

**IMPACT OF SOCIAL MEDIA ON TRADITIONAL JOURNALISM AT THE
UGANDA BROADCASTING CORPORATION**

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**UGANDA CHRISTIAN
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DECLARATION

I, **MIRISIO AGNITIOS PETER**, declare that this dissertation is my own piece and it has not been submitted to any institution of learning or website for any award.

Signed



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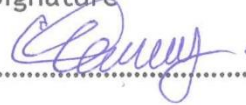
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APPROVAL

I certify that this work is being submitted to the school of journalism, media and communication with my approval

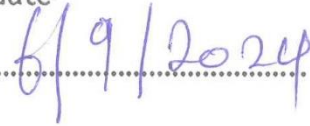
Signature


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MR. OBONYO FRANK

University supervisor

date


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DEDICATION.

I dedicate this work to my mother, Mrs. Kituyi Betty Masette and my dear supervisor Mr. Frank Obonyo for the effort rendered to me through the journey. God is Almighty!

ACKNOWLEDGEMENTS.

First of all, I'd like to express my deepest appreciation to my university professors, who have given me invaluable guidance throughout the writing process of this thesis. I also want to thank all my friends and roommates for their encouragement and support. Without their helpful advice and kind gestures, I wouldn't have been able to finish this thesis.

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ABBREVIATIONS AND ACRONYMS

ICT: Information Communication Technology

UCU: Uganda Christian University

R: Respondent

Q: Question

A: Answer

Qtn: Question

ABSTRACT

This chapter introduces the topic of the study as the impact of social media on traditional journalism. The main objective of the study is on the impact of social media on traditional journalism and the specific objectives include Challenges of social media on Traditional Journalism, Solutions to impacts of social media on traditional journalism, examples and sources of social media and traditional journalism. These include both positive and negative impacts as follows. The positive impacts include, efficiency and effectiveness in work, motivates readers to search more about the information provided, it promotes spread of more information among the people and creates quick awareness, spread of information among people. On the other side, there are also negative impacts of social media on traditional journalism that is to say, it goes further to show the impact of social media on traditional journalism such as Spread of Misinformation and Fake News, erosion of trust, it has promoted yellow journalism as these don't sort out the information they spread, it has promoted maliciousness and over exaggeration of the information among people creating chaos.

This has been controlled via introduction of access of the news reading through the use of social media, video access of the news through the use of capture of captions created in the news by new vision thus this has increased the news reading. Newspapers have created websites for news reading and accessing of magazines via websites.

CHAPTER ONE

1.1 BACKGROUND OF THE TOPIC OF STUDY

Global interest in the dynamic field of research on social media's impact on traditional journalism is rapidly growing. The way news is generated, consumed, and distributed has undergone a complete transformation due to the explosive expansion of social media platforms. In the digital era, familiar traditional media sources, such as radio stations like Capital Radio, are navigating this ever-changing environment, striving to remain credible and relevant. Across the globe, news production and consumption habits have shifted dramatically, clearly demonstrating how social media has disrupted journalism. Social media platforms pose a significant challenge to traditional journalistic techniques by simultaneously acting as both information sources and delivery channels. Concerns about the spread of disinformation and the relentless pursuit of breaking news are fundamentally reshaping the media landscape, and news organizations worldwide are working to adapt and meet the evolving needs of online audiences. The use of social media has accelerated rapidly in Africa, presenting both unique opportunities and formidable difficulties for the media sector. The increasing internet penetration across the continent has allowed online platforms to expand and become alternative news sources. In Africa, where the media landscape varies considerably by region, social media plays a particularly vital and influential role in shaping traditional media and public discourse. The impact of social media has been profoundly disruptive to journalism in East Africa. News consumption on digital media has surged in countries like Kenya, Tanzania, and Uganda. East Africa's information ecology is being shaped by social media's ability to engage audiences, report on breaking news, and mobilize communities. Uganda serves as a prime example of the complex relationship between social media and traditional journalism due to its dynamic media ecosystem. A major player in Ugandan media, Capital Radio, is likely to be impacted by the broader developments in the nation. The complex dynamics within Uganda's media ecosystem are influenced by the government's role in policing internet material, the growth of citizen journalism, and the financial challenges faced by traditional media outlets.

1.2 Problem Statement

The media landscape in Uganda has undergone significant transformation with the rise of social media. The Uganda Broadcasting Corporation, a key player in traditional journalism, faces a complex set of challenges due to this digital disruption.

Social media has disrupted the traditional journalism landscape, leading to concerns about the credibility and relevance of established news outlets. As social media platforms become primary news sources, traditional media organizations like UBC must address several issues.

Firstly, there is a shift in how audiences consume news. Social media provides real-time updates, interactive content, and a platform for public discourse, features that traditional journalism outlets struggle to match. This shift has led to a decline in the audience for traditional media and a corresponding drop in advertising revenue.

Secondly, the credibility of news content has become a significant concern. Social media is rife with misinformation and fake news, which often spread more quickly than accurate news due to its shareable nature. Traditional journalism, built on principles of accuracy, reliability, and accountability, is under threat as audiences increasingly rely on social media for news, sometimes at the expense of factual correctness.

Moreover, UBC, like other traditional media organizations, faces the challenge of integrating social media into its operations without compromising its journalistic standards. This integration requires significant investment in technology and training, which may not always be feasible given resource constraints. The organization must find a balance between leveraging the advantages of social media and mitigating its drawbacks.

Furthermore, the regulatory environment in Uganda adds another layer of complexity. The government has implemented various regulations that affect media operations, such as monitoring online content and imposing taxes on social media usage. These regulations can hinder the free flow of information and pose challenges for media organizations striving to maintain editorial independence.

This study seeks to address these critical issues by exploring the impact of social media on traditional journalism at UBC. It aims to analyze the extent of this impact, identify the challenges, and propose practical solutions to ensure that traditional journalism can continue to thrive amidst the high competition created by social media.

