profile Characteristics of Respondents

Category	Frequency	Percent
Age		
20-29 years	46	57.5
30-39	19	23.8
40-49 years	12	15.0
50 years and above	3	3.8
Total	80	100
Gender		
Male	47	58.8
Female	33	41.2
Total	80	100
Level of education		
Certificate	3	3.8
Diploma	19	23.8
Degree	47	58.8
Masters	11	13.8
Total	80	100
Experience		
Less than one year	8	10.0
1-3 years	43	53.8
4-7 years	17	21.2
8-11 years	9	11.2
12 years and above	3	3.8
Total	80	100
Department		
News reporting	48	60.0
News editing	32	40.0
Total	80	100

The Table 4.1 indicates that out of the total figure of 80 respondents, 46 representing 57.5% were between 20-29 years, 19 respondents representing 23.8% were between 30-39 years, 12 representing 15.0% were between 40-49 years, three (3) respondents representing 3.8% were 50 years and above, and therefore those between 20-29 were the majority. It also indicates that, out of the total figure of 80 respondents, 47 representing 58.8% were male and 33 respondents representing 41.2% were female. The male were therefore the majority.

Table 4.1 also shows that three (3) respondents who represent 3.8% have certificates, 19 respondents representing 23.8% have received diplomas, 47 respondents representing 58.8% have degrees, and 11 respondents representing 13.8% have masters. Therefore most of the respondents were degree holders.

The table also goes ahead to show that out of the 80 respondents, eight (8) respondents representing 10% had experience of less than one year in journalism work. 43 respondents who represent 53.8% had experience of between 1-3 years. 17 respondents that is 21.2% had experience of between 4-7 years. Nine (9) respondents which represents 11.2% had experience of 8-11 years. Only three (3) respondents representing 3.8% who had experience of 12 and above years.

The Table shows the combination of the research population departments, in which there were only two departments, where 48 respondents representing 60% were news reporters, 32 respondents representing 40% were news editors. News reporters were therefore the majority.

4.2 Challenges Posed by Citizen Journalism

In the first objective of this study, the researcher targeted to find out the challenges posed by citizen journalism to the print media industry in Uganda. To achieve this objective, six closed ended and one open ended questions were asked in the questionnaire. The six questions were based on a four point Likert scale, ranging from 1 for not true, 2 for somewhat true, 3 for true, to 4 for very true. The seventh qualitative question was phrased to enable the respondents freely point out other possible Challenges Posed by Citizen Journalism in Uganda. Respondents in the print media were required to rate the extent to which each of the challenges stated was truly

posed by citizen journalism. Their responses were analyzed using frequency counts, percentages, means and standard deviations as indicated in table 4.2.

Table 4.2: Descriptive statistics on challenges of posed by citizen journalism

Items		NT	ST	T	VT	Mean	Std
Blogs put much pressure on newspaper editors over what and when to report	Freq	6	11	21	37	3.19	.968
	%	8.0	14.7	28.0	49.3		
Many people have left newspapers and turned to blogs for news & information	Freq	9	5	31	30	3.09	.975
	%	12.0	6.7	41.3	40.0		
Blogs have reduced the credibility of news	Freq	7	13	26	29	3.03	.972
	%	9.3	17.3	34.7	38.7		
Blogs have changed the way how newspapers observe journalistic ethics	Freq	19	13	19	24	2.64	1.181
	%	25.3	17.3	25.3	32.0		
Newspaper revenue has reduced due to increased popularity of blogging	Freq	7	8	22	38	3.21	.977
	%	9.3	10.7	29.3	50.7		
Blogs have led to increased unemployment problem in print media industry	Freq	8	11	18	36	3.12	1.040
	%	10.7	14.7	24.0	48.0		

(Legend: NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in Table 4.2 indicate that, respondents rated differently the challenges assumed to be posed by citizen journalism. For example, on whether blogs put much pressure on newspaper editors over what and when to report, majority rated it very true (49.3%), followed 28.0% who rated it true. The mean score for this question item (3.19) also suggested that on average it is true that blogs put much pressure on newspaper editors over what and when to report.

