

**THE USE OF NEW MEDIA IN JOURNALISM AND NEWS DISSEMINATION IN
ZAMBIA - THE CASE OF THE INTERNET**

**By
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**A Dissertation Submitted to the University of Zambia in Partial Fulfilment of the
Requirements of the Degree of Master of Mass Communication (MMC)**

**THE UNIVERSITY OF ZAMBIA
LUSAKA
2013**

DECLARATION

I, ELASTUS MAMBWE, declare that this dissertation:

- a. Represents my own work;
- b. Has not previously been submitted for a degree at this or any other University; and
- c. Does not incorporate any published work or material from another dissertation.

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APPROVAL

This dissertation of Elastus Mambwe, Jr. is approved as fulfilling the partial requirements for the award of Master of Mass Communication (MMC) in Mass Communication by the University of Zambia.

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ABSTRACT

The field of Mass Communication has seen a growing use of new technologies that include news websites, weblogs, mobile news alerts and applications among others, mostly over the internet. Collectively, these technologies are part of the emerging area of ‘new media’, of which the internet is considered a key component and is thus recognised as an essential mass medium based on its distinctive technology, manner of use, range of content and services, and its distinct own image, (McQuail, 2005: 28). Despite acknowledging the importance of the internet as a mass medium, it is doubtful that media houses in Zambia have fully developed their capacities in this new arena of mass communication. The impact that the internet has had on the practice of journalism also remained unknown.

The aim of this study was to investigate the level of use, scope and impact of the internet on journalism in Zambia and to help gain a knowledge base on the available internet facilities for journalists, the available skills and the significant achievements and challenges brought by the internet on the practice of journalism in Zambia. The study also investigated the impact of the internet on the delivery and gathering of news. It also sought to investigate the reasons for the current levels of use of the internet and identify the factors that inhibit the use of the internet and other new communication technologies by the Zambian media.

Both qualitative and quantitative methods were used, employing a combination of in-depth interviews, structured respondent questionnaires, focus group discussions, observations and policy review in Lusaka and Livingstone between November 2011 and February 2012.

The research findings showed that the internet has had a positive impact on the practice of journalism and that it has influenced journalists to engage more with news consumers. However, it was also discovered that further positive impact has been inhibited by factors such as the lack of access to internet facilities; the cost of accessing the internet and other communication technologies, and the lack of training on how to use new communication technologies. It was discovered from both the qualitative and quantitative analyses of the study that there is still a dire need for improved skills on the part of media practitioners for internet’s potential to be fully exploited.

It is argued from the findings that new media such as the internet provides greater access to vast and innumerable sources of information necessary for the work of the journalist, hence the need to harness, enhance and promote their use in the news production process. It is further argued that new communication technologies such as the internet and other new media should now be seen as part of society. This means that their use in any production process including that of the news should be considered as valuable as the other tools traditionally employed have been. This realisation is essential for the survival of the modern media house, the journalistic profession and the field of mass communication in the 21st century.

DEDICATION

To my two mothers, Miriam M. Mwansa and Lindiwe K. Mambwe, who taught me to be the best I can, whenever I can, wherever I can, however I can and in whatever I can.

ACKNOWLEDGEMENTS

Firstly and foremost, I wish to thank God for His unmerited favour towards me and for the opportunity to undertake my studies. Special appreciation and thanks also go to my supervisor, Mr. Kenny Makungu whose guidance, advice, support, drive and encouragement throughout the entire process has been instrumental to the completion of this study and to whom I shall stay grateful. Additionally, I wish to thank all Academic Members of Staff in the Department of Mass Communication at the University of Zambia that include Mr. Fidelis Muzyamba, the late Dr. Isaac Phiri, Dr. Elijah Bwalya, and Mrs. Carole Chibbonta as well as Mr. Eustace Nkandu for the inspiration.

I would also like to thank the University of Zambia (UNZA) for offering me an opportunity to pursue this Masters degree through the Fellowship Scholarship. I render special thanks to Lisa Kalungwana for offering so much academic guidance and counsel. You are a great friend and inspiration and I wish you success in all your pursuits. I thank Basil Hamusokwe for being a good friend, colleague and advisor who always found a way of getting me going. I also acknowledge my MMC Classmates: Youngson, Roberta, Marvin, Monde and Martha; for all your help and for giving me the zeal to soldier on. I particularly would like to thank my brother and awesome friend Lutangu Makweti for being a strong hand that held me and showed so much kindness and goodwill. Similarly, I would like to thank my friends from God's Envoys Ministries including Mr. M. Collins Hamusonde, Mr. Grey Chibawe and Mr. Lemmy Manje for the support, prayers, guidance and thoughtfulness.

I would also like to thank all the journalists, editors, and newspaper or broadcast station managers for the time and information upon which this dissertation has been written. Additional thanks go to the various experts and discussants whose input has been instrumental to this study.

Lastly, I know I would not have been where I am today if it were not for the love, support and care from my parents, Professor Dickson Mwansa and Mrs Miriam Mwansa. You have believed and seen me through it all and I shall forever be indebted. I thank my sisters Chama Mwansa and Mwewa for always being there just as mother would, and to all my other sisters: Kangwa, Katongo, Musonda, Chela, Faith and (small) Chama, I appreciate your support and care. There are so many people to thank and appreciate and this will require many more pages. For those who I have left out, I ask for your pardon but in my heart of hearts express my sincere gratitude to you.

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LIST OF ABBREVIATIONS AND ACRONYMS

3G	Third Generation of Wireless Technology
ADSL	Asymmetric Digital Subscriber Line
CAZ	Communications Authority of Zambia
FM	Frequency Modulation (as applied to radio stations)
GPRS	General Packet Radio Service Cellular (Packet-switching Technology)
IBA	Independent Broadcasting Act
ICTs	Information and Communication Technologies
ISP	Internet Service Provider
ITU	International Telecommunications Union
LAN	Local Area Network
MIBSL	Ministry of Information and Broadcasting and Labour
MWSCT	Ministry of Works, Supply, Communications and Transport
MISA	Media Institute of Southern Africa
MMD	Movement for Multi-party Democracy
NWICO	New World Information and Communication Order
TV	Television
SADC	Southern African Development Community
UNESCO	United Nations Educational Scientific and Cultural Organization.
UNZA	University of Zambia
USAID	United States Agency for International Development
Wi-Fi	Wireless Fidelity
WiMAX	Worldwide Interoperability for Microwave Access (wireless communications standard)
WSIS	World Summit on Information Society
ZAMTEL	Zambia Telecommunication Company
ZNBC	Zambia National Broadcasting Corporation
ZICTA	Zambia Information and Communications Technology Authority

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CHAPTER ONE

INTRODUCTION

1.1 Overview

This dissertation is a study on the use of new media, particularly the internet, and the impact they have had on journalism and news dissemination in Zambia. It investigates the current levels of use of the internet among journalists and media houses and facilities currently available to them. The dissertation shows the perceptions that journalists have on the internet and how it affects their work and highlights challenges faced by the news media relating to the use of the internet.