1.3 OBJECTIVES

Main Objective

1. To explore the impact of social media on traditional Journalism at UBC.

1.4 SPECIFIC OBJECTIVES

1. To analyze the impact of social media on UBC
2. To examine the challenges faced by UBC as a result of advent of social media.
3. To analyze strategies employed by UBC in adoption of social media

1.5 RESEARCH PROBLEM

The rise of social media has disrupted the traditional journalism landscape, leading to concerns about the credibility and relevance of news outlets. Journalists now grapple with the need to adapt to the new media environment while upholding the core principles of their profession.

1.6 RESEARCH QUESTIONS.

1. What are the sources, examples of social media and traditional Journalism?
2. How has social media impacted traditional journalism at UBC
3. Challenges of social media on Traditional journalism
4. What are the possible ways of continuous usage of traditional journalism sources and example?

1.7 SCOPE OF STUDY

This study investigates the influence of social media on conventional journalism within the Uganda Broadcasting Corporation. The research aims to analyze the dynamic relationship between these two media forms and how they coexist, compete, and shape each other in the modern media environment. By exploring the interplay between social media and traditional journalism at UBC, this study seeks to provide a comprehensive analysis that can inform strategies for media management and journalistic practices.

Sources and Examples of Social Media and Traditional Journalism

This study will look at different types of social media and traditional journalism that relate to UBC. It will examine how social media platforms like Facebook, Twitter, Instagram, and YouTube are used for disseminating news, engaging audiences, and creating content. The study will also analyze how traditional journalism sources at UBC, such as TV, radio, and print, operate in this digital landscape. Specific examples of social media use and traditional journalism practices at UBC will be highlighted to showcase their functions and impacts.

The main goal of this study is to analyze how social media has affected traditional journalism at UBC. It will explore how social media has transformed the way news is produced, distributed, and consumed. The study will look at changes in audience behavior, the speed of news spreading, and the interactive nature of social media. It will assess how these changes impact the credibility, relevance, and integrity of traditional journalism at UBC. By understanding these impacts, the study aims to provide insights into the challenges and opportunities that come with integrating social media into traditional journalism.

The study will delve into the specific challenges UBC faces in balancing social media and traditional journalism. These include issues of credibility, misinformation, and the rapid spread of fake news on social media. It will also address the difficulties in maintaining journalistic standards and ethics in a fast-paced, digital environment. Additionally, the study will explore the resource and technological barriers UBC faces in adapting to new media while preserving journalism's core principles.

To address the identified challenges, the study will propose practical solutions to reduce the negative impacts of social media on traditional journalism. This includes strategies for enhancing the credibility and reliability of news content, such as fact-checking, journalist training, and digital literacy initiatives. The study will also suggest ways to leverage social media for positive outcomes, like increasing audience engagement, diversifying content formats, and fostering community-driven journalism.

The study aims to identify ways to elevate traditional journalism within the highly competitive environment created by social media. It will explore innovative approaches to enhance the visibility and appeal of traditional journalism at UBC. This includes using multimedia storytelling, creating interactive and immersive content, and establishing stronger connections with audiences through personalized news experiences. The study will also examine the potential for collaborations between traditional journalists and social media influencers to create a more integrated and impactful news ecosystem.

1.8 JUSTIFICATION OF THE STUDY

The rapid expansion of social media has profoundly transformed the media landscape globally, including in Uganda. Traditional journalism, long the foundation of reliable news dissemination, now faces unprecedented challenges and opportunities due to the rise of social media platforms. This study, focused on the Uganda Broadcasting Corporation, aims to explore these dynamics and provide a nuanced understanding of their implications. The justification for this study is grounded in several key factors:

Relevance to the Current Media Environment

Shifting Media Consumption Patterns:

The way audiences consume news has drastically changed with the advent of social media. A significant portion of the population now relies on platforms like Facebook, Twitter, Instagram, and YouTube for news updates, often in real-time. This shift has implications for traditional news outlets like UBC, which must adapt to maintain relevance. Understanding these consumption patterns is crucial for developing strategies that allow traditional journalism to coexist and thrive

alongside new media.

Impact on News Credibility and Quality:

Social media platforms are known for the rapid spread of misinformation and fake news. Traditional journalism is built on principles of accuracy, reliability, and accountability. Investigating how social media affects these principles at UBC can provide insights into preserving journalistic standards in the digital age. This is particularly important in a context where misinformation can have significant societal implications.

Audience Engagement and Interaction:

Social media presents unprecedented opportunities for engaging audiences. Unlike traditional one-way media, social media allows for two-way interaction, enabling journalists to receive immediate feedback and foster community involvement. This study will help the Uganda Broadcasting Corporation identify best practices to leverage social media for deeper audience engagement while preserving journalistic integrity.

Addressing Challenges and Identifying Solutions

Navigating Technological and Resource Constraints:

Like many traditional media organizations, UBC faces challenges with technological advancements and resource limitations. Transitioning to digital platforms requires significant investment in technology and training. This study will explore these challenges and suggest solutions to help UBC smoothly integrate digital tools and platforms into its operations.

Maintaining Editorial Independence:

The regulatory environment in Uganda poses challenges for media organizations seeking to maintain editorial independence. Social media can exacerbate these challenges due to potential government surveillance and censorship. This study will

examine how UBC can navigate these issues, balancing regulatory compliance with the need to uphold journalistic freedom.

Developing Sustainable Revenue Models:

Traditional revenue sources, such as advertising and subscriptions, are declining. Social media offers alternative monetization opportunities, but these also have their own challenges. This study will explore innovative revenue models that UBC can adopt, ensuring financial sustainability while continuing to deliver high-quality journalism.

Contribution to Academic and Practical Knowledge

Filling the Research Gap:

While there is substantial research on social media's impact on journalism globally, this study seeks to fill the gap by focusing specifically on the Ugandan context. By providing context-specific insights, it will contribute to the broader academic discourse on media evolution in developing countries.

The findings of this study will be valuable for policymakers and media managers in Uganda. By understanding the interplay between social media and traditional journalism, they can develop informed policies and strategies to foster a vibrant, diverse, and resilient media ecosystem.

