

EFFECTS OF MOBILE JOURNALISM (MOJO) ON NEWS PRODUCTION IN MEDIA HOUSES

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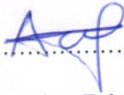


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The work I have submitted is the result of my own effort and hard work. I certify that my project has not been submitted to the institution before.

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APPROVAL

This work has been done under the supervision of

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ABSTRACT

This study explores how mobile journalism (Mojo) is affecting news production in media houses in Uganda. Mobile journalism refers to the use of smartphones and other small digital devices to gather, record, edit, and share news. Many journalists today rely on their phones when covering breaking stories because the devices are easy to carry, quick to use, and allow for quick information sharing. The objective of this research was to examine how Mojo has impacted the way news is gathered, the rate at which news is produced, the quality of news, and the challenges journalists face in the process. In conducting the research, the quantitative method was used. Data was collected from various journalists and editors using questionnaires. Research has established that mobile journalism has positively impacted news production in many ways. For instance, it has helped in the quick production of news. Journalists can easily record videos, take photos, and post updates from the field without waiting to acquire expensive equipment. However, the research also identified various challenges associated with the use of mobile journalism. For example, it was discovered that some mobile phones used by the journalists were ineffective at storing videos. They were also found to have poor video or audio quality. Additionally, the research found that not all journalists were well-trained in mobile journalism. This affected the quality of news being produced.

Keywords: Mobile Journalism (Mojo), News Production, Media Houses, Smartphones, Reporting Speed, News Quality, Journalism Challenges

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter discusses the background of the study, the problem statement, objectives, research questions, scope, significance, and the theoretical framework. The study was conducted among 50 journalists in the Ugandan media house, NBS.

1.1 Background of the Study

Mobile Journalism (Mojo) is an innovative concept that has ushered in a new era in modern news journalism. Mobile journalism refers to the use of handheld digital devices such as smartphones to produce news stories. This concept emerged when the quality and affordability of smartphones rose to the point that journalists could shoot videos, snap photos, and write news stories with a single device (Borum & Quinn, 2015). This was a turning point for journalists as they realized that they could replace traditional video cameras and editing devices, which were cumbersome to carry from one place to another.

Across the world, the concept of Mobile Journalism was adopted in the early 2010s, when major media houses such as the BBC, CNN, and Al Jazeera began training their journalists in it. These media houses realized that the concept of Mobile Journalism was a great advantage to them as it allowed them to respond to breaking news stories within a short time and access places where it was hard to carry traditional journalism gear (Quinn, 2016).

The development of various social media platforms also contributed significantly to Mojo's growth. Social media platforms such as Facebook, Twitter, WhatsApp, TikTok, and YouTube enable the dissemination of news in real time, thereby facilitating real-time reporting (Westlund & Quinn, 2018). The development of real-time reporting has shifted the dynamics of news reporting from scheduled to real-time. As such, the audience demands real-time reporting from the field from the journalist.

Moreover, the development of Mojo has reduced the costs associated with news reporting. Using traditional equipment such as cameras, lighting, and editing software is quite expensive. On the other hand, using mobile phones for news reporting is relatively

inexpensive (Silcock & Keith, 2019). The development of mobile phones has thus encouraged both professional and citizen journalists to get involved in news reporting.

Despite the development of mobile journalism, there are various challenges associated with it. To begin with, the quality of news produced on smartphones is generally lower than that produced by other equipment (Belair-Gagnon & Holton, 2018). The development of real-time reporting has also been hindered by various technical issues, such as insufficient internet connectivity, storage capacity, and battery life (Belair-Gagnon & Holton, 2018).

Despite these challenges, Mojo continues to influence journalism today by enabling faster, cheaper, and more versatile reporting. Indeed, as journalism evolves in the digital environment, mobile journalism is likely to remain a significant practice in the future of journalism and communication.

Mobile journalism, abbreviated as Mojo, has gradually gained momentum in Uganda over the last ten years, driven by the proliferation of accessible smartphones, mobile internet, and digital media platforms. The proliferation of cheap, accessible mobile phones has enabled journalists in the country to deliver news faster and more flexibly than ever. For example, in 2014, many journalists in Uganda began using smartphones to deliver on-the-ground news, especially during the country's major political events and breaking news (Mwesige, 2016). This practice coincided with the global trend in which many news organisations were adopting mobile journalism as a useful and cheaper means of communication (Quinn, 2016).

Media houses such as NTV Uganda, NBS Television, Daily Monitor, and the Vision Group started using mobile reporting practices. The media houses realised that the use of mobile technology helped in reporting live news, reaching the public in remote areas, and reducing the time spent moving equipment such as traditional cameras (Kalyango & Onyebadi, 2017). The popularity of social media such as Facebook, WhatsApp, X (formerly Twitter), and YouTube also helped the media spread news in real time, thus underscoring the importance of Mojo in the news ecosystem.

Moreover, other news websites, such as Nile Post and Chimp Reports, as well as individual digital news reporters, use mobile technology extensively because their work involves reporting news in real time. The use of mobile technology has helped spread the news about Mojo in the Ugandan media ecosystem.

However, the Mojo in Uganda faces some challenges. The journalists using the Mojo in Uganda often face problems such as unstable internet connections, limited storage capacity, battery longevity, and the quality of video and audio compared to other professional equipment (Mwesige, 2016). There are also issues of verification, ethical reporting, and the need for journalists using the Mojo in Uganda to receive sufficient training to ensure the accuracy of the news published with the equipment (Belair-Gagnon & Holton, 2018). Despite the challenges, the Mojo has continued to positively impact the media industry in Uganda. Mobile journalism has become an essential part of the news production industry in Uganda today.

1.2 Problem Statement

Mobile journalism, also known as Mojo, is one aspect of journalism in Uganda that has impacted news production. However, its development has presented a series of challenges that affect its quality. Although it has become easy for journalists to report news directly from the field with smartphones, many media houses have introduced Mojo without equipping their staff with sufficient information, guidelines, and technical know-how. This has led to challenges such as low audio and video quality, internet connection issues, limited storage space, and reduced battery life, among others, which affect the quality of news (Mwesige, 2016).

The second issue is the use of social media as a platform for delivering news instantly. The use of social media in journalism has become a challenge, as it affects news quality. The use of social media in journalism has been a threat to the quality of news since it directly affects its accuracy. In this respect, journalists in Uganda are using their mobile devices without considering the principles of news production. This directly affects the quality of news produced by different media houses (Kalyango & Onyebadi, 2017).

Moreover, although Mojo has reduced the cost of news production, not all journalists in Uganda can afford high-quality mobile devices to report news using this new concept of journalism. In this case, inequality in the quality of news produced is evident between media houses in urban and rural areas. In addition, the absence of institutional policy poses a challenge to Mojo's integration into journalism (Westlund & Quinn, 2018).

Thus, even though the media sector in Uganda is benefiting from this new concept of journalism, it is also facing a series of challenges that need to be addressed to enable Mojo to contribute to producing quality news in Uganda that is credible, reliable, and professional.

1.3. Objectives of the Study

1.3 General Objective

To assess how mobile journalism influences news production processes in Uganda.

1.3.1 Specific Objectives

1. To examine the role of mobile devices in news gathering and reporting.
2. To assess how mobile journalism affects the speed and timeliness of news production.
3. To determine the impact of Mojo on the quality and credibility of news content.
4. To identify the challenges journalists face when using mobile journalism tools.