1.2 Background

Technology has and continues to fundamentally rework the manner in which people access news and information across the world. New communications technologies available today have also persistently increased their presence in developing countries faster than most technologies have historically done. This is observed by the manner in which internet penetration and the use of mobile phone devices has quickly spread. These advances have also greatly affected the way in which news and information are accessed, as seen by the proliferation of news websites, weblogs, mobile news alerts and applications, among others.

Collectively, these technologies are part of the emerging “new media”— a term used to refer to digital technologies that are both collaborative and dynamic, allowing users to access and direct information to others over the internet or through mobile devices (USAID, 2008:1). New media have continued to be adapted in an array of fields from agriculture, health and education, to areas such as banking, commerce and trade, among others. The news media as well as the area of journalism has also been impacted, with the internet, which is central to new media being the key driver.

The internet is a tool that has transformed lives and has changed society. Its growth over the past 15 years has been phenomenal, permeating many aspects of everyday life. In Zambia, its use has grown significantly in this period even though penetration is still low.

However, very little is known about what its impact on sectors of society such as the media industry, specifically on news rooms and on journalists.

1.3 Overview of Zambia

Zambia, whose capital is Lusaka, is a landlocked country bordered by the Democratic Republic of Congo (DRC) and Tanzania to the north; by Malawi on the east; Mozambique on the southeast; as well as by Zimbabwe, Botswana and the Namibia in the south; and on the west by Angola. The country is mostly a high plateau with many rivers that include the Zambezi, from which the name Zambia was obtained, the Kafue, the Luangwa and the Luapula. The country's lakes include Lake Bangweulu, Lake Mweru and Lake Kariba, a large man-made reservoir formed by Kariba Dam.

Zambia has, since 1990, been a republic with a president elected to a maximum of two five-year terms by direct universal suffrage. The President of Zambia is both head of state and head of government. He or she appoints a cabinet that forms the Executive arm of government. The Legislative arm is called the National Assembly, and it has 159 members: 150 popularly elected members, 8 members appointed by the president, and the speaker of the house. The Judiciary forms the third arm of government and it is headed by the Chief Justice.

At the time of writing, the country had 10 provinces, namely Central, Copperbelt, Eastern, Luapula, Lusaka, Muchinga, Northern, North-Western, Southern and Western. Each province has a provincial administration headed by the Provincial Minister, appointed by the President.

Zambia, whose currency is the Kwacha, was at the time of writing rated as a lower-middle income country. The economy is hugely dependant on the copper mining. Efforts to diversify the economy have leaned towards agriculture, manufacturing and tourism. Copper and cobalt account for most of the country's exports, where as machinery and transport equipment, mineral fuels and lubricants, chemicals, food, and basic manufactured goods account for imports.

The country's population is predominantly rural and consists of more than 70 ethnic groups. This number of ethnicities slates out a very rich and vibrant cultural heritage with a diversity of customs. The most widely spoken languages are Bemba, Nyanja, Tonga and Lozi, though English is the official language.

1.4 The Media Environment in Zambia

1.4.1 Overview

The media landscape in Zambia has a mix of both state-run and privately owned institutions. In both electronic and print, the media is widely regarded as the fourth estate and is considered to be a vital element of Zambian society. Historically, the media have been seen as partners in development and unifying elements. This view has been expressed in all three republics and by all types of media. This section of the paper highlights some of the most important aspects of the media environment in Zambia.

1.4.2 Broadcasting

Broadcasting in Zambia dates back to the colonial era. Hamasaka (2008) argues that the development of the broadcast media was directly linked to the objectives of the British Empire of using the media as a tool for communicating and controlling the governed. In 1941 the British colonial government launched the first radio broadcasting in Lusaka. It was set up to not only serve Northern Rhodesia (Zambia) but also Southern Rhodesia (Zimbabwe) and Nyasaland (Malawi). These countries later formed the Federation of Rhodesia and Nyasaland between 1953 and 1963, (Kasoma, 2001: 4). At this time, broadcasts were done in four languages (Bemba, Nyanja, Lozi and Tonga).

After independence in 1964, the new government took over direct control of what was at that time called the Northern Rhodesia Broadcasting Services (NRBS) and it became known as the Zambia Broadcasting Corporation (ZBC). ZBC, which was later changed to Zambia Broadcasting Services (ZBS), operated both radio and television under the socialist notion of promoting what were to become a single-party and its government, (Hamasaka, 2008: 35).

The station was however required to commercialise in 1985 and so it became Zambia National Broadcasting Corporation (ZNBC). In this post-independence period, total subjugation of the country's media was the norm for the government which used the media

as tools for propagating the philosophy of humanism, and for government propaganda, (Kasoma, 1997). In fact, no dissenting views or news were allowed to be broadcast on the station as it was a government mouthpiece.

Following the change of government in 1991 from the United National Independence Party (UNIP), which ruled from independence, to the new Movement for Multiparty Democracy (MMD), after the reintroduction of multiparty democracy, it was widely expected that there would be many improvements in the media. The MMD whilst in opposition promised to privatise and free the public media, including ZNBC. However, despite liberalising the media industry in terms of ownership, the MMD kept a strong hold on the public media (Hamasaka, 2008) and found it suitable to maintain the public media houses which they controlled (Chirwa, 1997). Banda (2000: 8) observed that:

“the third Republic Movement for Multiparty Democracy (MMD), though openly appearing to espouse strong commitments to liberalizing the broadcast industry, has not done much to ensure the establishment of truly non-partisan radio or television stations that will freely report news and comments or opinions without undue pressure from any quarter.”

Nevertheless, the monopoly of ZNBC was reduced following the enactment of the Telecommunications Act of 1994 that removed the Corporations’ role of issuing radio licenses and established the Communications Authority of Zambia (CAZ) to do so. Additionally, the Radio Communications Act (1994) and the Zambia National Broadcasting Corporation (Licensing) Regulations (1993) both acted to liberalise the airwaves.