On whether many people have left newspapers and turned to blogs for news and information, majority of respondents rated it as true with 41.3%, followed by 40.0% who rated is as very true. The mean score for this question item was 3.09 which indicated that on average, many people have left newspapers and turned to blogs.

On whether Blogs have reduced the credibility of news, majority of respondents rated it as very true with 38.7% being followed by 34.7% for those who rated it as true, with a mean score of 3.03. This implied that on average, blogs have reduced the credibility of news in the print media.

Respondents responded differently on whether Blogs have changed the way how newspapers observe journalistic ethics. The table above indicates that, majority rated it as very true with 32.0% followed by those who rated it as not true with 25.3%, with a mean score of 2.64. Therefore, on average it is true that Blogs have changed the way how newspapers observe journalistic ethics.

According to the statement “Newspaper revenue has reduced due to increased popularity of blogging”, 50.7% of respondents rated it as very true, being followed by 29.3% from those who rated it as true and therefore giving a mean score of 3.21 which clearly shows that the increasing popularity of blogging has led to reduced print media revenue.

On whether blogs have led to increased unemployment problem in print media industry, table 4.2 indicates that majority of respondents with 48.0% rated it as very true, followed by true (24.0%) which gave a mean score for this question item of 3.12. Therefore, this mean on average suggests that it is true blogs have led to increased unemployment problem in print media industry.

Most findings from the qualitative data collected are in agreement with the quantitative findings in Table 4.2 on the challenges of posed by citizen journalism in Uganda. For example, one respondent indicated that;

“Blogs put pressure on us which leads to reduction in the way we adhere to journalistic ethical principles”.

Another respondent said that;

“citizen media have reduced number of journalists being recruited in conventional newspapers and Blogs have reduced the credibility of news reporting and editing”

4.3 Print media response to challenges of citizen journalism

In the second objective of this study, the researcher targeted to find out how newspapers respond to challenges posed by citizen journalism to the print media industry in Uganda. To achieve this

objective, two closed ended and one open ended questions were asked in the questionnaire. The first question was based on a four point Likert scale, ranging from 1 for not true, 2 for somewhat true, 3 for true, to 4 for very true. The third qualitative question was set to enable the respondents freely point out other possible views on How newspapers respond to challenges of citizen journalism in Uganda.

Respondents in the print media were required to rate the extent to which the statement was very true, true, and somewhat true or not true. Their responses were analyzed using frequency counts, percentages, means and standard deviations as indicated in table below.

Table 4.3 Descriptive statistics on how newspapers respond to challenges posed by citizen journalism.

Item 1	NT	ST	T	VT	Mean	Std.
Bloggers are now publishing news, of which traditional media sometimes pick, thoroughly make research and later publish such news	5(6.2%)	14(17.5%)	24(30%)	37(46.2%)	3.16	.934
Item 2				True	False	
Due to rising influence of blogs, media houses are now incorporating social media editors to manage their tweeter and face book pages				76(95%)	4(5%)	

(NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in the above table indicate that respondents rated differently on the assumption that bloggers are now publishing news, of which traditional media sometimes pick, thoroughly make research and later publish such news. Results in the table show that majority of respondents 37(46.2%) rated the assumption as very true, followed by 24(30%) respondents who said true, then 14(17.5%) who rated it as somewhat true and 5(6.2%) who said not true, with a mean score of 3.16 which suggests that some newspapers pick news from blogs, research about it and later publish such news.

In the Table above, out of 80 respondents, 76 rated it as true that due to rising influence of blogs, media houses are now incorporating social media editors to manage their tweeter and face book pages. This set of respondents make up 95% of the respondents. And four (4) with 5% said false.

Qualitative data collected on how newspapers respond to challenges posed by citizen journalism are also in agreement with the quantitative findings in Table 4.3.

For instance, four (4) respondents who answered the open ended question indicated that;

“News reports from citizen journalists are sometimes picked by traditional newspapers as news tips to research on”.