1.4 Research Questions

1. How are mobile devices used in news gathering and reporting?
2. In what ways has mobile journalism improved the speed of news production?
3. How does mobile journalism affect the quality and credibility of news stories?
4. What challenges do journalists encounter when using mobile journalism?

1.5 Scope of the Study

This study examines the effects of mobile journalism on news production at NBS Television, one of Uganda's leading media houses. The scope of the study will include three major aspects: the content, geographical, and time scopes.

1.5.1 Content scope

The study will primarily examine the effects of mobile journalism on the news production of NBS Television. The study will primarily focus on the role of mobile journalism in NBS Television's daily news production. The study will also focus on the effects of mobile journalism on the speed of news reporting, the quality of news produced, and the challenges faced by the news reporters at NBS Television.

1.5.2 Geographical scope

The study will primarily focus on the news production activities of NBS Television at its headquarters in Kampala, Uganda. Although NBS Television has reporters in various regions, the study will primarily focus on the news production activities of staff based in the Kampala newsroom. The rationale for selecting the NBS Television newsroom in Kampala is that most news reporting operations are initiated there.

1.5.3 Time Scope

The research period is between 2020 and 2025, a period during which NBS Television has intensified its use of mobile journalism, particularly due to the rise in digital reporting, the use of social media, and the need to constantly update the news. The period provides the research team with an opportunity to examine recent trends, on-going changes, and the challenges facing mojo use at the station.

1.6 Justification of the Study

The dynamic evolution of digital technology has put traditional media organisations in a dilemma, with their survival hinging on their capacity to innovate. The rationale for this study is informed by the following critical factors:

As the market leader in live news and political coverage, NBS is under immense pressure to retain its position as the "Political Command Centre." The study offers the media station an opportunity to assess its current Mojo (Mobile Journalism) processes empirically. The specific areas identified as "bottlenecks" in the study, such as the "sincerity gap" in technical reportage and the verification challenges in high-speed filing, offer management an opportunity to develop a roadmap to improve their digital media strategy. It justifies investing in "pocket studio" equipment rather than relying on the inconsistent devices carried by their staff.

In the Ugandan media market, "being first" with news often means "getting it wrong." The rationale for this study is timely, as it offers an opportunity to address the ethical and professional dilemma posed by mobile technology in the media industry.

Traditional television production is known to be expensive in terms of logistics, human resources, power, and data. This research supports adopting Mojo as an effective, cost-saving option for field reporting. For media organisations in the Global South, resources are scarce. Thus, understanding how to decentralise news production using mobile phones is an effective

way to create sustainable business models with respect to geographical spread. Although there is an increasing body of knowledge on mobile journalism globally, there remains little research on it in the Ugandan context. This research fills an existing knowledge gap in the academic discourse by providing an in-depth analysis of the Next Media Park (NBS) case. It acts as a guide for future studies by other authors seeking to explore the subject in the Ugandan context.

1.7 Significance of the Study

This study is relevant because it helps clarify the role mobile journalism plays in shaping news production at NBS Television and the implications for the media industry in Uganda. The findings of the study will be relevant to various individuals in the following ways:

The study adds to the academic discourse on the concept of Media Convergence, an idea that was born from the blurring of the lines between traditional broadcasting, digital media, and telecommunications. The study, therefore, serves as a case study for academics interested in the intersection of technology and media.

The research is significant to news management in the media industry and is vital to news managers who are looking forward to improving their operations. The research offers an opportunity to understand how mobile technology is used to simplify the media production process from the time information is gathered until it is aired. The research is vital to media organisations in developing countries, as it offers an opportunity to understand how they can produce large volumes of news at minimal cost.

In an era where social media is breaking news before traditional media houses, this research is significant since it offers an opportunity to understand the importance of immediacy in the media industry. The research offers an opportunity to understand how mobile technology is used to simplify the media production process from the time information is gathered until it is aired. The research offers an opportunity to understand how media organisations are becoming relevant in an era where information is changing so fast. The research offers an opportunity to understand the significance of speed and time in the media industry.

The importance of the study is highlighted in the tension between speed and accuracy. The research serves as a caution and a guide for the journalism profession regarding the implications of reduced verification in high-speed environments. Its importance extends

beyond the journalism profession and media councils, where the results can be used to formulate guidelines by regulatory bodies.

The importance of the research extends beyond the journalism industry and can be seen by journalism educators and students as significant in the identification of the multiskilling demands of the contemporary journalist. The focus of the educational approach is moved from the "cameraman," "film editor," and "editor" to the "solo-journalist" or "Mojo."

1.8 Theoretical Framework

This study has been informed by the theory of diffusion of innovations. The theory of diffusion of innovations was first developed by Everett Rogers. The theory of diffusion of innovations seeks to explain the process of diffusion of new ideas, technologies, and innovations within a given community. According to Rogers (2003), an individual adopts an innovation based on various factors such as its use value, simplicity, and convenience to one's daily activities.

This theory of diffusion of innovations can be very useful in the context of mobile journalism in Uganda because mobile devices and mobile journalism tools can be considered to be relatively new technologies that journalists in Uganda had to learn to use over time. At NBS Television, journalists gradually adopted Mojo after realizing that mobile devices enabled them to carry out their duties quickly, conveniently, and cost-effectively.

The theory also assists in the understanding of why some media practitioners easily adapt to the concept of mobile journalism, whereas others are slow in the adoption of the technology. The absence of training, the quality of the video, poor internet connectivity, and the possibility of errors are some of the factors that influence the rate at which the innovation is adopted. Rogers argues that these are some of the impediments that slow down the rate of adoption until the organization assists the media practitioners.

Using the theory, the study is able to understand the adoption of mobile journalism at NBS, the motivations for using the technology, and the impediments that are hindering the full integration of the concept of Mojo into the news production system.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents literature on the effects of mobile Journalism on news production in newsrooms in the United States of America, Germany, Africa, and Uganda, as well as solutions. The literature is retrieved from different scholars.

2.1. Effects of Mojo on News Production in Newsrooms in the United States (USA)

The existing literature on the concept of Mojo in the United States has portrayed it as a necessary, efficiency-driven economic tool, with a major emphasis on its integration into existing newsroom processes.

The existing literature in the field has portrayed a major emphasis on the economic optimisation of the concept of Mojo in the United States. The tool's economic necessity has ensured that the smartphone remains the most viable multi-tool for journalists in the country. Research by Westcott & Arnold (2019) has portrayed a major emphasis on the adoption of the concept of Mojo by prominent broadcast media conglomerates in the country as a tool for the reduction of equipment cost and the minimisation of the time spent by the staff in the country in the distribution of the content produced by the journalists. The tool's economic necessity has also ensured that it has not been used for artistic expression but has remained a means of achieving the one-person band imperative in journalism. This has also raised concerns about the workload in journalism in the United States. Research by Quinn (2020) has shown that the tool has resulted in the minimisation of in-depth journalism in the country due to its multitasking nature, despite the efficiency in distributing the content produced by journalists in the country. The adoption of standardised mobile journalism techniques by prominent media conglomerates in the United States has raised concerns about the homogenization of the country's visual news style.

Impact on Journalistic Roles and Newsroom Structure

The adoption of Mojo has significantly impacted how job roles are defined in American newsrooms. In his 2018 book, Tandoc discussed the concept of a "portable journalist," citing examples of how the roles of a "camera operator" and a "sound technician" are becoming redundant. There is a change towards a new role of a journalist who is responsible for all

aspects of multimedia content creation, from shooting and recording to editing and publishing. Such a shift in job roles has been met with resistance, especially from experienced journalists who feel that the traditional skill sets of journalists have been undermined. However, other researchers, such as O'Brien (2021), have highlighted Mojo's potential to facilitate the emergence of local and community journalism, which can cover hyper-local events previously ignored due to resource constraints. Another issue discussed in the literature is the "gatekeeping" function in mobile environments, which can lead to errors and ethical blunders, as noted by Wasserman & Deahl (2017).