A number of private radio stations have opened ever since, and these include the religious stations such as Radio Christian Voice, and several others run by the Roman Catholic Church, as well as commercial and community radio stations such as the Lusaka based Radio Phoenix, Q FM, and Hot FM; the Southern Province based Sky FM, Mazabuka Community Radio, Zambezi FM and Radio Mosi-o-Tunya; the Copperbelt Province based YAR FM, Radio Ichengelo and Flava FM, and many others around the country. Interestingly however, until recently, ZNBC remained the only station to broadcast both radio and television nation-wide. Q-FM Radio and private television station Muvi have, by

the time of writing, gone ahead to reach the entire country by the use of free-to-air satellite carriers.

In terms of television, ZNBC Television has maintained a consistent lead in terms of reaching the entire country; this is despite the initiative taken by Muvi Television. In 2005, ZNBC with its strategic business investment partner, Multichoice entered into an agreement that saw Multichoice Zambia begin to distribute the ZNBC signals on the Digital Satellite Television (DSTV) bouquet via satellite. The signals would then be received in rural districts and from there re-distributed on to local terrestrial television transmitters. Under this plan, more rural parts of the country have been able to access its programming.

The national state owned broadcaster charges viewers a monthly television levy for every television set. In 2009 a second ZNBC channel that is meant to be an entertainment and youth channel called TV2 was launched. TV2 does not broadcast nation-wide at the moment but is available on pay television service GOtv.

Pay television services are offered by Multichoice, a South African media corporation (owner of DSTV and GOtv), Strong Zambia (My TV) and Muvi TV. ZNBC owns a 30 percent stake in Multichoice Zambia, whose brand DSTV offers several packages of channels for different viewing preferences. Initially, Cable Satellite and Television Company (CASAT) offered pay television services but its presence on the scene was short-lived, (Banda, 2006). Other television stations operational in Zambia at the time of writing were Mobi TV and Trinity Broadcasting Network (TBN), a Christian television station.

The rate of growth of television has not been as fast as that of radio. This is because there are more restrictions and requirements to meet. TV stations are also very difficult to operate because of the high licence fees and operational costs tied to them. Recently, one relatively new station, CBC Television, closed due to some of the reasons highlighted.

Zambia is expected to cross-over to digital broadcasting by 2014. Digital broadcasting will be the new global standard set by member countries of the International Telecommunications Union (ITU), the United Nations body that looks at telecommunications and related technologies, come 2015 (ZICTA, 2009). In 2010, the Government of Zambia set up The National Task Force on Digital Migration, composed of

the Ministry of Information, Broadcasting Services (MIBS), Zambia Information and Communications Technology Authority (ZICTA) and the Zambia National Broadcasting Corporation (ZNBC), to spearhead the migration process and put in place measures that will ensure that Zambia meets the target. The Southern African Development Community (SADC) set December 2014 as the regional deadline, (Habeenzu, 2010).

It is anticipated that the switch over to digital broadcasting will stimulate new business opportunities in areas such as content creation, distribution, transmission, delivery and provision of support services for various distribution models.

1.4.3 Legislative and Regulatory Provisions on Broadcasting

Broadcasting in Zambia is overseen by the Ministry of Information and Broadcasting. This line ministry of Government is responsible for policy formulation and regulatory functions of the broadcasting industry.

Over the years, the sector has been governed by several pieces of legislations. These include:

- Zambia National Broadcasting Corporation (ZNBC) Act of 1987
- Zambia National Broadcasting (ZNBC) (Licensing) Regulations (1993)
- Radio Communications Act of 1994

Further legislation that would finally bring liberalisation in the sector was set into motion in 2003. This was going to be made possible with the introduction of three new laws, which are:

- Independent Broadcasting Authority Act No 17 of 2002
- Zambia National Broadcasting Corporation (ZNBC) Amendment Act of 2002
- The Freedom of Information Bill

Independent Broadcasting Authority Act, 2002

The Act established the Independent Broadcasting Authority (IBA) whose mandate is to regulate the broadcasting industry in Zambia. One of the main functions of the IBA is the issuing of licenses for public, commercial, community, religious and subscription broadcasting services. Its more specific functions include: promoting a pluralistic and

diverse broadcasting industry; establishing guidelines for the development of broadcasting through a public process; determine the needs of citizens and social groups; providing guidance on the issuing of licences, giving regard to the need to discourage monopolies; issuing advisory opinions on broadcasting standards and ethical conduct in broadcasting; and ensuring broadcasters develop codes of practice, (Banda, 2006).

Eleven years on, the establishment of the Independent Broadcasting Authority (IBA) had been stuck in a quandary of legal disputes between the State and Media organisations that arose mostly from the phrasing of the clause on the ‘recommendation’ of members of the Authority, be it the serving Minister of Information and Broadcasting or the Appointments Committee. By the time of publication, the first IBA board had just been announced.

Zambia National Broadcasting Corporation (Amendment) Act, 2002

This Act was supposed to transform ZNBC into a public broadcasting service. It also brought about television licence fees for viewers, which are now called television levy. The fees are meant to help provide funding from the broadcaster. The Act mandates ZNBC to among other things: provide varied and balanced programming for all sections of the population; to contribute to the development of free and informed opinions and, as such, constitute an important element of the democratic process; to reflect and promote Zambia’s national culture, diversity and unity; and to respect human dignity and human rights and freedoms and to contribute to the tolerance of different opinions and beliefs.

The Act further made provision for the establishment of the ZNBC board but went through similar legal battles as the IBA Act based on the phrasing of the law regarding who ‘recommends’ members of the ZNBC Board, the serving Minister of Information and Broadcasting or Appointments Committee. At the time of writing, ZNBC was still running as a state-controlled station.

The two laws, the Zambia National Broadcasting Corporation (Amendment) Act (2002) and the Independent Broadcasting Authority Act (2002), were amended in 2010 and the appointments committees were removed, (MISA, 2012). This, according to the media body Media Institute of Southern Africa (MISA) rendered these laws to an extent useless as such provisions were meant to enhance state media freedom and bring into existence public media in Zambia.

Freedom of Information Bill (FoI)

The Freedom of Information Bill was tabled in the Zambian Parliament to allow access to public information. The bill is:

“...intended to establish a Public Information Commission and to define its functions, to provide the right to access to information and to set out the scope of public information under the control of public authorities to be made available to the public in order to, among other things facilitate more effective participation in the good governance of the country, and to promote transparency and accountability of public officers” (Makungu, 2004: 65 - 66).