Furthermore, this study will set the stage for future research on how digital changes are affecting journalism in Uganda and similar places. It will offer a framework for future studies to build upon, exploring new angles and emerging trends in the media landscape.

In an era of declining public trust in media, this study aims to find ways for traditional journalism to regain and strengthen trust. By tackling the challenges posed by social media and proposing solid solutions, the Uganda Broadcasting Corporation can boost its reputation as a reliable news source.

By leveraging social media effectively, UBC can empower communities with accurate, timely, and relevant information. This is crucial in Uganda, where the media plays a vital role in social, economic, and political progress.

In short, this study is justified by its potential to provide valuable insights into the evolving relationship between social media and traditional journalism at UBC. It aims to address key challenges, propose practical fixes, and contribute to the academic and practical understanding of media dynamics in Uganda. This will help UBC and similar organizations navigate the digital age, ensuring traditional journalism continues to inform and empower the public.

1.9 SIGNIFICANCE OF THE STUDY

This study on how social media affects traditional journalism at the Uganda Broadcasting Corporation is really important for a few reasons. The findings will have a wide impact on various groups, including media pros, policymakers, academics, and the general public. Here are the key points showing why this study matters:

Improving Media Practices

Adapting to the Digital World:

The study will give valuable insights into how old-school media outlets like UBC can adjust to the fast-changing digital landscape. By understanding how social media and traditional journalism work together, media managers and journalists can develop strategies to use digital tools well, so they stay relevant and competitive.

Boosting Content Quality and Trust:

With all the misinformation and fake news on social media these days, keeping news quality and credibility high is more important than ever. This study will look at the best ways for UBC to uphold journalism standards while using social media's speed and reach to enhance the overall quality and trustworthiness of their content.

Informing Media Management and Policy

Strategic Planning and Decision Making:

The insights from this study will help UBC's leaders make smart choices about things like resources, tech, and content. This will optimize operations and ensure the org grows sustainably in the digital media world.

Policy Development:

Policymakers can use the findings to create regulations that support a balanced media ecosystem. By understanding social media's challenges and opportunities, they can craft policies to encourage responsible media practices, protect journalism freedom, and boost public media literacy.

This study on the influence of social media on traditional journalism at the Uganda Broadcasting Corporation is really important for several reasons. It will fill research gaps in understanding media dynamics in Uganda, a relatively understudied area. The study's theoretical and practical insights will help academics and researchers develop new frameworks for analyzing media evolution in developing countries, enriching academic literature.

On a social and community level, the study will identify ways to improve the credibility and engagement of traditional journalism, ensuring Ugandan communities have access to accurate, reliable, and timely information. This is crucial for informed decision-making and active participation in societal processes. The study will also explore how UBC can strengthen public trust in media, which is essential for a well-functioning democracy.

For media organizations, the findings and recommendations from this study can serve as a guide for other traditional media outlets in Uganda and similar contexts. It will highlight innovative content strategies that combine the strengths of traditional journalism and social media, helping organizations create engaging, high-quality content that meets the evolving needs of their audiences.

Overall, this study has the potential to provide comprehensive insights into the impact of social media on traditional journalism at UBC, addressing key challenges and identifying practical solutions. This will enhance media practices, inform policy development, contribute to academic research, and ultimately benefit society by promoting reliable, trustworthy, and engaging journalism. The findings will be invaluable for guiding media organizations through the complexities of the digital

age, ensuring they continue to play a vital role in informing and empowering the public.

1.10 THEORETICAL/CONCEPTUAL FRAMEWORK

The theoretical and conceptual framework for this study on the impact of social media on traditional journalism at the Uganda Broadcasting Corporation (UBC) is designed to guide the research process and provide a structured approach to analyzing the relationships between key variables. This framework integrates relevant theories and concepts to understand the dynamics between social media and traditional journalism.

Theoretical Framework

Disruption Of Innovation Theory

The Disruptive Innovation Theory, developed by Everett Rogers, explores how and why new ideas and technologies spread within cultures. This framework helps understand how social media has been adopted by both media organizations and audiences. The key components of the theory - innovation, communication channels, time, and social system - provide a basis for examining how the Uganda Broadcasting Corporation has integrated social media into its traditional journalism practices and how audiences have responded to these changes.

The Disruptive Innovation Theory, formulated by Clayton Christensen in 1995, posits that disruptive technology creates opportunities for new products. Disruptive innovation describes a process where a product or service emerges in simple applications at the bottom of a market and then gradually moves up the market, eventually displacing established competitors. These disruptive innovations challenge the more structured and resource-intensive established companies in an industry.

Oroszi suggests that the Disruptive Innovation Theory provides opportunities for media houses that lack the resources to compete with industry leaders. This theory was relevant to the study as it examines how technological changes impact business operations. For instance, New Vision has adapted by developing an e-paper, a

website, and utilizing social media for reporting and content dissemination. The theory considers how companies respond to new technologies.

According to Nagy, the Disruptive Innovation Theory poses three key questions that have intrigued academics: What characteristics define a disruptive innovation? When do these characteristics become disruptive, and how can organizations identify these technologies before disruption occurs? These questions were instrumental in informing the research questions for this study, which focused on the drivers, implementation status, benefits, challenges, and opportunities associated with New Vision's digital strategy.

It is important to note that disruptions are often driven by technology in the modern era. Technology is a major factor in how media houses allocate resources, define their audience, and build staff capacity. Rad argues that many disruptive innovations are based on new and disruptive technologies, which introduce a different performance package from mainstream technologies and may be inferior along the dimensions most important to mainstream customers. However, these disruptive innovations can rapidly improve to address the needs of customers in the mainstream market.

The Disruptive Innovation Theory provides a relevant framework for examining the impact of social media on traditional journalism practices at organizations like the Uganda Broadcasting Corporation. This theory explores how new technologies and innovations can disrupt established industries and practices, leading to both challenges and opportunities for media organizations.