“Media houses copy stories from social media to build their stories for publication”

“Newspapers do use social media as news sources, some social media do maintain journalistic ethics”

“Main stream media have tended to opening up online sites to favorably compete with bloggers for audience”

4 .4 Factors that influence citizen journalism practice in Uganda

In the third objective of this research, the researcher targeted to explore the factors that influence citizen journalism practice in Uganda. To achieve this objective, six closed ended and one open ended questions were asked in the questionnaire. The six questions were based on a four point Likert scale, ranging from 1 for not true, 2 for somewhat true, 3 for true, to 4 for very true. The seventh qualitative question was set to enable the respondent freely point out other possible views on Factors that influence citizen journalism practice in Uganda. Respondents in the print media were required to rate the extent to which each of the assumed factors is true regarding the rising influence of citizen journalism. Their responses were analyzed using frequency counts, percentages, means and standard deviations as indicated in the table below:

Table 4 .4 Descriptive statistics on factors that influence citizen journalism practice in Uganda.

Items		NT	ST	T	VT	Mean	Std
The interactive nature of news media has made online journalism popular and accessible.	Freq	1	7	20	47	3.51	.724
	%	1.3	9.3	26.7	62.7		
The birth of information and Communication Technologies (ICTs) has brought the practice of citizen journalism.	Freq	8	11	39	16	2.85	.886
	%	10.7	14.7	52.0	21.3		
Main stream media has no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum	Freq	6	11	32	25	3.03	.906
	%	8.0	14.7	42.7	33.3		
The change in business model of most media companies towards profit maximization, leaving out unprofitable types of information.	Freq	6	13	32	24	2.99	.908
	%	8.0	17.3	42.7	32.0		
The expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues.	Freq	4	18	15	37	3.15	.975
	%	5.3	24.0	20.0	49.3		
The main stream media is under control of either governments or big businesses and that is why it cannot hold big institutions accountable	Freq	1	6	22	44	3.49	.710
	%	1.3	8.0	29.3	58.7		

(NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in the table above indicate that respondents rated differently on the assumed factors behind the rising influence of citizen journalism in Uganda. On whether the interactive nature of news media has made online journalism popular and accessible, 47 respondents representing 62.7% rated the statement as very true being followed by 20 respondents representing 26.7% who rated it as true, seven said somewhat true (9.3%) and one respondent said (1.3%) said not true. The mean was therefore 3.51 which clearly suggest that it is true that the interactive nature of news media has made citizen journalism popular and accessible.

On whether “The birth of information and Communication Technologies (ICTs) has brought the practice of citizen journalism, 39(52.0%) rated as true followed by 16 respondents (21.2%). The mean score of this question was 2.85 which suggest that the rise of ICTS has paved way for the growth of citizen journalism in Uganda.

Results in the table also shows that Main stream media have no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum.

Out of 80, 32 representing 42.7% rated it as true, being followed by 16 (33.3%) who said very true with a mean of 3.03 suggesting that it is true Main stream media have no presence in certain places or among certain types of people, giving way for the rise of citizen journalism.

Statement four in table above “the change in business model of most media companies towards profit maximization, leaving out unprofitable types of information.” Out of 80 respondents, 32 representing 42.7% rated it as true, followed by 24 (32.0%) who rated it as very true, 13 (17.3) rated it as somewhat true and six(8.0%) said not true. Since the mean score 2.99, on average it is true that change in business model of most media companies towards profit maximization, leaving out unprofitable types of information, has influenced the rise of citizen journalism.

On whether the expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues, it indicates that 37 of the respondents, representing 49.3% rated the statement as very true, 15 respondents representing 20.0% rated it as true, 18 representing 24.0% rated it as somewhat true, and four respondents that’s 5.3% rated it as not true. The mean score of this statement item was 3.15 which suggest that it is true that citizen journalism is as a result of the expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues.

“The main stream media is under control of either governments or big businesses and that is why it cannot hold big institutions accountable”. According to results from the table 4.4, majority of the respondents that’s; 44(58.7%) rated it as very true, being followed by 22(29.3%) who rated it as true. This gave a mean score of 3.49.

4.5 Perception of print media towards the practice of citizen journalism

In the fourth objective of this study, the researcher targeted to investigate how newspaper industry perceives the practice of citizen journalism in Uganda.