The provisions of the bill have been seen to be very controversial and the governments of Dr. Levy Mwanawasa (2001 – 2008) and Mr. Rupiah Banda (2008 – 2011) have fallen short of the media and civil society’s expectation to enact this bill.

The FOI bill was presented to parliament for first reading by the then Information Minister Newstead Zimba on 22nd November 2002. On 28th November, the Bill was presented for second reading. However, the Government of the day deferred in their consideration of the bill on 18th December that year, and subsequently withdrew the Bill, arguing that there was “need for further consultations” before it could be passed (Right To Know Coalition, 2012: 14).

In 2007, the Ministry of Information engaged a local legislative drafter to draft a new FOI Bill for discussion but remained in that form. The Patriotic Front political party of Michael Sata, which placed the passing of the FOI Bill as part of its manifesto, came to power and in its first year of power pledged its commitment to not only enacting but implementing the Bill (ibid.: 15 – 16).

The campaign for the FOI Bill has gained momentum after several civil society organisations including the Jesuit Centre for Theological Reflection (JCTR), MISA Zambia, Zambia Civic Education Association, The Press Freedom Committee of the Post Newspaper and several other media bodies and civil society organisations made submissions to the Zambian Parliament on the need for Access to Information (ATI) under the FOI legislation. This advocacy led to the renaming of the FOI Bill to the Access to

Information Bill (Right to Know Coalition, 2012: 17). These organisations formed the Right to Know (R2K) Civil Society Organisation Coalition and they launched the Right to Know Campaign. By the time of writing, the new ATI Bill had not yet been tabled.

National Media and Information Policy

The media in Zambia has been guided by the National Information and Media Policy of 1996. Before that time, a national policy was almost non-existent. The policy's mission statement said the government was committed to "promote the growth of a sustainable media industry capable of enhancing the free flow of information and freedom of expression for national development." (Lingela 2004: 5). The policy had sections for Media Policy and Information Policy.

The policy has been seen by critics as a huge failure. For instance, the objectives related to the media "were at times too good to be true," (Phiri, 2011). For example the Media Policy section of the document had four goals, two which were time bound. These were:

- to achieve country-wide coverage by radio and television by the year 2005
- to establish provincial printing presses by the year 2000
- to promote professionalism in the media
- to promote press freedom and the right to information

The information goals were ambitious, (ibid.). For instance, outcomes such as: achieving country-wide coverage by radio and television by 2005, introducing and printing local language newspapers in the provinces; and establishing feedback mechanisms through which the public's views, opinions and suggestions could be channelled to the government, had not yet been met by the time of writing.

By the time of writing, the process of drawing up a new and refined policy was still taking place.

1.4.4 Newspapers

Newspapers in Zambia date back to 1906. It is generally accepted that the first newspaper paper ever published in Zambia, *The Livingstone Pioneer*, was published in that year,

though little is known about it, (Makungu, 2004: 8). Today, there are a number of newspapers being published and this is due to the fact that the framework for the print media is less restrictive compared to that of broadcasting.

There are currently three major daily newspapers: the *Times of Zambia* and the *Zambia Daily Mail*, which are state-owned, and *The Post Newspaper*, which is privately-owned. All three papers publish on-line editions.

1.4.4.1 Times of Zambia

The *Times of Zambia* was, at the time of writing, a state-owned newspaper published by Times Printpak. It traces its origins in pre-colonial Zambia as a privately owned paper. The paper has a Sunday edition called the *Sunday Times*.

The Times of Zambia traces its roots to two newspapers, the *Northern News* founded in 1943, and the *Zambia Times*. The *Northern News* was later owned by the Argus Company and was based in Ndola. Argus decided to sale its interests in Zambia and sold the paper to London and Rhodesia Mining (Lonrho), which also owned other newspapers. Before buying this paper, Lonrho had just acquired two papers from a Kitwe business man, Max Heinrich. These were the *Zambia Times*, and its Sunday edition, the *Zambia News*, (Makungu, 2004: 10 - 14).

Lonrho wanted to shut down the Kitwe based papers so Lonrho Managing Director Tim Rowland strategically moved them to Ndola where he killed the *Zambia Times* but tactfully renamed the *Northern News* as the *Times of Zambia*, with its first issue coming out on June 30, 1965, (ibid). In 1975, the then government of Dr. Kenneth Kaunda took over the *Times of Zambia* and moved its offices from Ndola to Lusaka. It must be noted that at the times of writing, there was talk of plans to sell off the loss-making *Times of Zambia*.

1.4.4.2 Daily Mail

The *Zambia Daily Mail* is another state-owned newspaper that traces its roots before independence. Its forerunner, the *African Mail*, was established in 1960 by Dr. Alexander Scott, Richard Hall and David Astor. It was a weekly tabloid that gave a lot of publicity to the activities of the nationalist movement and opposed

the government of the Federation of Rhodesia and Nyasaland, (Makungu, 2004: 12).

The paper changed its name to the *Central African Mail* after government bought the paper in 1965. Government bought the paper as it was concerned with the prospect of Lonrho owning all national newspapers (ibid.).

The weekly tabloid later changed to become the *Zambia Daily Mail* and in 1969, the paper became a broad-sheet and later in 1970, it became a daily newspaper. Today, the paper also has a Sunday edition called the *Sunday Mail*.

1.4.4.3 The Post Newspaper

The Post is a Zambian privately owned independent tabloid Zambian newspaper. It's widely believed to be the highest selling daily newspaper thanks to its political reporting that often offered an alternative point of view from the state-owned papers but has now slacked in providing this other voice. *The Saturday Post* and the *Sunday Post* are the Saturday and Sunday editions of *The Post* newspaper.

The Post Newspaper was started in 1991. It is privately-owned by several Zambians including its Editor Fred M'membe. The paper started as weekly, and by 1996, but in a few years later, it became a fully fledged daily newspaper that garnered praise from its readers for being critical, resilient and fearless amid strong political pressure from ruling regimes.

The company bought a stake in the now defunct Zambian and also started an internet service called *Post ISP*, which made *The Post* an internet service provider. However, by the time of writing, only the internet investment was operational.

1.4.4.4 Other Papers

Several privately owned papers have emerged over the years but most of them have failed to find their feet. The lists of other newspapers that have been published in Zambia include the *National Mirror*, *The Monitor and Digest* (bi-weekly), *Weekend Angel*, and *Guardian Weekly*.

1.4.4.5 On-line Papers

With the advent of the internet, a number of on-line newspapers have emerged. However, most of them are hosted in other countries and a number of them have blog characteristics rather than that of a fully fledged website. All of them have the characteristic feature that enables readers to comment and debate the various stories. The on-line newspapers include: *Lusaka Times*, *The Zambian Watchdog*, *Zambia 24*, *The Lusaka Star* and *The Zambian*.