The widespread adoption of social media platforms, such as Facebook, TikTok, Instagram, Twitter, and YouTube, has democratized access to technology and information. This has facilitated the creation of new business ideas and social change, but it has also posed significant challenges for traditional media outlets. Newspapers and broadcasters like UBC continue to produce physical and digital content, but they must navigate the complex market conditions and cultural taboos associated with the rapid pace of digital innovation.

Factors such as resistance to change among staff, unstable and limited internet access, insufficient funding, and skills gaps have hindered the successful implementation of digital strategies in African newsrooms. However, organizations like New Vision have recognized the necessity of developing digital strategies to thrive in the changing media landscape exacerbated by the COVID-19 pandemic. By adapting to these disruptive forces, media organizations can leverage the benefits of social media to enhance their journalism practices, audience engagement, and financial sustainability.

Application to the Study:

Innovation: Using social media platforms.

Communication Channels: How the University of British Columbia shares news through social media versus traditional channels.

Time: The timeline of adopting social media and its impact on traditional journalism practices.

Conceptual Framework

The conceptual framework outlines the relationships between the independent and dependent variables, as well as the intervening factors that influence these relationships.

Independent Variables:

- Social Media Platforms: The various social media platforms used by UBC.
- Traditional Journalism Sources: The conventional media platforms used by UBC.

Dependent Variables:

- Impact on Journalism Practices: Changes in news production, distribution, and consumption at UBC.
- Audience Engagement: Levels of audience interaction and participation with UBC's content.
- Credibility and Trust: Perceptions of UBC's credibility and trustworthiness.

- Revenue Generation: Financial impacts on UBC due to shifts in advertising and subscription models.

Intervening Variables:

- Technological Adoption: The extent to which UBC has adopted digital technologies and integrated them into their workflow.
- Regulatory Environment: The impact of government policies and regulations on UBC's operations.
- Audience Behavior: Changes in audience media consumption patterns and preferences.
- Resource Availability: Availability of financial, human, and technological resources at UBC.

Diagram of the Conceptual Framework

Below is a simplified diagram illustrating the conceptual framework:

[Social Media Platforms] [Traditional Journalism Sources]

↓

↓

[Impact on Journalism Practices] (Dependent Variable)

↓

[Audience Engagement] (Dependent Variable)

↓

[Credibility and Trust] (Dependent Variable)

↓

[Revenue Generation] (Dependent Variable)

Intervening Variables:

- Technological Adoption
- Regulatory Environment
- Audience Behavior
- Resource Availability

Explanation of Relationships

Social Media Platforms and Journalism Practices: Social media platforms have a significant influence on how the University of British Columbia produces and disseminates news. The integration of these platforms can lead to changes in journalistic practices, including real-time reporting, multimedia storytelling, and increased interaction with audiences.

Traditional Journalism Sources and Journalism Practices: Traditional journalism sources continue to shape UBC's news production and dissemination. The study examines how these sources are adapting in response to the influence of social media.

Journalism Practices and Audience Engagement: Alterations in journalism practices, driven by social media and traditional sources, affect how audiences engage with UBC's content. Heightened utilization of interactive and multimedia content can enhance audience participation and feedback.

Journalism Practices and Credibility/Trust: The credibility and trust of UBC's news content are influenced by the balance between maintaining journalistic standards and leveraging the speed and reach of social media. The study explores how UBC can uphold trust while adapting to new media dynamics.

Journalism Practices and Revenue Generation: The study investigates how changes in journalism practices, prompted by social media integration, impact UBC's revenue models. This includes exploring new monetization strategies and their effectiveness.

By examining these relationships, the study aims to provide a comprehensive understanding of the impact of social media on traditional journalism at UBC, offering valuable insights for media professionals, po

CHAPTER TWO

2.0 LITERATURE REVIEW OF THE STUDY

Hasa asserted that social media platforms possess distinctive features that enable communication, interaction, content-sharing, and collaboration. Individuals utilize these platforms to stay connected with friends and family, share their thoughts, opinions, photos, and videos in real-time, and engage with diverse communities. Furthermore, Hasa noted that social media encompasses various categories, such as media sharing networks, discussion forums, bookmarking and content curation networks, blogging and publishing networks, and other social platforms. Additionally, businesses employ social media as a marketing tool to promote their products, build brand awareness, increase sales, and drive website traffic. When using social media for marketing purposes, marketers have the ability to gain insights into the thoughts and opinions of their audience and receive immediate feedback.

According to the research of Steensen, social media and the internet have primarily enabled the dissemination of news content from a wider array of sources more expeditiously. In contrast, news access was previously constrained in both scope and availability, but now it can be readily obtained with a single digital interaction. Furthermore, the heightened interactivity facilitated by these digital platforms has granted both news producers and consumers increased ease of access, consequently fostering a more intimate connection between the source and the published information. Gunter's findings suggest that the journalist's role is correlated with the audience's autonomy in selecting the content they consume and their willingness to participate in the news creation process.

The existing literature suggests that, as postulated by Paul Saffo, the advent of the internet has transformed the public's role in media consumption from passive to active participation in shaping the media landscape. This shift is particularly evident in the news industry, where social media platforms have enabled the conveyance of messages to wider audiences and facilitated the tracking of real-time updates from both the audience and journalists. Overall, the available research highlights the significant impact of social media on contemporary journalism practices.

The traditional top-down communication model no longer applies in online spaces. Information is now directly provided on online platforms, bypassing the mediating role of journalists. This has led to a significant shift in the modern professional journalism landscape, where the journalist's role of collecting information, responding to feedback, and promoting their work has been transformed.

Similarly, the dynamics of communication have changed in the context of newspapers. Readers of online newspapers can now actively participate by providing feedback and engaging directly through blogs, chat forums, and messaging. This shift in communication patterns demands a change in journalists' perceptions of their role and daily routines.