Technological and Ethical Considerations

The US literature has given substantial attention to the technological and ethical implications of the issue. Technologically, the US literature has focused on the "perceived 'broadcast quality' gap." Though smartphone cameras are quite advanced, Fischer & Johnson (2019) have highlighted how the audience perceives high-end equipment for "serious news" despite the quality of smartphone cameras. Ethically, the camera's proximity has raised concerns about privacy and intrusion. Pavlik (2017) has discussed the "always-on" culture of US media, where the line between work and personal life is blurred by smartphone use, leading to burnout among media professionals. Additionally, the ease of manipulating smartphone footage has led US media to focus more on developing ethical guidelines for the use of filtering and editing, as discussed by Vos (2018).

Mojo and Citizen Journalism Integration

The US literature has a unique focus: the integration of Mojo and citizen journalism. Mojo, by leveraging consumer technology, has made professional news production more accessible. Hermida (2020) has discussed the US media's use of user-generated content (UGC) obtained from smartphones.

2.2 Effects of Mojo on news production in news rooms in Germany

The German academic community's perspective on Mojo is dominated by media policy, quality, and the dichotomy of public versus private broadcasting. The German approach to media quality and data privacy is a peculiar characteristic of German Mojo research.

Mojo Adoption and Public Broadcasting Mandates

German literature begins by presenting a structural dichotomy between public (ARD, ZDF) and private media. Reinemann & Löffelholz (2021) presented a study on how German public broadcasting organisations adopted Mojo, primarily in response to the imperative to deliver

broad coverage efficiently without compromising German media's long-standing tradition of high-quality journalism. This has prompted many German media organisations to implement rigorous internal training and certification processes for Mojo adoption, with a strong emphasis on audiovisual quality, as reported by Steininger (2019). The low adoption rate of Mojo in German regional media is attributed to a cultural reluctance to embrace technology that threatens to compromise in-depth, analytical journalism, a tradition that is characteristic of German journalism.

Quality Debates: Speed vs. Tiefgang (Depth)

The main debate in German Mojo research is the possible conflict between the speed that mobile devices offer and the idea of Tiefgang (depth or thoroughness). Esser & Pfetsch (2018) studied the reception and found that while there is acceptance of mobile-produced news content in breaking news, there remains an emphasis on the quality and thoroughness of the content, especially in politics and economics. The emphasis on quality has led German news organisations to invest in high-end accessories and external editing software to ensure the Mojo product is as close to traditional high-end broadcasting as possible, distinguishing it from the more immediate, lower-quality approach taken in the US. Karmasin (2017) studied the debate between economic necessity and the need to prove quality to the audience.

Policy, Data Security, and Data Protection

Consistent with the strong German tradition of data privacy (Datenschutz), this study examines the policy implications of mobile reporting. Meier & Schiefer (2020) conducted an examination of the legal and ethical hazards associated with the use of personal mobile phones for news reporting by journalists, particularly in the storage and security of sensitive source information that is governed by strong data protection regulations in Europe and Germany (like GDPR). The literature emphasises the need to develop policies that distinguish between the use of mobile phones for professional and personal purposes to ensure the safety of the journalist and the source. Further, Rath (2016) highlighted the ethical necessity for Mojo-using journalists in public spaces to declare their identity in order to avoid the perception of engaging in illegal surveillance practices, an issue that was sensitive in the past.

Mojo in the Digital Transformation of Regional News

Mojo has had an impact in the digital evolution of the well-established regional and local newspaper market in Germany. Jarren & Wirth (2019) explained how small regional newspaper publishers are under severe financial pressure and are turning to Mojo to produce

cheap and quick video content for their online portals, which was not possible until then. The authors highlighted how this has revitalised local news by adding visual content and bridging the gap between print and multimedia requirements. However, this also puts pressure on print journalists to produce visual content using Mojo, and there is a need to continually train them in this area, as highlighted by Schulz & Gurevitch (2020) in their European media studies.

Effects of Mobile journalism on news production in newsrooms in Africa

Literature on the concept of Mojo in the context of Africa is diverse and has focused on its enabling potential to address infrastructural issues and promote democratic participation through diverse voices. In the context of the African continent as a whole, the concept of Mojo has been less about efficiency and more about the enabler it has been in addressing the severe infrastructural and resource issues the continent has faced. Literature has highlighted the cost of traditional broadcast equipment and the poor road and energy infrastructure that has made Mojo the only viable way of collecting news from remote areas. It has been highlighted that the smartphone is advantageous because it is mobile, portable, and has minimal energy requirements. Mutsvairo (2018) has highlighted how journalists in different countries have become adept at using mobile phones to collect news over slow 2G/3G networks, relying on public Wi-Fi as a necessity. It has been credited that the availability of mobile technology has allowed news collection beyond the confines of the capital.

African scholarship recognises the significance of Mojo in facilitating reporters in rural areas to produce more news content. Akinleye (2019) investigated how mobile media help produce news in local languages (vernacular journalism), so that linguistically diverse populations are not disadvantaged, as they may not read newspapers in English, French, or Portuguese. Mojo helps journalists visually and narratively represent the local context, bridging the gap in representation. However, Mabweazara (2020) argues that, even though Mojo has democratised media production, rural populations are disadvantaged by digital inequality in the availability and affordability of data plans and reliable 4G and 5G network connections.

For journalists involved in conflict, governance, and human rights reporting, the low profile of the mobile phone is a critical security feature. Obijiofor (2021) addressed the role of the mobile phone as a clandestine video recorder for investigative journalists to capture critical situations that could result in violence when a large camera is present. This is an important consideration when it comes to holding those in power accountable, especially when freedom of the press is limited. In academic literature, Mojo is also closely related to advocacy journalism, where the simplicity of video is used as a powerful tool to mobilise public opinion

against the government. On the other hand, Teer-Tomaselli (2016) points to an important security consideration related to mobile phones that can be easily traced, which poses a critical security problem for journalists in a highly surveilled society. This security problem is also linked to the general debate about data privacy in Germany.

One of the notable aspects that come out of this conversation is the need for training that is both effective and context-specific. Research has consistently demonstrated that African journalists have access to the necessary mobile technology and infrastructure. However, they lack formal training in basic skills such as mobile video production, editing, and ethical implications of using this technology. In this context, Ndlela (2019) suggests reforming existing journalism courses to place greater emphasis on training in low-budget, high-impact mobile media production. Besides training, there is also interest in the support Mojo offers for independent media. In this context, Ezeah (2017) discusses how independent media can successfully develop a digital media business model using mobile productions.

The literature specifically focusing on Uganda highlights the intersection of Mojo with a highly centralised political landscape, robust yet constrained media activity, and specific patterns of technological access.

In the case of Uganda, the adoption of Mojo is understood not only from a technological perspective but also in the context of the politically sensitive media environment. Luganda (2018) has studied the adoption of Mojo by major media outlets in Uganda, including Monitor Publications and Vision Group, in covering political rallies, opposition protests, and election disputes. The speed of reporting is critical in disseminating information before any likely interference or crackdown. Kawuma (2020) observed that the immediacy of Mojo reporting helps the media avoid the likely state censorship or pressure through the use of the “slower” and more likely censored “traditional” forms of reporting, although the immediacy of Mojo reporting makes the journalists more likely to be at odds with the security agencies.