1.5 The Internet

The internet is a technology that has caused a lot of change in everyday life. Goel (1997: 3) defines the internet as “a collection of individual data networks connected together in such a way that data can be transmitted back and forth between any one individual data network and any other individual data network.” According to this definition, each of these networks continues to maintain its distinct identity within its own domain and continues to have its own subscribers or customers who use the data network to communicate among themselves.

1.5.1 New Media and the Internet

1.5.1.1 New Media

The term “new media” refers to digital technologies that are both collaborative and dynamic, allowing users to access and direct information to others over the internet or through mobile devices (USAID, 2008:1). One of the top characteristics of new media is the way in which the technologies engage their users. New media are interactive forms of communication that make it possible for anyone to create, modify, and share content and share it with others, using relatively simple tools that are often free or inexpensive (AIDS Gov, 2012). This is often interactive in nature and, in the process, makes the user not merely a consumer of the information, but a creator as well. Unlike users of other media, new media users expect to comment on or discuss a particular issue and share it with others. Others will go as far to rate the content.

On the internet, these features have been made possible with the benefits of Web 2.0, which according to Tech Terms Computer Dictionary is the term used to refer to the second generation of the World Wide Web. The term "2.0" comes from the

software industry, where new versions of software programs are labelled with an incremental version number. Just like the case is in the software industry, this new generation of the Web includes new features and functionality that is not previously available. It must be noted however that Web 2.0 does not refer to a specific version of the Web, but rather a series of technological improvements.

Web 2.0 technologies have changed the internet experience in that it is not a passive tool for simply just looking at particular content. Users are now active participants in the process (USAID, 2008: 2).

1.5.1.2 Social Media

Social media is used as an umbrella term for all sites on the internet that integrate technology, social interaction and user generated content. According to Mayfield (2008: 5), social media is best understood as a group of new kinds of online media, which share most or all five characteristics, which are: *participation* that blurs the line between media and audience; *openness* to access, use and comment; *conversation* oriented or two-way communication; *community* creation based on common interests and effective communication; and *connectedness* by forging links to other people, resources and places on-line.

Social media use has increased with the advent of Web 2.0 capabilities and their usage constitutes a considerable amount of internet time. Examples of social media include social networking websites such as Facebook, micro-blogging tools, as well as content communities such as YouTube. An example of the popularity of social media is Facebook, whose usage in Zambia continues to increase, even though the number of users is still small. Social Bakers estimates the number of subscribers to be 229, 200, which is about 1.90 percent of the population. Media houses have taken advantage of the Facebook phenomenon to reach out to their audiences and to provide a platform for news, information and interaction. Willems (2012) concludes that websites are more and more being replaced with Facebook profiles or fan pages which are undoubtedly more manageable and cheaper alternatives to costly, high-maintenance websites.

Research in the area of new media is relatively new. There appears to be lots of opportunities in this regard and also several challenges alike. The challenges are mostly based on the fact that new media are constantly evolving and are such wide spaces for study especially when relating them to news and information. In Africa, particularly in Zambia, the assertion that this is a new field is true and there are no recorded studies on the subject and its relation to news and information. The best example of new media in the Zambian case is the internet and for this reason it will be used as the major point of analysis in this study.

1.5.2 The Internet and Journalism

This use of the internet by journalists in their work is seen to have numerous potential benefits relating to news gathering, production and dissemination. It is, therefore, relevant to study the internet's impact on the input side of the process.

It must be noted that this study on the impact of the internet falls within the wider context of research on the effects of Information and Communications Technologies (ICTs) on journalism. Commentators have argued that generally, ICTs such as the internet are supposed to be able to increase the efficacy of practice in many sectors, the media inclusive (Berger, 2005: 7).

Furthermore, research has shown that the internet in journalism has brought about a number of patterns. Firstly, the internet is seen as a publishing medium. This emphasises the fact that it has changed the communication business and has raised questions about the role and future of the media house as we have known it (Heinonen, 1999: 41). Secondly, the internet empowers journalists in their work, such that it has given the journalist new tools and improved means of news gathering. Thirdly, the internet has raised the need to understand its effect on the journalists' professional role. This includes looking journalistic skills, and the relationship between journalists and the audience, as well as journalistic ethics (ibid.).

The given factors create and open an arena for further research and exploration in order to fully understand the impact that the internet has had on journalism. These dominant items will be raised in this study

1.6 The Internet in Zambia

Access to the internet in Zambia began in November 1994, when the country became the fifth African country- second from South Africa in sub-Saharan Africa to gain full access to Internet (Leslie, 2002: 113). The first operator of internet service was ZAMNET Communications Systems Ltd (ZAMNET). ZAMNET was a result of research from the University of Zambia (UNZA), at its Computer Centre. Funding from the World Bank served as the initial capital for the company that went on to be Zambia's leading Internet Service provider (ISP). Today, there are several ISPs that include mobile phone communication service providers also.

1.6.1 Internet Use in Zambia

Generally, there is very low internet penetration in the country. For people living in rural areas, there still remains very limited or no access to the internet at all largely due to the lack of adequate telecommunication infrastructure in rural areas needed for the internet connection. Table 1.1 shows the number of internet subscribers from 2001 to 2011.

Table 1.1 - Internet Subscribers in Zambia

Year	Total Subscribers	Per 100 Inhabitants	Growth Rate (%)
2001	8,248	0.082	
2002	11,647	0.112	41
2003	12,000	0.111	3
2004	16,288	0.147	36
2005	10,882	0.095	-33
2006	11,996	0.104	10
2007	17,946	0.153	49.6
2008	18,289	0.152	1.9
2009	17,754	0.137	-2.9
2010	34,436	0.265	93.9
2011	49,867	0.38	44.81

(Source: ZICTA, 2012)

The internet sub-sector is understood to be the most competitive in the telecommunications services industry in Zambia (Habeenzu, 2010: 16). For instance, by the end of 2008, there were nineteen (19) authorised Internet Service Providers (ISPs), however only fourteen (14) were operational. The competition is

so high that there is no single dominant player. Broadband internet demand has increased due to the continued unrolling of internet technologies such as WiMAX, GPRS, EDGE, 3 G as well as optic-fibre networks.