On the other hand, despite the advantages of social media outlets, however there are a wide range of negative impacts when it comes to the use of social media, including affects social-emotional connection, decrease real face-to-face conversations, causes distress to others' feelings, causes several health problems such as obesity, stress, and high blood pressure, rises in laziness among people due to no physical activity or exercise (Allen, *ibid*). Allen (2019) asserted that social media affects people in a negative way when it comes to being sociable making face-to-face contact. Truly, social media can decrease communication and relations between people

The evolution of technology has led to the expansion and transformation of the media landscape. As Nielsen, Cornia, and Kalogeropoulos have indicated, the gradual shift towards digital media in recent years has accelerated and profoundly changed the media environment. This is primarily driven by three key technological developments: 1) The move towards an increasingly digital, mobile, and social media environment, where legacy media like broadcasters and newspapers, while remaining important news producers, are becoming less crucial as distributors of news and are under pressure to develop new digital business models; 2) The growing importance of a few large technology companies that enable billions of users worldwide to navigate and use digital media through services like search, social networking, video sharing, and messaging, consequently playing a more significant

role in news distribution and digital advertising; and 3) The development of a high-choice media environment where internet users have access to more and more information in convenient formats, often for free, across a range of increasingly sophisticated personal and mobile devices, enabling new forms of participation and content consumption. These media changes over the past two decades, driven by technological advancements, informational diversity, and the development of ever-more advanced and affordable digital devices, improved connectivity, and increased supply of digital media content, products, and services, have led to the emergence of a new digital media environment that offers internet users greater access to accessible, useful, and engaging information from a wider range of sources.

Thus, the existing research highlights the significant impact of social media on contemporary journalism practices, as it has transformed the public's role in media consumption from passive to active participation.

In the current digital era, technology has led to the diminished prominence of traditional media, as social media platforms, such as Instagram, Twitter, and Facebook, have gained significant importance and become an integral part of daily life. Social media outlets offer numerous advantages, including:

1. Increased connectivity and ease of communication, enabling widespread user interaction across time and space.
2. Global dissemination of information, heightening awareness of worldwide events.
3. Enhanced educational opportunities, with social media platforms facilitating collaborative learning and skill development.
4. Provision of up-to-date information and news about global occurrences and personal events.
5. The ability to build diverse communities by connecting individuals from various cultural, belief, and background backgrounds.
6. Protection of the right to freedom of expression.
7. Facilitation of the dissemination of information, communication, and the circulation of ideas and opinions to vast audiences.
8. Maintenance of media diversity without restrictions.

Additionally, social media has significantly impacted how individuals communicate with each other globally. These new electronic communication methods have transformed traditional journalism's principles and values, as outlined by Deuze. However, Dimitrov suggests that media professionals can still uphold journalistic ideologies while adapting to a hybrid future that combines traditional and emerging journalism practices.

CHAPTER THREE

3.0 METHODOLOGY OF THE TOPIC OF STUDY

In this study, both qualitative and quantitative methods of data collection were used to gather more information for the topic of study.

This was conducted using the various methods of data collection including oral interviews, observation, sampling and questionnaire. This was adopted through the use of the different media personalities at the Uganda Broadcasting Corporation and freelancers and social media personalities including content creators, actors and online streamers and presenters.

The categories of people were interviewed orally and some received questionnaires about our topic of study.

The observation method was applicable through the live streams for news and updates and current matters views on the you-tube channels and tik Tok and decisions were made.

Literature reviews were relied on to acquire the written documents, articles and also information on impacts of social media on traditional journalism to articulate the right information on the study objectives.

An analytical method was used on the various ways how social media had impacted the traditional journalism has there are many views and live streaming on the time of news anchoring via the various channels compared to the views on the televisions, radios and published newspapers.

Methodology and Design of the Research

The website, social media platforms, and electronic paper were the main subjects of the study, which used a qualitative methodology to investigate how Uganda Broadcasting Corporation's digital strategy was being implemented. This strategy was pertinent because the study mostly used non-numerical data from in-person interviews. The study used an exploratory research design because it made it

easier to investigate research questions that had not been thoroughly examined before, like the reasons behind Uganda Broadcasting Corporation's adoption of a digital strategy, the state of its implementation at the moment, and the opportunities and challenges that it presents. Because this study design was employed to inquire about a topic that had not been substantially examined or studied, it was applicable. Although the Uganda Broadcasting Corporation digital strategy was discussed, its current state of implementation was widely recognized.

3.1 Population

The study's population consisted of Ugandan print media, with a particular focus on Uganda Broadcasting Corporation, a prominent media outlet that was chosen as a representative case study. Uganda Broadcasting Corporation was selected due to its diverse audience, encompassing both young and elderly individuals, as well as its ownership structure, being jointly owned by the government and private stakeholders. The organization also features a diverse staff composition, including long-term employees and younger individuals with varying levels of digital expertise.

3.2 The target population

The study's participants consisted of senior leadership, digital content editors, social media managers, and website content coordinators. These individuals were selected as they are responsible for overseeing Uganda Broadcasting Corporation's digital initiatives and decision-making processes. The 12 staff members examined held positions such as Features Editor, Digital Editor, Digital Optimization Officer, Head of Audience Engagement, Senior Multimedia Producer, Multimedia Writers, Head of Creative Hub, Editor of International News, Online Engagement Staff, and Social Media Producer.

3.3 Study Site

The research site of this study was Uganda Broadcasting Corporation's head office located on Plot 27-29 Nile Avenue, Broadcasting house, Kampala, Uganda.

3.4 Sampling Procedures

To choose respondents for this study, a purposive sample technique was used, with staff members chosen for their knowledge and positions linked to the research aims. Tongco (2007) describes purposive sampling as a sort of non-probability sampling that is particularly successful when studying a specific cultural domain with experienced specialists.

According to Taherdoost (2017), larger sample sizes are required to decrease error. He also mentions that declining returns might occur if the scale is too large. This strategy was utilized in similar research, including one by Wanyama (2006). According to Wanyama, subjects are chosen because they are instructive or have the necessary traits. In this sample process, participants were chosen based on their job titles, expertise, and experience.