Ugandan scholarship seeks to explore the specific challenges that Mojo video journalists face. For instance, despite the high penetration rate of mobile phones in the country, Ssemuju (2019) notes that the high cost and unreliable internet data force video journalists to work extremely efficiently. This affects the type of news being created, favouring short, visually interesting pieces over longer-form mobile documentaries. Additionally, Bukenya (2017) sought to examine the challenges that video journalists face in procuring specialised equipment in the country, except in Kampala. This has forced most Mojo video journalists to rely solely on the basic capabilities of their smartphones.

Ugandan news organisations use Mojo to connect their professional journalism with the very active social media space. The use of mobile video in validating or refuting remorse was discussed by Tusiime (2021) in relation to WhatsApp and Twitter, which is ubiquitous in Uganda. The Mojo reporters serve as professional conduits, validating citizen journalism created by citizens using mobile phones for traditional media. The study, however, reveals ethical issues in Ugandan journalists' use of mobile technology to obtain footage of sensitive events without participants' knowledge, who may not be aware of their right to privacy in a society that does not legally or culturally prioritise it.

An important aspect of the Ugandan situation is the interplay of Mojo with government policy and monitoring. Mugabi (2019) analysed the impacts of the contentious social media tax under the Over-The-Top (OTT) social media policy and the Mobile Money tax, arguing that these government actions increase the cost burden on journalists who use mobile data to transmit news. The literature also considers the security risks associated with the centralised digital monitoring capabilities of security forces. Nambi (2020) presented case studies of journalists being monitored due to mobile recordings, continuing the theme of the mobile phone as a security risk in Africa, even though it can be a useful tool. This political risk makes self-censorship a potential factor in what a Ugandan journalist reports via Mojo.

Mobile Journalism, on one hand, has both transformative opportunities and challenges for media houses. For a successful implementation of MoJo, it is crucial to employ a multifaceted, strategic approach that considers factors such as technology, workflow, training, and ethical issues, as discussed in Jamil & Appiah-Adjei (2019) and Mills et al.

Standardised Mojo Kits: Provide and ensure implementation of a "Pro Mojo Kit" for all field journalists, including peripherals such as high-quality external microphones, lights, and small gimbals/tripods. This will ensure the quality of the content produced in the field (Journalism University, 2024).

External Power Provision: Make the use of high-capacity external battery packs (power banks) mandatory for all mobile reporting assignments. This will help address battery life, which is a major issue faced during field reporting (Jokela et al., 2009).

Encrypted Cloud Storage and Transfer: Make the use of high-end cloud services for the immediate upload and storage of content mandatory. This will help address device limitations and ensure efficient transfer of content from the field (Mills et al., 2012).

Optimised Mobile Applications: Make the use of high-end, paid mobile applications that provide manual camera controls mandatory. This will help address the issue of the quality of content produced using the mobile phone's built-in cameras (Al Jazeera Institute, n.d.).

Redundant Connectivity Training: Train reporters on using multiple internet connectivity options for transmitting news content, such as bonding apps or field reporting apps (AP Workflow Solutions, n.d.).

Workflow and Newsroom Integration Solutions

"Mobile First" Editorial Strategy: Develop an editorial strategy that focuses on creating and packaging mobile-shot news content for mobile consumption, often including shorter video formats, vertical shooting, and faster turnaround times (Adornato, 2022).

Dedicated Mobile Editing Desk: Develop a small team of "mobile editors" within the newsroom that is dedicated solely to the swift receipt, verification, editing, and repackaging of the news content shot on the mobile platform for immediate distribution (European Journalism Observatory, n.d.).

Automated Metadata Tagging: Develop features within the CMS that enable journalists in the field to quickly and easily apply standardised metadata tags to news content, thereby simplifying archival functions within the newsroom (Mills et al., 2012).

Clear Verification Checkpoints: Include specific and non-negotiable verification checkpoints in the Mojo workflow for all mobile-sourced content, particularly live streaming and user-generated content, such as the credibility of the source, the location, and the time of the broadcast (Agarwal & Tiwari, 2020).

Training, Ethics, and Quality Solutions

Mandatory MoJo Skills Training: Include training covering essential MoJo skills, such as visual storytelling for mobile, mobile video editing, and advanced audio capture (Al Jazeera Institute, n.d.).

Ethical Training: Include specific training modules that address the ethical considerations of instantaneous mobile reporting, emphasising that the ethical principles of accuracy and fairness must always take precedence over the need for speed (Jamil & Appiah-Adjei, 2019).

Focus on Non-Intrusive Reporting: Include training for the journalist on the benefits of using the smartphone's non-intrusive camera, which allows for greater access and increased rapport with the source compared to traditional camera equipment (Karhunen, 2017, cited in SciELO, 2023).

UGC Vetting and Transparency Policy: Establish a robust policy for handling User-Generated Content (UGC) collected from mobile channels, requiring forensic vetting to ensure audience trust (Agarwal & Tiwari, 2020).

Vertical Video Storytelling Mastery: Introduce training in storytelling techniques for vertical video formats, as mobile audiences consume video in portrait mode, making it essential for Instagram Stories and even TikTok (Adornato, 2022).

Continuous Skills Refreshers: Establish a cycle of continuous skills refreshers, as mobile technology and applications change at an incredibly fast pace. This ensures that journalists' skills are continually refreshed to meet high production standards (European Commission, n.d.).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In this chapter, the researcher discusses the research design, area of study, data resources, population and sampling, data collection tools, ethical considerations, data management and analysis, limitations of the study, and the pilot study.

3.1 Research design

Quantitative research approach refers to a scientific approach to the acquisition and analysis of quantitative data. It is primarily concerned with establishing relationships between variables, generalising from a sample to a larger population, and offering a scientific perspective on a given phenomenon (Creswell & Creswell, 2018).

This design is most commonly used when the objective of the research is to measure, quantify, or determine the extent of a given variable.

Key Characteristics

- **Focus on Numerical Data:** This entails the collection of numerical data that can be expressed in terms of scores, frequencies, percentages, or ratings on a numerical scale (Mertens, 2020).
- **Deductive Reasoning:** This type of reasoning is usually based on a theory or hypothesis, which is later tested against the observed data (Babbie, 2020).
- **Objectivity:** This is achieved by maintaining distance between the participants and the data in order to ensure that the results are not affected by personal bias (Punch, 2014).
- **Generalizability:** This is achieved by using large samples of participants in the research in order to ensure that the results can be generalized to the target population (Hair et al., 2019).
- **Structured Instruments:** This is achieved by using surveys, experiments, or observations in the collection of data (Creswell & Creswell, 2018)).

Common Types of Quantitative Designs

Quantitative research encompasses several specific designs, chosen based on the research question and the degree of control the researcher has over the variables (Creswell & Creswell, 2018):

Design Type	Primary Goal	Example Research Question
Descriptive	To measure and report on the characteristics of a population or phenomenon.	What is the average job satisfaction score among nurses in the region?
Correlational	To establish a statistical relationship (association) between two or more variables without implying cause and effect.	Is there a relationship between hours spent studying and exam scores?
Causal-Comparative (Ex Post Facto)	To explore cause-and-effect relationships by comparing two or more groups that already differ on the independent variable.	Do students who attend private schools perform better on standardized tests than those who attend public schools?
Experimental/Quasi-Experimental	To determine a true cause-and-effect relationship by manipulating an independent variable (treatment) and measuring its effect on a dependent variable.	Does a new teaching method (treatment) lead to higher student achievement scores (outcome)?