Table 1.2 – Internet Service Providers and Market Share

Internet Service Provider	Subscription	Market Share
1. Africonnect	4352	20.8%
2. Coppernet Solutions	566	0.027%
3. MTN Business	201	0.0096%
4. Postlink	73	0.0034%
5. Pronet Africa	265	0.012%
6. Quick Edge	138	0.0066
7. Real Time	230	0.011%
8. Microlink	58	0.0027
9. Zamnet	2134	10.2%
10. Zamtel	12693	60.8%
11. Preworx*	80	0.0038
12. Aplus*	11	-
13. Internet Technologies*	14	-
14. BringCom	60	0.0028%
TOTAL	20,875	100

** Denotes an Internet service Provider (ISP) that became operational in 2011*

(Source: ZICTA, 2012)

The high cost of bandwidth is seen as the major factor affecting the growth of the internet in Zambia, (Habeenzu, 2010: 25). Available data shows that the demand for broadband internet has increased (see Table 1.3) over the years. However, despite increased demand, the majority of Zambians are still unable to make individual subscriptions. This is still due to the high cost that is caused by the high cost of infrastructure (ibid.).

Table 1.3 - Use of Bandwidth

Year	Bandwidth Usage	
	Outgoing (Mbps)	Incoming (Mbps)
2004	8.76	20.316
2005	10.096	24.408
2006	34.79	79.884
2007	46.478	119.96
2008	48.834	197.523

(Source: Habeenzu, 2010)

1.6.2 Mobile Phone Use

Mobile phone use is significant to this study because a considerable number of people access the internet using their mobile devices. The use of the internet as a medium or a tool for news and information has further grown with the coming of mobile communication, which enables easier and cheaper access.

According to ZICTA, the mobile sector is dominated by Airtel Zambia with 52% of the market share at the end of 2011, followed by MTN in second place with 33% and lastly, Cell Z with 15%. According to the FinScope Top Line Findings of 2009, overall access to communication facilities in Zambia is high, with more than 70% of the total adult population having access to a cell phone, landline or public phone, (FinScope, 2010).

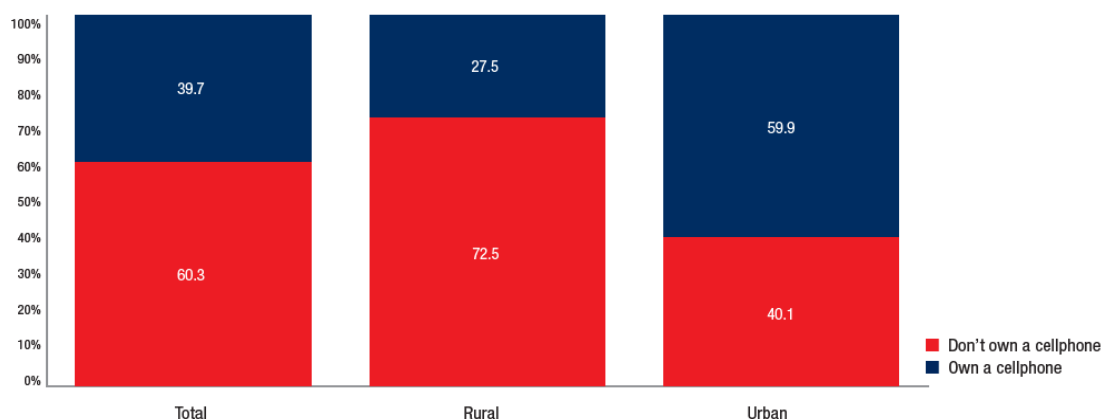


Figure: 1. 1 – Cell phone Ownership (2010)

Overall in 2009, two out of five (40%) Zambian adults owned a cell phone (see Figure 1.2 above). A breakdown showed that for urban areas, about 60% of the population owned a cell phone, whereas in rural areas, less than 30% had their own cell phone (ibid.).

The high cost of mobile communication has over and over again been a major complaint among many Zambian consumers. Often, people have grudgingly (due to the high prices) used mobile phones to connect to other users. The cost aspect alone is a major reason for the complaints received by mobile service providers and the communication regulator. It's for this reason that mechanisms for making mobile communication affordably are urgently required.

Further, despite their popularity, penetration and relative affordability, mobile phones and mobile communication technology has not been fully utilized for news and information purposes. To sum it up, it is not known how much these devices have penetrated the Zambian media landscape, how they are used and by who.

1.6.3 Information and Communication Technology Policy and Regulation

1.6.3.1 The National Information and Communication Technology (ICT) Policy

ICTs in Zambia are articulated in the National Information and Communication Technology (ICT) Policy launched in March 2007. It is the guiding document for ICT development in Zambia. The National ICT policy offers a regulatory framework that seeks to harmonise the contribution of ICTs to national development through creation of an innovative market and responsive competitive ICT sector. The policy also seeks to guide the country's goal of being transformed into information and knowledge based society.

From the onset, it was expected that the policy would be implemented through the involvement of private sector and other partners for ICT infrastructure development. So far the policy has offered this guidance in this area. The policy seeks to improve and contribute to economic development of the country through facilitation of joint venture initiatives for local entrepreneurs working with the international private investors in the provision of ICT goods and services.

The policy guides the sector in three main areas and sees to it that there is consistency among them. These areas are Telecommunications, Broadcasting and the Internet. One of the main goals is to make these available in rural areas so that the apparent digital divide that exists in Zambia is reduced. The policy also seeks to help Zambia in the attainment of Millennium Development Goals (MDGs) applied to education and health support in relation to ICTs. The World Bank study concluded that there is growing evidence that ICTs can provide new and more efficient methods of production; improve delivery of information; bring previously unattainable markets within reach of the poor; and facilitate the transfer of knowledge (World Bank, 2003). For instance, with regard to the health related MDGs, ICTs have the capability to increase remote access and support of specialists to caregivers in rural locales and can also improve basic training for healthcare workers (UNDESA, 2009).

The National ICT policy was developed through a consultative process that started in 2003 and was completed in 2005 by the technical committee that was appointed by the Ministry of Communications and Transport.

According to Habeenzu (2010: 2), the architecture of the ICT Policy in Zambia is premised on three core thematic areas. The three core areas are capacity building, a competitive and efficient ICT sector and an effective legal and regulatory framework. However, the implementation of this policy has lagged “significantly behind market expectations” argues Habeenzu (ibid.) due to factors that include: the lack of institutional leadership and capacity in the Ministry of Communications; the lack of skilled human resources to spearhead the implementation process; and the lack of coordination in the planning and budgeting process and hence lack of funding to implement programmes.