3.5 Data/General Collection Tool

This qualitative research approach involved conducting in-depth individual interviews with a limited number of participants to explore their perspectives on a particular topic, program, or issue. Interviews with Uganda Broadcasting Corporation's online personnel responsible for managing digital platforms, developing content, and overseeing the digital strategy provided insights into the organization's rationale for adopting a digital focus, the current implementation status, and the associated challenges and opportunities.

To collect the data, the researcher sought authorization from Uganda Broadcasting Corporation's management by submitting an introduction letter from the Uganda Christian University School of Journalism and Communication and obtaining approval from the National and Uganda Christian University Research Ethics Committees. Additionally, the researcher obtained informed consent from the study participants.

Pre-testing the Data Collection Tool

The data collecting instrument, the interview schedule, was pre-tested at another media company and adjusted prior to data collection. Pre-testing simply means confirming the tool's validity, reliability, practicability, and sensitivity before using it to gather actual data. According to Palys (2008), the only method to ensure that

questions were not unclear was to test them on a small group of prospective responders. For this study, six respondents were given an interview schedule and asked whether the questions were easy, intelligible, and clear enough to elicit the anticipated replies.

3.6 The validity and reliability of research tools

The reliability and validity of the research tool were assessed to ensure the data collected was accurate. The interview guide was reviewed with the research supervisor, peers, and select Uganda Broadcasting Corporation staff to confirm the questions aligned with the study objectives and were clearly formulated. The research instruments were developed using straightforward language. Their feedback was valuable in refining the research tools.

The data analysis and presentation strategy involved systematically employing statistical and/or logical techniques to describe, illustrate, condense, summarize, and evaluate the data. Researchers identified patterns throughout the data collection process. This qualitative study examined non-numerical information gathered through in-depth interviews and audio recordings. The interview data was analyzed using a five-step inductive analysis procedure, which included planning, organizing, evaluating, coding, and refining themes. Finally, the refined themes and their findings were presented in a coherent and cohesive manner.

3.7 Ethical considerations

The respondents provided informed consent prior to participating in the study. Their identities and data were kept secure and anonymous as requested. The researcher introduced himself to the Uganda Broadcasting Corporation Management, stated the research objectives in writing, and made it clear that the study was solely for academic purposes. Additionally, the researcher obtained written agreement from the respondents.

This chapter outlines the research methodology utilized in the study. The research approach was qualitative, employing an exploratory research design. The sample

consisted of twelve Uganda Broadcasting Corporation employees, including senior leadership, online news editors, social media specialists, and website content coordinators, who were selected through purposive sampling. A single comprehensive data collection instrument was employed and pre-tested to ensure reliability and validity. The data gathered was analyzed using an inductive qualitative approach. The researchers secured the necessary ethical approvals from the appropriate authorities.

CHAPTER FOUR

REPRESENTATION OF FINDINGS

4.0 Introduction

This chapter introduces the impacts of social media on the traditional journalism such as news, magazines, televisions and radio. These have been impacted both positively and negatively. This is due to the different ways

The study was based on the four Research specific objectives;

1. Analyze the impact of social media on traditional Journalism.
2. Challenges of social media on Traditional Journalism.
3. Solutions to impacts of social media to tradition journalism.
4. Identify the possible ways of elevating traditional journalism within the high competition created by social media. To meet these objectives respondents in different offices and sections in Uganda Broadcasting cooperation were asked these four Research questions:

1. What are the sources, examples of social media and traditional Journalism?
2. How has social media impacted traditional journalism
3. Challenges of social media on Traditional journalism.
4. What are the possible ways of continuous usage of traditional journalism sources and example?

Respondent 1: UBC News Editor

- Q1: What are the sources and examples of social media and traditional journalism?

A1: Social media sources include Facebook, Twitter, and Instagram. Traditional journalism sources include newspapers, radio, and TV news. Examples of traditional journalism include UBC news bulletins and New Vision newspaper.

- Q2: How has social media impacted traditional journalism?

A2: Social media has increased competition for traditional journalism, forcing us to adapt and innovate to stay relevant.

Respondent 2: UBC Journalist

- Q3: What are the challenges of social media on traditional journalism?

A3: Social media's instantaneity and brevity make it difficult for traditional journalism to compete in terms of speed and conciseness. Additionally, social media's lack of fact-checking and accountability undermines traditional journalism's credibility.

Respondent 3: Social Media Influencer

- Q1: What are the sources and examples of social media and traditional journalism?

A1: Social media sources include my personal social media accounts (Twitter, Instagram, Facebook). Traditional journalism sources seem outdated and less engaging.

- Q4: What are the possible ways of continuous usage of traditional journalism sources and examples?

A4: Traditional journalism can adapt by incorporating more multimedia content and interactive storytelling to appeal to a younger audience.

Respondent 4: UBC News Manager

- Q2: How has social media impacted traditional journalism?

A2: Social media has forced us to rethink our news gathering and dissemination strategies, incorporating social media platforms to reach a wider audience.

- Q3: What are the challenges of social media on traditional journalism?

A3: Social media's algorithm changes and lack of regulation make it difficult for traditional journalism to maintain a consistent online presence.

Respondent 5: Media Researcher

- Q1: What are the sources and examples of social media and traditional journalism?

A1: Social media sources include online blogs and podcasts. Traditional journalism sources include academic journals and books. Examples of traditional journalism include in-depth investigative reports.

- Q4: What are the possible ways of continuous usage of traditional journalism sources and examples?

A4: Traditional journalism can focus on in-depth analysis and investigative reporting, leveraging its credibility and expertise to maintain relevance.

Respondent 6: UBC IT Specialist

- Q2: How has social media impacted traditional journalism?

A2: Social media has necessitated the development of digital infrastructure and training for traditional journalists to adapt to the new media landscape.

- Q3: What are the challenges of social media on traditional journalism?

A3: Social media's technological demands and constant changes require significant investments in training and infrastructure for traditional journalism to keep up.