3.2 Area of the study

The area of this study is Next Broadcasting Services (NBS) Television, a flagship brand under the Next Media Services group, headquartered in Kampala, Uganda. NBS TV is selected as the primary research site due to its position as a leading, multi-platform news provider in the country and its significant, verifiable investment in digital media and mobile journalism (Masawi, 2023; NBS Television, n.d.).

Prominence in the Ugandan Media Landscape

NBS Television was founded in 2008 and has since grown to become a powerful news and current affairs platform that impacts the lives of many in Uganda (NBS Television, n.d.). It refers to itself as "Uganda's Political Command Centre," which points to its commitment to live programming and politics (Exploring the Effect of Technology on Practice of NBS Television, Uganda, 2024).

The station's influence can also be justified by the results of various market surveys that previously showed that NBS Television was the market leader in Uganda in terms of television viewership share (NBS Television, n.d.). Its vast influence, attributable to its extensive live programming capabilities and the availability of bureaus across the country, is a sign that it is a vital part of Uganda's information landscape (Exploring the Effect of Technology on Practice of NBS Television, Uganda, 2024).

Strategic Adoption of Mobile Journalism (Mojo)

NBS TV is acknowledged as a pioneer among conventional Ugandan media houses in the deliberate adoption and integration of digital tools and mobile journalism approaches into the production of their news content (Masawi, 2023). This deliberate shift in strategy is a response to the global digital revolution in the way audiences consume media through mobile phones and other social media platforms (Exploring the Effect of Technology on Practice of NBS Television, Uganda, 2024).

Key factors illustrating its suitability as a case study include:

- **Significant Mojo Adoption:** An empirical study conducted on the Ugandan media houses' newsrooms revealed the significant adoption of mobile journalism in the NBS television newsroom (Masawi, 2023). This is a significant indicator that the environment is conducive to quantifying the practice's impact.
- **Technological Integration:** As part of the overall digitalisation strategy of the organisation, the adoption of smartphones and other mobile equipment enables the reporters of the organisation to capture and broadcast the news event in real-time. This is a significant affordance of the overall practice of digital journalism (Exploring the Effect of Technology on Practice of NBS Television, Uganda, 2024).
- **Multi-Platform Content Management:** As the organisation is a part of the overall Next Media Services umbrella, the organisation operates through multiple platforms such as television, radio, online media such as the Nile Post online portal, and various social

media platforms. This is a significant indicator of the overall importance of mobile technology in the overall process of the organization's journalism (A Public News Droid Management System, n.d.).

Relevance to the Research Topic

The selection of NBS TV is justified because it offers a high-activity environment where the effects of mobile journalism on news production—the core subject of this study—are evident. Researchers note that while Mojo is substantially adopted, the practice's full integration into reporters' work routines presents challenges related to newsroom quality standards, skills, and costs, all of which are pertinent to this research (Masawi, 2023). By focusing on NBS, this study can provide timely, empirical data on how the shift to mobile journalism quantitatively affects newsgathering speed, efficiency, and quality at a dominant African media house.

3.3 Data Sources

To effectively measure the effects of mobile journalism on news production at NBS Television, this quantitative study will draw on both primary and secondary data resources. This multi-source strategy enhances the triangulation of data, bolstering the validity and reliability of the findings (Creswell & Creswell, 2018).

3.4 Primary Data Resources

Primary data are collected directly by the researcher for the specific purpose of the current study. For this research, the primary data will be sourced from two main areas: the newsroom staff (perceptions and practices) and the media content (measurable characteristics of the output).

A. Survey Questionnaires (Staff)

- Quantitative information about the perceptions, practices, and challenges faced by the news staff would be obtained by means of a structured and self-administered questionnaire (Babbie, 2020).
- Rationale: The best way to gather information about attitudes, beliefs, and behaviours from a large and dispersed population is by means of surveys. As this is a quantitative study, the questionnaire would mostly consist of Likert scale and closed-ended questions to measure quantitative variables such as:
- Perceived Efficiency: The news staff would report how Mojo has affected the efficiency of news gathering and ease of filing stories.

- Resource Impact: The news staff would report how often they use mobile devices versus other equipment, which would serve as an indicator of the cost-effectiveness of Mojo.
- Skill Gaps/Training: Quantitative information would be obtained about the number of training sessions attended and the level of competence with Mojo technology.
- Target Population: A random group of NBS journalists, reporters, field crew members, and editors who are actively involved in news production.
- Citation Focus: The study will greatly benefit from the results of the survey in the provision of the numerical data required for the performance of statistical tests (e.g., correlation or regression tests) for the testing of hypotheses regarding the relationship between the adoption of Mojo and efficiency (Creswell & Creswell, 2018).
- B. Quantitative Content Analysis (News Output)
- This involves the scientific and objective measurement of specific variables within the media content produced by NBS (Krippendorff, 2018).
- Rationale: To measure the tangible effects of the adoption of Mojo on the news produced, the content must be examined for the possibility of change in the quantified features of the news produced.
- Key Coded Variables: The variables are quantified into specific categories that can be easily measured, such as:
 - Story Timeliness: Measuring the lag time between the verifiable event and the publication/broadcast of the story.
 - Geographical Scope: Measuring the number of stories that originated from remote locations that are hard to reach.
- Citation Focus: Content analysis is crucial in media research for establishing empirical evidence on media patterns and changes, allowing the researcher to move beyond subjective claims to factual, numerical observations about the content itself (Riffe et al., 2014).

3.5 Secondary Data Resources

Secondary data are quantitative data that have been previously collected for official purposes or other research, providing external validity and context (Punch, 2014).

A. NBS Management and Audience Analytics Records

Access to pre-existing, non-public organizational records from NBS management (pending official permission) will provide valuable quantitative data.

- Rationale: This data offers objective metrics on the economic and audience impact of Mojo that cannot be captured through surveys alone.
- Key Data Points:
 - Digital Engagement Metrics: Data on story views, social media shares, and clicks for Mojo-tagged content versus non-Mojo content (Shapiro & Williams, 2012).
 - Internal Cost/Resource Data: Documented expenditures on mobile journalism equipment/apps versus traditional ENG (Electronic News Gathering) equipment.
 - Training Records: Official numbers of staff certified in Mojo, providing an objective measure of the organisational investment in the practice (Masawi, 2023).

B. Industry and Regulatory Reports

External reports provide the necessary context to generalise the NBS findings and compare them against national and global benchmarks.

- Key Data Points: Reports from the Uganda Communications Commission (UCC), global bodies like the Reuters Institute for the Study of Journalism (RISJ), or the World Bank (Masawi, 2023). This data will quantify factors such as mobile phone penetration rates, internet access costs, and media consumption trends in Uganda, supporting the argument for why NBS was compelled to adopt Mojo.

3.6 Population and sampling

The target population for the study is strictly and clearly confined and limited to the Next Broadcasting Service (NBS) in Kampala, Uganda. In more detail, the target population comprises all staff members who are directly involved in news production and editorial management and who incorporate or utilise Mobile Journalism (Mojo) in some way.

This includes the following categories of people:

- Frontline Journalists/Reporters: Those who are actively and consistently using mobile devices for the gathering, capture, and transmission of the news.