To achieve this objective, four closed ended and one open ended questions were asked in the questionnaire. The first question was based on a two point Likert scale, ranging from 1 for true and 2 for false. The second question was also based on a two point likert scale, ranging from Yes to No. The third and fourth questions were based on a four point Likert scale, ranging from 1 for not true, 2 for somewhat true, 3 for true, to 4 for very true. The fifth qualitative question was set to enable the respondent freely point out other possible views on how newspapers perceive bloggers. Respondents in the print media were required to rate the extent to which each of the outlined statements were truly perceptions of newspaper journalists. Their responses were analyzed using frequency counts, percentages, means and standard deviations as indicated in table below:

Table 4.5 descriptive statistics on how print media perceive the practice of citizen journalism

Items	Responses	Frequency	Percent
Bloggers are not journalists but volunteers	true	61	76.2
	false	19	23.8
	Total	80	100
Bloggers are agenda activists who damage journalism	Yes	37	46.2
	No	24	30.0
	somehow	19	23.8
	Total	80	100
Bloggers are amateur not professional journalists	not true	10	12.5
	somehow	16	20.0
	true		
	true	23	28.8
	very true	31	38.8
Total	80	100	
Do blogs compete with newspapers or complement the work of journalism?	not true	5	6.2
	somehow	20	25
	true		
	true	39	48.8
	very true	16	20
Total	80	100	

In Table 4.5 above, 61 respondents representing 76.2% agreed that “bloggers are not journalists, but only volunteers” and 19 respondents representing 23.8% disagreed with the statement. This implies that bloggers are not journalists but helpers of journalism.

Secondly, on whether “Bloggers are agenda activists who damage journalism”, 37 respondents carrying 46.2% voted “Yes”, 24 respondents representing 30.0% voted “No” and 19 respondents representing 23.8% voted “somehow”. Therefore, those agreed with the statement were the majority.

Thirdly, on whether “Bloggers are amateur not professional journalists”, 31 respondents that’s 38.8% said “very true”. 23 respondents representing 28.8% said “true”, 16 that’s 20.0% said “somehow true” and ten (10) respondents that’s 12.5% voted “Not true”. This means that bloggers are not professional but amateur journalists.

“Do blogs compete with newspapers or complement the work of journalism?” 16 respondents representing 20% said “very true”, 39 that’s 48.8% said “true”, 20 respondents representing 25% said “somehow true” and five (5) respondents that’s 6.2% said “not true”. This means that it true that bloggers compete with newspapers not only complimenting journalism.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the discussion of findings, conclusion and recommendations as per the research questions. Four research questions included; 1) what Challenges posed by citizen journalism on print media in Uganda? , 2) how newspapers respond to such challenges? 3) What factors influence citizen journalism practice in Uganda? And, 4) how newspaper journalists perceive the practice of citizen journalism.

5.1 Discussion of Findings

Objective 1: challenges citizen journalism has posed to print media industry in Uganda.

According to table 4.2, many people have left newspapers and turned to blogs for news & information as previously stated by Okpara (2015). It was also found out clear that blogs put much pressure on newspaper editors over what and when to report as stated by Vanderwagen (2012). He argues that citizen journalism and social media have pressurized journalists in South Africa over what and when to publish. This means that newspaper story making deadline has been shortened which brings panic among journalists due the pressure of breaking news from bloggers.

The findings indicate that blogs have changed the way how newspapers observe journalistic ethics as it was argued by De Keyser and Maekers (2011). They argued that “citizen journalism has forced traditional news media to change their ethics. Traditional news media now offer unethical features on their websites which are similar to those of amateurs”. It was found out that Newspaper revenue has reduced due to increased popularity of blogging since blogs have a wide readership base and reach. It was also found out that blogs have led to increased unemployment problem in print media industry.

Objective 2: print media response towards challenges posed by citizen journalism

It was clear from the results of the table 4.3 that the biggest percentage of respondents (46.2%) agreed that bloggers are now news sources for traditional newspapers. This implies a positive relationship between conventional newspapers and citizen journalists. This is in line with Deuze, Bruns and Neuberger (2007); “ mainstream media is taking note of what citizen journalists are saying, and use such content generated by users as an alternative to vox-pops opinion polls, or in some cases indeed are part of the editorial work.”