4.1 IMPACTS OF SOCIAL MEDIA ON TRADITIONAL JOURNALISM

In the field of journalism, it has also introduced several positive and negative impacts and challenges for traditional journalism. Some of these positive impacts include:

Social media has transformed how news and information are gathered and shared. Prior to the 1990s, journalism relied heavily on physical media like newspapers and written press. However, the rise of digital platforms has changed the game. Consumers now access news in real-time across various social networks, rather than solely through traditional mediums like print or TV. As a result, journalists have had to adapt to reach this new digital audience and communicate across multiple channels. The proliferation of social media has also impacted the traditional structure and values of professional journalism. Social media has blurred the lines of who is considered a "journalist," with content now being produced by a diverse range of sources, from professional news outlets to citizen journalists and hyperlocal reporters. This has challenged the future of journalism as an industry, as news is now instantly available from a multitude of perspectives online through platforms like YouTube, TikTok, and Instagram. One presenter at UBC noted that "some breaking news is posted on their social media channels, like Instagram, before the full story is covered on their news program."

Social media has drastically transformed how news outlets connect with their audiences. The study also found that many journalists think the collaboration between traditional news media and online platforms would be a more effective way to spread information.

This is slightly shown in the various intervals of interviews which can be taken via zoom and streamlines that are collected from the different reporters in the different areas and enables efficiency of the information for faster collection of the information and for quick updates. "We carry out various interviews from the people even when we can not access them even those across the borders and even in war zones" Matayo said one of the special reporters on UBC using zoom among others.

It has promoted public views and audience, awareness due to the increased number of media channels where by people can access the various news, articles and sources they need to know. This has helped the journalists in acquiring more information and research through the content creating and practices can be made on their channels thus turning into professional journalists. This is through the various headlines made at the various channels of YouTube and lives made on the headlines of newspaper thus creating aware among people what they may find in the newspapers once bought.

Protecting individuals' right to freedom of expression. Social media has given freedom of expression to people through creation of various contents among them of TikTok, you tube channels thus giving them the freedom of expression and uttering out hurts them and express their concerns over the public and the concern leaders if possible. This has given rise to coming up of new journalisms with various ideologies for the work and thus development of the journalist work. For example people are engaged in country matters through talking about them on their channels and updating natives on the current happenings developing the spirit of creativity and express over reporting various happening thus development of journalism.as said by Chief editor UBC that “ most of the workers used are got due to their content used on their channels and presentation thus social media has provided room to expose their talents to the world at large and access to the employers”.

4.2 Below are the negative impacts of social media on traditional journalism.

Spread of Misinformation and Fake News

This has been evidence as there is spread of fake news via medias such as TikTok as this tries to exaggerate information for example the death of Kabaka as these were rumors created created by the people via the TikTok medias thus this sparked question among people if this was true as they had taken long without taking a look at him as one of the resourceful news editor said Waswa Kaggugube said that “the scenario of Kabaka’s death due to the long time delay to appear to people and at His palace was never necessary that he has died but due to TikTok users who ever exaggerate things and need to have content, most of them were making videos showing that the Kabaka was dead already thus creating chaos among the people but as we the journalists, we couldn’t make such headlines without making research and verifying such information plus even publishing them in our newspaper” thus causing chaos among people.

While traditional media's social media presence offers numerous benefits, it also comes with challenges. Maintaining credibility and objectivity can be a concern when engaging in real-time reporting and user-generated content. Additionally, the competition for audience attention in the crowded social media landscape is intense, requiring media outlets to continually innovate and adapt.

Traditional media's adoption of social media has become a fundamental aspect of their operations. By strategically utilizing various platforms for content distribution, audience engagement, and marketing, traditional media outlets have managed to stay relevant in an evolving media landscape. However, they must continue to navigate the challenges posed by social media while capitalizing on the opportunities it presents for reaching wider and more diverse audiences.

The Proliferation of Misinformation: Social media platforms have become breeding grounds for the rapid spread of misinformation. Misleading content, false narratives, and conspiracy theories can easily gain traction, often outpacing efforts to debunk

or correct them. The virality of misinformation on these platforms has led to widespread confusion among the public.

Impact on Traditional Media's Credibility: The proliferation of misinformation has had a detrimental effect on the credibility of traditional media outlets. As consumers encounter false information alongside legitimate news on social media, it becomes increasingly challenging to discern credible sources from unreliable ones. This confusion has contributed to a decline in trust in traditional media organizations. That is to say *“Fred Lumbuye’s took show while declining the information written down by the news papers as fake thus people lose the trust in following and reading such news”*

Erosion of Trust.

This has been created through the content made on the various media channels and stories made which are sometimes unreal leading to limited trust among the people by the public thus limiting the sale of newspapers and follow-ups on the various media. Sometimes this has been made relating to the information compared to the one’s love for something. This has termed the news sold as fake to the statements made by social media people.

Harassment and Threats.

These have been made through TikTok, various YouTube channels among others, these normally make harassing statements thus this promotes immoral behaviors among the people. Most tiktokers normally make threatening videos to others thus putting life at risk and creating insecurity among others. This has also created doubt among individuals among who may fail out to acquire magazines and news and also eliminating listening to some radio programs. That is to say” **content which trended so much about Pressure 24/7 abusing the Kabaka of Buganda” thus this attacked so much the Kabaka of Buganda and embarrassed the entire Kingdom,**” said Brian Kimbugwe.

CHAPTER FIVE

5.0 DISCUSSIONS OF FINDINGS

5.1 INTRODUCTION

This chapter presents a detailed discussion of the research findings, connecting them to the research questions, respondents' answers, and the Disruption of Innovation Theory. The analysis provides a comprehensive understanding of the impact of social media on traditional journalism at the Uganda Broadcasting Corporation.

The study aimed to investigate the influence of social media on traditional journalism at UBC. Specifically, it sought to:

1. Identify the sources and examples of social media and traditional journalism.
2. Examine how social media has impacted traditional journalism at UBC.
3. Explore the challenges posed by social media to traditional journalism.
4. Determine the possible ways for the continuous usage of traditional journalism sources and examples. The findings are discussed in relation to these objectives and the Disruption of Innovation Theory.