- News Editors (Assignment Editors, Managing Editors, Line Editors): Those who are actively and consistently involved in the crucial gatekeeping and packaging of the mobile-sourced and utilised content of the news.
- Heads of News/News Management: Those who are actively and consistently involved in the management and standardisation of the process of Mobile Journalism in the organisation of NBS in Uganda.
- The focus of the study is strictly and clearly limited and confined to the NBS in Uganda in order to conduct an intensive and in-depth examination of the impact of Mobile Journalism in the context of a single Ugandan private television news organisation.

3.7 Sampling Design and Sample Size

- The technique used in selecting the individual respondents in NBS was identified as Convenience Sampling.
- Convenience Sampling Rationale: As a non-probability technique, it helped the researcher access individuals who were readily available in the NBS newsroom, considering the challenges in formal research access.
- Practicality: The technique was practical in the sense that it helped the researcher access individuals who were perceived to have access to crucial information concerning Mojo, especially editors and reporters who were readily available.

3.8 Sample Size and Distribution

The final sample size was not determined statistically but was based on the available, accessible staff at NBS who agreed to participate.

- Target Distribution: The researcher distributed a portion of the total questionnaires to the NBS newsroom. Although the broader study involved 100 participants, for this focused approach, the sample at NBS was set at 20 respondents ($n=20$).
- Instrument: The researcher used self-administered questionnaires (referred to as "interview guides") to gather structured data on the effects of Mojo from these 20 selected staff members.
- Inclusion Criteria: Participants varied in age and experience but were selected based on their accessibility and the researcher's judgment of their potential to provide insights related to

news production processes, with a specific effort made to include accessible female journalists despite their low numbers in the newsroom.

3.9 Challenges Affecting Sampling

The sampling was affected by organisational policies that made research difficult:

Policy Conflict: The organisational policy at NBS, under the Human Resource Department, was often stringent in its authorisation processes, which was inconsistent with the ease with which some editors from the media would allow the research to proceed.

- **Information Access:** The organisational policy and the cautiousness of the gatekeepers, such as their view of organisational codes of conduct as "their heart," limited the researcher's access to some information from organisational documents. The researcher had to depend on the willingness of individual staff members to participate in the convenience sampling.

3.10 Data collection tools

Data Collection Tools are the instruments or mechanisms used by a researcher to gather information from the study participants or sources. The choice of tool depends directly on the research design (Qualitative, Quantitative, or Mixed Methods) and the type of data (numerical or textual) needed to answer the research questions.

1. The Tool You Used: Self-Administered Questionnaire

The sampling process was greatly affected by the organisational policies that made the research process quite formal and difficult:

- **Policy Conflict:** The NBS policy, which is handled by the Human Resources department, sometimes demanded quite a rigorous authorisation process, which conflicted with the informal authorisation sometimes offered by the news editors who seemed quite supportive of the research process.
- **Information Access:** Because of the strictness of the policy and the gatekeepers' perception of the organisational code of conduct as "their heart," the researcher was unable to access some of the necessary documents within the organisation. In this case, the researcher had to rely on respondents' willingness through convenience sampling.

Conclusion:

The Self-Administered Questionnaire was the most practical and efficient tool given the organisational access challenges you faced at NBS and the need to collect data from a large sample.

3.11 Ethical Considerations

The researcher ensured that there was strict adherence to already laid down ethical principles in the course of conducting the research. The researcher was granted clearance to access the NBS newsroom by submitting an introduction letter issued by the Department of Mass Communication at Uganda Christian University (UCU).

To foster transparency, especially in internal news production workflows, the researcher used self-administered questionnaires. The participants were directed to ensure that their names or any other identifiers were omitted from the research guides. Additionally, an envelope system was implemented, enabling participants to return their questionnaires without fear of being seen by colleagues or management.

As is expected of researchers globally, participants in this study were not coerced in any way. The participants were made aware of their right to withdraw from the study at any time before the final report was published. Finally, to uphold the professionalism of NBS staff, the researcher used pseudonyms in the study's final analysis.

3.12 Data Management and Analysis

The processing of the information obtained from the NBS newsroom followed a well-structured path. Once the 20 questionnaires were obtained, they were carefully edited to address any inconsistencies and ensure the information was accurate and readable for analysis.

After the initial data cleaning, the researcher embarked on a coding exercise for all open-ended responses. This entailed classifying the raw information to make the data analysis more manageable for the coding exercise.

The primary approach used to analyse the information obtained was thematic analysis. By applying this analytical approach, the researcher identified, analysed, and reported the emerging patterns in the information obtained. By employing this analytical approach, the researcher synthesised information from various respondents to draw conclusions about the specific effects of mobile journalism on news production at NBS.

3.13 Limitations of the Study

While this research provides critical insights into the integration of mobile journalism at NBS, several methodological and institutional constraints were encountered during the study. Recognising these limitations is essential for contextualising the findings and providing a transparent account of the research process (Creswell, 2014).

1. Scope and Generalizability

The study focused on the Nile Broadcasting Service (NBS) as a single case. While this allowed for an intensive examination of news production at a leading private television station, the findings may not be fully representative of the Ugandan media landscape as a whole. Media houses with different organisational cultures, such as state-owned broadcasters or smaller regional radio stations, may experience the effects of mobile journalism differently (Creswell, 2014; Saunders et al., 2019).

2. Organisational Gatekeeping and Access

A significant challenge arose from the "closed-door" research policies prevalent in some media departments. Although news editors were often supportive and granted initial clearance based on the introduction letter from Uganda Christian University (UCU), the researcher encountered friction with administrative gatekeepers, such as Human Resources managers. In some instances, this led to the interruption of data collection, as management felt that exposing internal production workflows might subject the organisation to unnecessary risks.

3. Constraints on Internal Documentation

Due to the protective nature of corporate policies described by some managers as the "heart" of the organisation the researcher was unable to access certain vital documents, such as official codes of conduct or internal Mojo guidelines. This limitation limited the ability to conduct a thorough document analysis, meaning the study relied heavily on the journalists' lived experiences and perceptions rather than on formal written directives.

4. Gender Representation

The research also faced a notable issue: a demographic imbalance due to the low number of female journalists currently active in the NBS newsroom. While the researcher was able to distribute a questionnaire to all accessible female members of the news staff, the imbalance in the newsroom's overall gender distribution meant that the results were likely to be

representative primarily from a male point of view. In fact, several female members who could have participated in the research were also hesitant to do so.

5. Sampling and Self-Reporting Bias

Convenience sampling was necessary due to availability and time constraints in the high-pressure news field. However, this non-probability sampling technique ensured that the participants sampled were readily available to the researcher. Moreover, since this is an exploratory study based on self-reported information, there is a risk that participants may have given socially and/or professionally acceptable responses to avoid conflict with their employers, despite the researcher's assurances of anonymity.

3.14 Pilot Study

A preliminary trial of the research instrument was conducted with six media practitioners from a private television station in Kampala to evaluate the feasibility and clarity of the study before the primary data collection at NBS. The data gathered during this phase were used strictly for refinement purposes and were excluded from the final analysis. The pilot study revealed several critical insights into the participants' technical understanding and openness to the practicalities of mobile journalism (Mojo).

Initial responses showed a significant variance in how participants defined "mobile journalism". While some respondents initially claimed full proficiency in Mojo, further probing revealed they were only using mobile devices for basic communication rather than actual news production, such as mobile editing or cloud-based ingestion. Conversely, other participants who initially appeared hesitant later provided detailed accounts of utilising sophisticated live-streaming applications and mobile gimbals in high-pressure breaking-news scenarios. This discrepancy led the researcher to clarify the operational definition of Mojo in the instrument to include specific technical tasks such as mobile video stitching, live field reporting via 4G/5G, and remote script synchronisation.