Secondly, it was also found out that in order for newspapers to survive the challenges of blogging, majority of respondents (95%) agreed that media houses are now incorporating social media editors to manage their tweeter and face book pages to attract their readers. This is in line with Bruns, Wilson and Saunders (2009) who said that the best way for newspapers to attract online community is to promote and include services of citizen journalism in mainstream media.

Objective 3: factors influence citizen journalism practice in Uganda.

It was observed through conducting this study that many respondents generally accepted that the assumed stated factors appropriately explain the high proportion citizen journalism in Uganda. has made citizen journalism popular and accessible (62.7%).The birth of information and Communication technologies (ICTs) has brought the practice of citizen journalism (52.0%). Main stream media has no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum (42.7%).

The change in business model of most media companies towards profit maximization, leaving out unprofitable types of information (42.7%). The expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues (49.3%).The main stream media is under control of either governments or big businesses and that is why it cannot hold big institutions accountable (58.7%). The above factors are in line with Nabutanyi (2014).

Therefore, according the results of table 4.4, the major factor influencing the growing popularity of citizen journalism is the interactive nature of that medium, being followed by birth of information and Communication technologies.

Objective 4: perception of journalists towards citizen journalism

The results of this research are in agreement with the previous studies. For instance; in section (1) of this research question, 76.2% agreed that it is true that bloggers are not journalists but just volunteers as earlier stated by Kramer (2004).

In sub section (2), on whether newspaper journalists view bloggers as agenda activists who damage journalism, majority of respondents (46.2%) agreed with the statement and voted for Yes. Basing on responses collected, bloggers do not act according to journalism profession but act according to their personal aims tarnishes journalism profession.

Objective (4) subsection (3) it was revealed that newspapers view bloggers as amateur not professional journalists. This is true because even earlier researchers like Lowrey and Mackay (2008) argued that “citizen journalism has never been regarded an occupation or profession, because most bloggers do not aim at getting money, neither do they aim at drawing audiences to their blogs to attract advertisers as traditional newspapers.

Findings also revealed that it is true that blogs compete with newspapers and compliment the work of journalism which is in agreement to what was stated by Dugan (2008), Bruns and Neuberger (2007), Lacy, Duffy, Riffe, Thorson and Fleming (2010).

Regarding the general perception of citizen journalism, the study established that, while the majority of newspaper journalists expressed a negative perception, they also perceive that the practice is essential and useful in their career, they still believe that they cannot work in this digital era without citizen journalists.

5.2 Conclusion

On the basis of the study findings, four broad conclusions have been drawn. The conclusions have been drawn under four categories linked to the study objectives: The first broad conclusion responds to the first objective, which essentially addressed the issue of challenges posed by bloggers, the second conclusion answers the second objective that addresses the issue of how print media respond to challenges posed by citizen journalism, the third objective on factors responsible for the rising influence of citizen journalism and the last objective which addresses the issue of print media perception on citizen journalism.

Objective one: challenges citizen journalism has posed to print media industry in Uganda.

The conclusion drawn based on data on challenges of blogging is that, newspaper journalists in Uganda have essentially been threatened by increasing loss of customers, shrinking newspaper revenue, deteriorating adherence to journalistic ethics, unemployment and deadline pressure on newspaper editors. Blogs have also challenged the credibility of news in print media. On this note therefore, the reflection of Ugandan print journalism, citizen journalists have changed the way how newspapers observe journalistic ethics as it was argued by De Keyser and Maekers (2011).

Despite of the above ethical concerns, as per the data collected, the good things citizen journalism has outweigh the bad. Citizens have played an important role in journalism throughout history and their importance does not appear to be changing any time soon.