Respondents identified key social media platforms, such as Facebook, Twitter, Instagram, and YouTube, as primary sources of news and information. Traditional journalism sources mentioned include UBC's television and radio broadcasts.

According to the Disruption of Innovation Theory, social media represents a significant innovation in the media industry, altering the dissemination and consumption of news. Social media platforms have diffused rapidly due to their ability to provide real-time updates, interactive content, and wide reach, making them popular among audiences. Traditional journalism sources, while still valued for their credibility and depth, are perceived as slower and less interactive, which challenges their relevance in the digital age.

Respondents noted that social media has increased the speed and immediacy of news dissemination. There is a greater emphasis on multimedia content, with traditional journalists now using social media to share videos, images, and live updates. The competition from social media has pressured traditional journalism to innovate and adapt, leading to the integration of digital tools in newsrooms.

The impact of social media on traditional journalism aligns with the concept of innovation diffusion. Social media platforms, as disruptive innovations, have forced traditional journalism to evolve. The immediacy and multimedia capabilities of social media have set new standards for news delivery, compelling traditional journalists to adopt similar practices.

5.2 The Challenges of Social Media for Traditional Journalism

A major challenge is the rapid spread of misinformation and fake news on social media, which can quickly circulate false information. Another challenge is the decline in advertising revenue for traditional media, as advertisers shift their spending to digital platforms with larger audiences. Maintaining journalistic standards and credibility in the fast-paced social media environment was also seen as challenging.

Discussion: These challenges underscore how social media is disrupting traditional journalism. The rapid dissemination of misinformation demonstrates how innovations can be used in unintended ways. The struggle to maintain revenue and credibility highlights the need for strategies to effectively adapt to these disruptive changes.

5.3 Potential Solutions for the Impacts of Social

Media Respondents suggested implementing robust fact-checking processes to counter the spread of misinformation. Diversifying revenue streams, such as exploring digital advertising and subscription models, was recommended. Enhancing audience engagement through interactive content and a stronger social media presence was also proposed.

Discussion: These proposed solutions align with the strategic adaptation phase of the Disruption of Innovation Theory. By adopting digital tools and practices,

traditional journalism can mitigate the negative impacts of social media. Fact-checking, diversified revenue models, and interactive engagement reflect a proactive approach to embracing innovation and ensuring traditional journalism remains relevant and competitive.

5.4 Conclusion

This study shows the profound impact of social media on traditional journalism at UBC, presenting both challenges and opportunities. The Disruption of Innovation Theory reveals that while social media has disrupted traditional journalism, it also provides pathways for adaptation and growth. By strategically embracing digital innovations while maintaining journalistic standards, UBC can navigate the complexities of the digital era and ensure traditional journalism continues to play a vital role in informing and engaging the public.

CHAPTER SIX

6.0 RECOMMENDATION AND CONCLUSION

The report offers several recommendations to enhance journalistic integrity, audience engagement, and social media integration. These include leveraging cutting-edge analytics tools, developing clear journalistic standards, providing ongoing training, and planning content in advance. Data analysis can help understand the audience's demographics and preferences, while real-time feedback on social media can guide adjustments to journalistic methods. Interactive elements can encourage audience involvement and collaborative content creation. Furthermore, guidelines for ethical behavior are essential for journalists.

The recommendations aim to address challenges and seize opportunities presented by the digital landscape for the Uganda Broadcasting Corporation. The key focus areas are:

6.1 Embrace Digital Integration:

- Invest in digital infrastructure and training for UBC journalists to effectively incorporate social media.
- Establish a dedicated digital team to manage UBC's social media presence and engagement.

6.2 Enhance Credibility and Trust:

- Implement robust fact-checking to combat misinformation and maintain high accuracy.
- Develop clear guidelines and ethical standards for journalists' social media use.

Increase Audience Engagement:

- Use social media analytics to understand audience preferences and tailor content.
- Encourage user-generated content and collaborations with influencers.

Diversify Revenue Streams:

- Explore new monetization strategies like sponsored content and subscriptions.
- Partner with digital platforms and tech companies for funding and support.

Strengthen Editorial Independence:

- Advocate for regulatory reforms to protect press freedom and independence.
- Ensure transparency in editorial processes and separation from commercial interests.

Promote Media Literacy:

- Launch programs to educate the public on credible news sources and journalism.
- Conduct awareness campaigns on social media about misinformation.

Innovate Content Formats:

- Experiment with multimedia storytelling and social media features.
- Develop niche content tailored to specific audience segments.

6.3 Conclusion

The rise of social media has drastically changed the media landscape, creating both challenges and opportunities for traditional journalism at the Uganda Broadcasting Corporation. This study has shown how social media affects traditional journalism, from shifting audience habits to making it harder to maintain credibility and trust.

Integrating social media into journalistic practices at UBC is not just necessary, but also a chance to boost audience engagement, diversify revenue sources, and innovate content formats. But this integration needs a strategic approach to reduce the risks of misinformation and the erosion of journalistic standards.

By embracing digital tools, investing in training, and fostering innovation, UBC can navigate the complexities of the digital age while upholding journalism's core principles. Boosting credibility through rigorous fact-checking, increasing audience engagement through interactive content, and exploring new monetization strategies are crucial steps in this journey.

Additionally, promoting media literacy and advocating for regulatory reforms will ensure a supportive environment for journalistic independence and the sustainable growth of Uganda's media sector. The recommendations in this study provide a roadmap for UBC to adapt and thrive in the face of fierce social media competition, ensuring traditional journalism continues to inform and empower the public.

In the end, successfully adapting traditional journalism to the digital age requires a balanced approach that harnesses social media's strengths while preserving the integrity and trustworthiness of news content. UBC has the potential to lead this transformation in Uganda, setting a benchmark for other media organizations and ensuring its ongoing relevance and contribution to an informed society.

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