1.6.3.2 The Information and Communication Technologies Act (2009)

The Information and Communication Technologies (ICT) of 2009 repealed the Telecommunications Act (1994) and the Radio Communications Act (1994). The Act provides for the regulation of Information and Communication Technology sector as well as provides mechanisms of facilitating access to Information and

Communication Technologies by all Zambians. The ICT Act created Zambia Information and Communication Technology Authority (ZICTA) as an Economic Regulator with power to regulate tariffs for "dominant" players and agreements on interconnections.

The Act further empowers ZICTA in protecting the rights and interests of consumers, in regulating the provision of electronic communication services and products, and in monitoring the performance of the sector, including the levels of investment and the availability, quality, cost and standards of the electronic communication services.

The ICT Act mandates ZICTA to promote and facilitate the provision, in urban and rural areas, of such information and electronic communication services that meets all reasonable demand. Licensing to operate electronic communications networks or for the provision of electronic communications services has also been articulated in the Act and is also a mandate for the Authority.

1.7 Statement of the Problem

Due to the new communications technologies, journalism is evolving rapidly in a “mixed media” of traditional newspapers and broadcast stations combined with new media such as the internet. These developments in journalism are driven by vast economic and technological changes. These trends have had a tremendous impact on its practice. As a result, media houses world over have been employing some of these new technologies to enhance their delivery of news, and so have the end-users of the news, in like manner.

Despite acknowledging the importance of the internet as a mass medium, it is not known whether media houses in Zambia have developed their capacities in this new arena of mass communication. Further, mobile communication technologies, on which internet use has escalated, have seemingly not been fully engaged for news and information purposes.

While the world is moving in the direction of the new media use at a fast pace, the extent to which Zambian media houses have followed through this path vis-à-vis the use of the new media such as the internet remains unknown. Compared to other countries, the news media in Zambia has largely stayed in its traditional form despite the existence of numerous types

of new technologies and formats in the country such as the internet. In the supposed instances where the internet in particular is used, it is also not known for what purposes, how it helps in news dissemination, and the impact it has had on the news media. Additionally, the other forms of new media available to the news media and how they are used for news dissemination, or if they are used at all, equally remains unknown. Furthermore, the impact of the social media on news dissemination is equally not known.

1.8 Purpose of the Study

1.8.1 Purpose of Study

The purpose of the study was to investigate the level of use, scope and impact of the internet as an example of new media on the gathering, dissemination and access of news and information in Zambia.

1.8.2 Specific Objectives

The objectives of this study were:

- a. To examine the uses and the levels of use of the internet among journalists;
- b. To identify the skills journalists have acquired with the use of the internet;
- c. To investigate the impact of the internet on the gathering and dissemination of news;
- d. To ascertain knowledge levels of new media among journalists;
- e. To identify what other forms of the new media are being used by Zambian media houses to gather and disseminate the news other than the internet;
- f. To identify the factors that influence usage levels of the internet and other new communication technologies by Zambian media;
- g. To identify how social media are used for dissemination of news;
- h. To recommend ways of improving internet and new media utilisation by journalists and media houses.

1.8.3 Research Questions

Based on the aim and the specific objectives of the study, the following were the questions that the research methodology sought to answer.

- a. How do journalists use the internet and to what extent are they using the internet in their work?
- b. How relevant is training when it comes to internet use?
- c. What impact has the internet had on the way journalists and media houses gather and disseminate news?
- d. Do journalists know what 'new media' are and do they use them in their work?
- e. What forms of the new media are being used by Zambian media houses to gather and disseminate news?
- f. What factors influence the levels of use of the internet and other new communication technologies by Zambian media?
- g. How are journalists and media houses using social media in the collection and dissemination of news?
- h. What can be done to improve internet and new media utilisation by journalists and media houses?

1.9 Rationale of the Study

The spread of new media technologies and their continued and constant evolution pose a challenge to developing countries like Zambia that are desperately seeking to catch up with international trends. The study will contribute to national media development as it has the potential to help develop policy on the development of news coverage in the light of new technologies. The research is relevant in discovering the challenges that identified news media houses have in adopting the use of such technologies.

The research identifies the areas that require government intervention for their enhancement, for example, the cost of importation of certain equipment or the cost of accessing the internet in Zambia. The findings are beneficial not only for the media but also for related industries such as the consumer electronics dealers and manufacturers seeking to tap into the demand for news as they market their products.

Discussions on the impact of the new media on modern day journalism have taken centre stage in media studies. The subject of the study is very topical and the findings thereof are

relevant in the global discussion as they provide a perspective of the situation in Zambia with regard to new media.

The research is relevant because it adds to the rather little existing body of knowledge in research on the emerging field of new media in Zambia. It will help to lay the ground for future research on related topics such as Citizen Journalism or the impact of User Generated Content.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

Literature seems to suggest that the new media have placed mass communication at crossroads. The impact on journalism and society on different sectors of society has been so tremendous that it has warranted the need for research. Unfortunately, less of this research has been done in developing countries such as Zambia. This chapter reviews existing literature and research on the impact of new media and the internet on the practice of journalism. The chapter begins by discussing the internet as mass medium and then it gives a detailed discussion on the perceived impact on the internet. Some challenges relating to its use and perceived impact will be raised and lastly, a brief out line of previous research in line with this study will be given.

2.2 Internet as a ‘Mass Medium’

New media technologies such as the internet are fast changing the media industry and the practices of mass communications. For example in gauging it, Morris and Ogan (1996: 42) say the internet, as a new communication technology, “allows scholars to rethink, rather than abandon, definitions and categories’. One of the reasons why the profession is thought to be at crossroads is because the internet tends to defy what mass communication is. The challenge rests in the fact that the internet departs from the rules that are placed in the definition of mass communication. It can be mass and personal at the same time, it can be used for broadcasting and narrow casting at the same time, and messages can be for both homogeneous and heterogeneous groups. This has caused a lot of debate among media scholars creating a split based on the understanding of what should be considered mass communication or mass media.

Despite this, the internet has demonstrated its abilities in this end and continues to strengthen its role. McQuail (2005: 28, 29) contends that the internet can be considered as a medium in its own right based on its distinctive technology, manner of use, range of content and services, and its distinct own image. “Its recognition as a medium has been held back by the fact that the internet is not owned, controlled or organised by any single body, but is simply a network of internationally interconnected computers operating to agreed protocols.”

The internet has become a spectacle for media researchers, scholars and enthusiasts, as will be shown, because it has done what no other medium has ever done before: it has blurred the lines that have traditionally existed among the traditional media. But this is not entirely the doing of the internet; rather it is the result of the continuing trend of convergence in digital technologies that is bringing together different media forms into mega hybrid formats that are proving to be a difficult for traditional media theory.