With today's technology, the power that citizen journalist have in producing news is growing like never before. Furthermore, citizen journalism appears to be returning to its historical roots with its hyper local reporting and audience participation. Once again, there are many voices and reporting news is not limited to mainstream media. Citizen journalism may have declined with the growth of professional journalism in the 1900s, but it is emerging stronger than ever before in the 2000s. The biggest strength that citizen journalism has is its perception among the public as a viable alternative to traditional media like print. Because of this perception, it draws an audience from those discontented with the traditional news or who were never contented in the place, because traditional news may not cover as many local affairs and is often viewed as biased. But this is not to say that citizen and traditional journalism cannot coexist peacefully. Some studies actually show that the two can benefit each other.

Objective two: Response of print media towards challenges posed by citizen journalism in Uganda.

Regarding how print media respond to the challenges of citizen journalism, newspaper journalists in Uganda have essentially been using new media to meet entertainment and other social gratifications, not only for improving journalism practice, but also in sourcing, processing, sharing and getting feedback on local content. The journalists have mostly been using social networking platforms such as Facebook and Twitter, email and search engines, which are among the most preferred and often used, and websites and blogs, whose use is significant, to meet

entertainment and other social gratifications. From a research standpoint, it has been realized that bloggers are now news sources for traditional newspapers as it was stated by Deuze, Bruns and Neuberger (2007). But however, according to available literature, news should be too important to be left to the journalists alone if we are to get quality content, Gans (1980).

Objective three: Factors that influence citizen journalism practice in Uganda

The conclusion drawn on the factors that influence citizen journalism practice in Uganda, results from an in-depth investigation into the rise of blogging showed that over 62% of the total number of respondents agreed that the interactive nature of new media and internet development, have made online journalism popular and accessible.

Objective four: print media perception towards citizen journalism practice in Uganda.

The broad conclusion on how newspapers view citizen journalists 72% of respondents said that bloggers are not considered as journalists since they do not aim at profit maximization. This corresponds with Lowrey and Mackay (2008) Secondly; it is perceived that bloggers work is just complementary but not competitors as it was stated by Dugan (2008), Bruns and Neuberger (2007), Lacy, Duffy, Riffe, Thorson and Fleming (2010).

5.3 Recommendations

Based on the research objectives, the researcher made the following recommendations:

Objective one: challenges citizen journalism has posed to print media industry in Uganda.

In order to survive the challenges posed by blogging in Uganda, print media industry should as a matter of deliberate policy embrace digitization and the internet to enable them operate competitively in today's media industry.

This study has also revealed that there is a lot of collaboration between professional and citizen journalists. This collaboration has great benefits for professional journalism. The citizen journalism being practiced is institutionalized (rather than alternative in the institutional sense), but there is a continuous need for the negotiation of power and emphasis between these two elements because they do have different epistemological foundations.

Newspapers should also need to invest in a different relationship with their readers and advertisers. They should exploit their brand, by promoting their online and print products as well as share editorial staff and other resources amongst these two different products.

Education institutions, such as tertiary and universities should redesign the programs so that they train practical skills which put more emphasis on enabling their graduates to use digital media effectively. The time that students spend in colleges should be enough to equip them with the new media tools necessary for effective journalism experience after graduating.

Objective two: how newspapers respond to challenges posed by citizen journalism in Uganda.

There should be a mutual work environment between newspapers and citizen journalists, because the findings showed that it is now hard to do journalistic work by only professionals in some parts of the country especially war zones, in riot situations, in offices of those suspected of corruption and many other circumstances. Ugandan newspapers should open up social media sites through which their audiences can participate in gathering, analyzing and dissemination of news and information.

Objective three: factors that influence citizen journalism practice in Uganda

To the government of Uganda: It should respect the freedom of the press. This will enable journalists to freely disseminate news and information without any fear or favor.

To media companies: they should change their model of only focusing on profit maximization and also include content that is needed by audiences even if they do not fetch profits. This will reduce the pressure exerted by bloggers.

Media houses should be decentralized in almost all parts of the country to fill the gaps exploited by bloggers.

Media houses should balance international, regional and local content in order to provide audiences with a variety of issues.

Objective four: how newspaper industry perceives citizen journalism practice in Uganda.