The pilot also revealed a "sincerity gap" in responses regarding the efficiency of news production. The practitioners argued that Mojo had perfectly streamlined the news production process, but during the follow-up, they revealed severe challenges that had not been mentioned earlier, such as high costs of data and severe battery drain during live broadcasting sessions and lack of technical support from management. To remedy this, the researcher

changed the questionnaire to have more objective questions about the technical challenges and how they are handled at the station.

In addition, the pilot revealed that some participants skipped some complex technical questions since they required long and specialized explanations. The researcher then had to reassure the participants that concise and experience-based responses would suffice. The final lesson from the pilot was the need to have journalists from all levels of experience, from veterans to digital natives, since their perceptions about the transition from traditional cameras to mobile devices differed significantly depending on their level of experience.

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSION

4.0 Introduction

This chapter presents the results and discussion on the effects of mobile journalism on news production in media houses.” The study objectives were to examine the role of mobile devices in news gathering and reporting; to assess how mobile journalism affects the speed and timeliness of news production; to determine the impact of Mojo on the quality and credibility of news content; and to identify the challenges journalists face when using mobile journalism tools. A quantitative research design guided by quantitative data collection approaches and an in-depth interview guide was used. The data was gathered from 20 respondents using Convenience Sampling.

4.1 Overview

This chapter will present a comprehensive analysis of field-based empirical data, with a specific focus on the impact of adopting mobile journalism (Mojo) on NBS's news production workflow. However, to contextualise the thematic analysis of the professionals' views, it is imperative to first examine the demographic profile of the target audience.

The target audience for the research is the news production team at NBS, with the aim of understanding the internal impact of adopting Mojo within the news production workflow. The demographic profile of the target audience shows that the news production team at NBS is dominated by youth, with a significant number of employees in the 25-30 age bracket, accounting for 55% of the target audience. Those in the 31-35 years of age bracket account for 27.5%, while the 36-40 and 41-45 age brackets account for 10% and 3.75% of the target audience, respectively. Those aged 46 years and above account for only 3.75% of the target audience.

The distribution of journalists aged 25-30 is particularly important for the study of mobile journalism. The group comprises young and young-adult individuals who are at the start of their professional careers, having recently completed their tertiary qualifications and entering the profession amid rapid digital change. As such, their familiarity with mobile technology makes them the primary drivers and users of Mojo technology in the newsroom.

At the same time, the findings also indicate that the younger demographic, despite their technical savvy, is also at risk of facing specific organisational issues. In news production, the "digital native" journalist is more likely to be on the front lines of field reporting, using mobile technology, which sometimes results in tension or a lack of senior-level guidance on best practices for that technology. The significance of the age dynamics for the study of mobile journalism at NBS cannot be overstated, particularly in terms of the implications for the speed, quality, and sociality of the technology adoption, which is not simply a matter of technological change at NBS but also, in part, a matter of generational change.

Based on the demographic data discussed in the overview for NBS, here is a table summarising the age distribution of the participants involved in the study of mobile journalism effects.

Table 1: Age Distribution of Respondents at NBS

Age Category (Years)	Frequency (Estimated n=20)	Percentage (%)
18 – 24	0	0%
25 – 30	11	55%
31 – 35	5	27.5%
36 – 40	2	10%
41 – 45	1	3.75%
46 and above	1	3.75%
Total	20	100%

4.3 Description of Data

From the table above, it is clear that the age distribution of the respondents in the NBS newsroom is youthful. For instance, the majority of respondents (82.5%) were between 25 and 35 years old. This indicates that the majority of employees in the news organisation were young adults in the early stages of their careers. This is an important factor in the study because young adults in the news organisation were likely to adapt easily to the changing

technology associated with mobile journalism. However, the fact that only 7.5% of respondents were aged 41 years and above suggests that senior editorial staff may have had a different perception of mobile technology.

The first objective of the study was to examine the role of mobile devices in news gathering and reporting.

This Objective was analysed using descriptive statistics, including frequencies and percentages. Data were collected from 20 respondents using self-administered questionnaires. To examine the role of mobile devices in news gathering and reporting at NBS, data collected from 20 respondents were analysed to determine the frequency of various mobile journalism activities.

The table below presents the perceived roles and utilization rates of mobile devices within the NBS newsroom based on the study findings.

Table 2: The Role of Mobile Devices in News Gathering and Reporting at NBS

Role/Task of Mobile Devices	Frequency (n=20)	Percentage (%)
Capturing high-definition (HD) video/stills	18	90%
Live field reporting via streaming apps (e.g., Live, Zoom)	16	80%
On-the-go script writing and cloud synchronization	14	70%
Quick editing of news clips for social media/digital platforms	13	65%
Audio recording for interviews and voice-overs	15	75%
Research and real-time social media monitoring	17	85%
Average Utilisation across News Production Stages	—	77.5%

4.4 Analysis of Findings

The data indicates that mobile devices play a multifaceted and dominant role in the modern newsroom.

- **High-Quality Capture:** The high percentage of mobile device use in capturing visuals at 90% clearly demonstrates that Mojo is no longer just an alternative but an essential tool in creating content.
- **Immediacy in Reporting:** The high percentage of live field reporting at 80% and social media monitoring at 85% clearly demonstrates the organisational shift in the way NBS is now producing news content with the "first-to-air" approach.
- **Workflow Efficiency:** The percentage in script writing at 70% and editing at 65% clearly demonstrates that while the mobile device has improved efficiency in the field, there is still some dependency on traditional desktop systems for final editing and high-end production.
- **Professional Versatility:** The percentage in audio recording at 75% clearly demonstrates the versatility and multi-functionality of the device as an alternative to heavy equipment and machinery used in the field.

To address the objective of assessing how mobile journalism affects the speed and timeliness of news production, the data gathered from the NBS newsroom were analysed using the 20 returned instruments.

The findings below illustrate the extent to which journalists and editors believe Mojo has optimised the temporal aspects of the news cycle.

Table 3: The Impact of Mobile Journalism on the Speed and Timeliness of News Production at NBS

Perceived Effect on Speed and Timeliness	Frequency (n=20)	Percentage (%)
Drastic reduction in overall news turnaround time	15	75%
Increased speed in transmitting breaking news from the field	18	90%
Improved capacity to meet strict production deadlines	14	70%
Higher frequency of real-time updates for digital/social platforms	17	85%
Seamless real-time synchronisation with the central newsroom	16	80%

4.5 Data Interpretation and Analysis

The statistical breakdown confirms that the primary effect of mobile journalism at NBS is to accelerate the news cycle.

- **Breaking News Dominance:** The highest-rated impact (90%) is the speed of breaking news delivery. This shows that Mojo has eliminated the "dead time" associated with the traditional approach of using satellite vans or transporting the footage.
- **Production Deadlines:** Although there is an overwhelming majority (70%) who feel that Mojo helps in meeting deadlines, the lower rating compared to the "breaking news" impact suggests that the final stages of vetting the news collected using the mobile technology are still time-consuming.
- **Digital Timeliness:** The strong rating (85%) for the real-time updates provided by the mobile technology shows that NBS has been able to use the mobile technology to ensure that the news is not only delivered in time for the bulletin but is delivered in real-time using the digital technology.
- **Turnaround Efficiency:** The 75% reduction in the turnaround time shows that three-quarters of the newsroom has moved from the traditional approach of shooting and then returning to

shoot the second part of the story, thereby using the "file-as-you-go" approach of the mobile technology.