The perception of newspapers that citizen journalists are amateurs, volunteers in journalism, and many other perceptions should end and begin realizing the important role of citizen journalists in this digital era. Newspapers should work hand in hand with bloggers since some blogs are news sources of some newspapers and therefore

Therefore, fusion of both citizen journalism and traditional newspapers is more paramount in today's journalism.

5.4 Areas for further research

Academically, there are many directions in which to conduct further research on citizen journalism. As this study generally examined the challenges of citizen journalism on print media, further research could be done on effects of online content on other media such as radio and television.

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APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRE

Dear respondent,

I am Mpungu Muluta a student of Kampala International University Kansanga, pursuing a master's degree in journalism and media studies.

I am undertaking a research inquiry on the topic “**Citizen Journalism and Print Media: A Study On Challenges Posed By Bloggers In Uganda**”. You have been selected to take part in this study and help in providing appropriate information concerning the topic selection. The information you provide will basically be used for the purposes on academic grounds. Therefore, feel free to answer all the questions presented to you on this paper sheet.

SECTION A: PROFILE CHARACTERISTICS OF RESPONDENTS

(Write and Tick where necessary)

1. Age; Below 20 20-29 30-39 40 - 49 50 and above

2. Gender; Male Female

3. Level of education

Certificate	Diploma	Degree	Masters	Ph.D.	Others (specify)
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4 Experience (Period spent in operation) 3. Experience

Less than one year	1-3 years	4-7 years	8-11 years	and over
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5. Department

News reporting	News editing
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SECTION B: CHALLENGES POSED BY CITIZEN JOURNALISM

Direction: Indicate the extent to which each of the following statement is true or false regarding the challenges of Citizen Journalism. Kindly use the key below for your rating;

4=Very true (VT); 3=True (T); 2= somewhat true (ST); 1= Not true (NT)

Statements	VT	T	ST	NT
Many people have left newspapers and turned to blogs for news & information				
Newspaper revenue has reduced due to increased popularity of blogging				
Blogs have changed the way how newspapers observe journalistic ethics				
Blogs have led to increased unemployment problem in print media industry				
Blogs put much pressure on newspaper editors over what and when report				
Blogs have reduced the credibility of news				

7. Give your views on any other challenges posed by citizen journalism you can think of

SECTION C: HOW NEWSPAPERS RESPOND TO CHALLENGES OF CJ?

1. Bloggers are now publishing news, of which traditional media sometimes pick, thoroughly make research and later publish such news.

Very true True somewhat true Not true

2. Due to rising influence of blogs, media houses are now incorporating social media editors to manage their tweeter and face book pages.

True False

3. As a professional journalist, how do you always respond to the threats of citizen journalism?

SECTION D: Factors That Influence Citizen Journalism Practice in Uganda

Direction: Indicate the extent to which each of the following statements is true regarding the rising influence of Citizen Journalism. Kindly use the key below for your rating;

4=Very true (VT); 3=True (T); 2= Somewhat true (ST); 1= Not true (NT)

Statements	VT	T	ST	NT
The birth of information and Communication Technologies (ICTs) has brought the practice of citizen journalism.				
The main stream media is under control of either governments or big businesses and that is why it cannot hold big institutions accountable.				
The change in business model of most media companies towards profit maximization, leaving out unprofitable types of information.				
The expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues.				
Main stream media has no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum.				
The interactive nature of news media has made online journalism popular and accessible.				

As a professional journalist, give your views on reasons behind the rising influence of citizen journalism in Uganda

SECTION E: How Newspaper Journalists Perceive the Practice of Citizen Journalism

1. Bloggers are not journalists but volunteers.

True False

2. Bloggers are agenda activists who damage journalism.

Yes No Somehow

3. Bloggers are amateur not professional journalists

Very True true somewhat true not true

4. Do blogs compete with newspapers or complement the work of journalism?

Very true true somewhat true not true

5. As a professional journalist, give your views on the practice of citizen journalism in Uganda

APPENDIX B

KREJCIE AND MORGAN SAMPLE SIZE DETERMINATION TABLE

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note= **N** is population size, **S** is sample size

Source: Krejcie and Morgan (1970)