To address the objective of determining the impact of mobile journalism on the quality and credibility of news content, data collected from 20 respondents at NBS were analysed. The table below shows the specific "Yes/No" responses of the 20 individuals regarding various indicators of editorial quality and public trust.

For address the objective of determining the impact of mobile journalism on the quality and credibility of news content, data collected from 20 respondents at NBS were analysed. The table below shows the specific "Yes/No" responses of the 20 individuals regarding various indicators of editorial quality and public trust.

Table 4: The Impact of Mojo on News Quality and Credibility at NBS (\$n=20\$)

Research Question/Statement	Yes (n)	Yes (%)	No (n)	No (%)	Total (n)	Total (%)
Does the use of mobile devices maintain the same visual quality as traditional cameras?	8	40%	12	60%	20	100%
Has MoJo increased the risk of unverified information reaching the airwaves?	13	65%	7	35%	20	100%
Is mobile-sourced footage perceived as credible by your target audience?	15	75%	5	25%	20	100%
Does the speed of Mojo compromise the depth of investigative reporting?	11	55%	9	45%	20	100%
Have you received specific training on verifying mobile-generated content?	9	45%	11	55%	20	100%

4.6 Analysis of Quality and Credibility Findings

The results from the 20 participants at NBS reveal critical insights into the balance between technological efficiency and journalistic standards.

- **Visual Quality Standards:** The majority of the population sampled (60%) believes that mobile devices are not yet at the level of broadcasting quality that professional cameras offer. While this may suggest that mobile journalism is used from an ease-of-use standpoint, there remains an issue with the technical beauty of the final product.
- **The Verification Challenge:** When asked if the quick pace of mobile journalism increases the risk of airing unverified information, 65% of the sampled population of 20 journalists confessed that this was indeed the case. While this may not bode well for the "heart" of the journalist's own news organisation, it is an issue with the pace of mobile journalism.
- **Audience Credibility:** While there is an issue with the quality of the final product, the majority of the population sampled (75%) believes that the audience finds the information from mobile journalism credible.
- **Depth of Reporting:** 55% of the staff believe that the pressure to produce news quickly via mobile devices has led to a reduction in the depth of investigative stories. This implies that Mojo is currently prioritised for breaking news rather than long-form journalism.
- **Training Gaps:** Over half (55%) of the 20 participants have not received formal training on mobile content verification. This highlights a significant area for organisational improvement at NBS to ensure that Mojo does not inadvertently lower editorial standards.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The main objective of the research was to assess the impact of the shift to mobile journalism (Mojo) on the news production environment at NBS. The results make it clear that the shift has transformed the role of mobile technology from a supplementary backup system to the mainstay of the news production environment at NBS. The shift to "pocket studios" has significantly changed the three main pillars of journalism that were the subject of the research: role, speed, and quality.

Firstly, the role of mobile journalism has evolved from being limited to communication to encompassing the entire news production cycle. Journalists at NBS are now independent multimedia entities capable of producing news without the massive crews and satellite vans formerly required. Journalists can now access sensitive environments with a level of discretion and flexibility that was not available in the past.

Secondly, the research results have confirmed that speed and timeliness have been most significantly affected, and the shift to mobile journalism has eliminated the "dead time" between the occurrence of news and its broadcast. By using the "cloud."

Nevertheless, the results highlight an important tension between quality and credibility. The audience appreciates the immediacy and authenticity of mobile-source visuals, but there is an inherent "quality gap" in technical aesthetics and the risk of airing unverified material. The study concludes that, for NBS, mobile journalism has made the newsroom faster and more efficient, but it has also created an environment vulnerable to the trade-off of depth for the sake of being first. The technology that makes the newsroom so empowered could ultimately undermine the credibility of the newsroom itself if there is no structured approach to the trade-off between speed and professionalism.

5.2 Recommendations

To ensure the full exploitation of the advantages of mobile journalism while maintaining the standards of journalism, the following recommendations are proposed for the management and editorial team at NBS:

1. Standardisation of Mojo Gear and Software:

NBS should shift from the "bring your own device" (BYOD) approach and instead provide high-end smartphones and professional camera gear. This will help maintain the quality of

audio-visual content across all field reports, thereby bridging the gap between the quality of camera footage from mobile devices and that from traditional cameras.

2. Implementation of a Digital Gatekeeping Protocol:

A "Verification Desk" should be established in the newsroom of NBS with the sole objective of verifying the content of the mobile journalism and the "user-generated content."

Continuous Professional Development (CPD):

The management should invest in mandatory continuous training workshops in mobile storytelling, advanced mobile editing such as LumaFusion and/or CapCut for professional work, and digital security. CPD is not just about one-time training but about keeping up with the ever-evolving software and hardware.

2. Integration of Mojo into Official Workflows:

There is a need to integrate Mojo into the station's official Standard Operating Procedures (SOPs). This includes creating guidelines for using an entire ENG crew versus just the mobile journalist, depending on the type of story. Additionally, there is a need to ensure that investigative stories are not overlooked and receive the technical support required to be impactful.

3. Policy for Data and Connectivity Support:

To overcome the technical challenges identified in the study, NBS should provide journalists with high-speed data plans or portable Wi-Fi routers. Data and connectivity are the "lifeline" of Mojo. Without this, the advantage of speed and synchronisation is just theoretical.

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Source 1: Research Methodology Text

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Source 2: Adom et al., 2016

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Appendix



Uganda Christian University

P.O Box 4,

Mukono- Uganda

UGANDA CHRISTIAN UNIVERSITY FACULTY OF JOURNALISM, MEDIA AND
COMMUNICATION DEPARTMENT OF MASS COMMUNICATION

Dear Respondent,

My name is [Your Name], and I am a student at Uganda Christian University pursuing a research study with the title: "The Effects of Mobile Journalism on News Production in Media Houses: A Case Study of NBS Television."

This research is part of the requirements for the award of the academic award. I would like to request a few minutes of your time to complete the attached questionnaire. I assure you that the information given will be kept at the highest level of confidentiality. Your name is not required in the questionnaire, and the information will be used for academic purposes only.

Thank you for your time and professional input.

Yours faithfully,

AKELLO IMMACULATE EELEEN, Researcher

SECTION A: BIO-DATA

(Tick where appropriate)

1. Gender

Male ☐

Female ☐

2. Age Group:

18–24 ☐

25–30 ☐

31–35 ☐

36–40 ☐

41–45 ☐

46+ ☐

3. Department:

Newsroom/Editorial ☐

Technical/Production ☐

Digital/Social Media ☐

SECTION B: QUANTITATIVE SCALING QUESTIONS *Rate the following on a scale of 1-5: (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)*

#	Statement	1	2	3	4	5
1	Mojo has significantly reduced the time used to file stories at NBS.					
2	I find mobile devices more efficient for breaking news than ENG vans.					
3	Mobile tools have allowed me to meet production deadlines more easily.					
4	NBS is now faster at updating digital platforms due to Mojo.					
5	I use my phone for most of my filming and recording tasks.					
6	Mobile devices are now the primary tool for live reporting at NBS.					
7	Mobile journalism has reduced the overall costs of field production.					
8	Mobile devices allow me to access new areas that traditional cameras cannot.					
9	Mobile video quality meets NBS broadcast standards.					
10	Mojo's speed increases the risk of airing unverified news.					
11	The audience trusts news produced via mobile devices.					
12	I have received sufficient training to use Mojo professionally.					