Different scholars attempt to characterize the internet and differentiate it from other media, but all seem to identify the fact that aspects such as its interactivity and its hybrid nature offer a uniqueness that is traditionally not associated to media. For example, Livingstone (1999: 65) writes that “what's new about the internet may be the combination of interactivity with those features which were innovative for mass communication – the unlimited range of content, the scope of audience reach, the global nature of communication.” This is a factor that this study proved as both journalist and news editors in the study sample admitted to how interactivity and increased reach was a major change they have observed thanks to the internet.

Poster (1999: 16) points to key differences of the internet with broadcasting and print and describes how it incorporates radio, film and television and distributes them through push' technology. “It transgresses the limits of the print and broadcasting models by (1) enabling many-to-many conversations; (2) enabling the simultaneous reception, alteration and redistribution of cultural objects; (3) dislocating communicative action from the posts of the nation, from the territorialized spatial relations of modernity; (4) providing instantaneous global contact; and (5) inserting the modern/late modern subject into a machine apparatus that is networked.”

The internet has over the past decade further strengthened its role as a mass medium with its evolution to what is commonly referred to as Web 2.0 (read as “two point O”). This refers as much to newer internet technologies and websites as to a new way of thinking about how internet sites should engage their users. Increased interactivity, streamlined design and collaboration all work to create a different internet experience.

Morris and Ogan (1996) argue that when the internet is conceptualized as a mass medium, what becomes clear is that “neither mass nor medium can be precisely defined for all

situations, but instead must be continually rearticulated depending on the situation.” This makes theorizing on the internet difficult for most scholars but this is not to say it is impossible. In fact, this opens doors for the revision of theory or the development of new theories altogether. The Internet is a multifaceted mass medium that contains many different configurations of communication that are constantly evolving. Its features are so dynamic that Morris and Ogan call it a continuum (*ibid*).

What is interesting for many a media scholar about the internet is how it ‘plays’ with the source-message-receiver features of the traditional mass communication model, sometimes putting them into traditional patterns, sometimes putting them into entirely new configurations.

However McQuail (2005: 28) warns that despite plausibility of counting the internet as mass medium, its diffusion is still limited and has not yet acquired a clear definition of the function. It is still very marginal as a means of mass communication as he defines it. Despite this, he gives few characteristics that define the internet as a medium. These include the fact that it is a hybrid, non-dedicated medium that is very flexible in character and has high levels of interactive potential. It is unique in the sense that it has both private and public functions and very low level of regulation. Further, the interconnectedness gives it a very unique feature as highlighted earlier.

2.3 Impact of Internet on News and Information Access: A Discussion

This discussion has so far attempted to qualify the internet as a mass medium and has given views that attest to this fact with reasons why. At this point, it is clear that the internet can in fact be called a mass medium to a large extent and is a useful means for the process of mass communication. This is despite the many points of departure with traditional media. Having established this fact, it becomes imperative to shift the discussion to understanding the impact of the internet on news gathering, news dissemination and on the way society accesses news.

In analyzing the impact of the internet, it must be stated that it has increased the possibilities of multimedia integration, bringing together radio, television, newspapers and on its platform, creating what McQuail (2005) calls ‘*hybridization*.’ This is an area that is still largely to be exploited. The implications of the internet for the media institutions are

many. For instance, media houses are expected to better respond to the growth of the internet by applying their news websites more effectively, increasing the available news options and formats online and exploiting the mobile network news capabilities. Additionally, the area of integration is an opportunity for synergies between stakeholders in news, internet and mobile industries that can have tremendous economic benefits.

The rapid growth in information communication technology has broken down previous practices by some governments to monopolise the dissemination for news and information in their countries. This has to a great extent contributed to the increasing levels of openness and plurality of messages and forms of media. As a result, there are more issues being covered, more voices being heard, and less interference by the powers that be in the process.

For countries that have historically had authoritarian regimes, or those that have one-party systems that are out rightly dictatorial or have dictatorial tendencies, the internet offers a platform for the exercise of the freedom of expression, freedom of the press and acts as a getaway from the high levels of censorship. This, however, is not a guarantee for all countries (World Information Access Report, 2008: 3). The internet, as well as other digital technologies, is increasingly being targeted by such governments. Evidence suggests that countries have increased their probing of such technologies and are increasingly attuning their efforts to effectively maintain their hold on media regulation and control. This is done mostly by the enacting and enforcing of draconian laws that restrict media usage.

The journalistic profession and media industry has had major transformations in its story, but the coming of the digital age and the internet stands as a new epoch in this evolution. Flew (2002: 99) stated that due to the implementation of digital media by various media organizations, three benefits resulted, these are:

- i. *A reduction of costs of storing and distributing information*
- ii. *The development of an online presence enabling cross promotion between the organizations various outlets such as print and television and lastly,*
- iii. *The shift from mass distribution models to systems that are tailored to meet desires and needs of individual customers.*

The implication of this is that journalists and media houses need to change their practices in order to adapt. In his analysis of the new era for journalists, Briggs contends that there has never been a time that offered so many powerful ways to tell stories and serve readers with information. This is because of the many tools available for journalists, more interaction with audiences and the near disappearance of traditional constraints of time and space (Briggs, 2007: 8). Fulton describes the online environment as a challenge to the practices of journalism, in which the answers will create a new generation of journalistic conventions that could well affect old media as well. New technologies, therefore, give journalistic reformers an ideal opening to try new ideas (Fulton, 1996: 3).

The emergence of new media has brought with it cornucopia of new and diverse tools, previously unthinkable. One of the most popular, most unique and rapidly growing techniques available on the World Wide Web is the web log.

A web log or blog is a website that can easily be updated by its owner without having to understand internet website design or coding. According to Briggs (2007: 54) blogs usually have several common characteristics such as: a frequently updated online journal, written in a conversational style, with entries displayed in reverse chronological order (most recent stuff on top); links to other news and information found on the Web complemented with analysis from the blogger (the author of the blog); and a “comments” link that allows readers to post their own thoughts on what the blogger is writing about. Weblogs are defined as diaries because one can ‘post’ or write entries the same way entries are made in conventional diaries.

One of the most interesting things about web logs is the fact that many traditional mass media houses aside from their web sites have weblogs affiliated to them or run by their journalists. For instance, the BBC which has its main news site has many blogs for its reporters, correspondents and presenters scattered across the globe and these blogs are for the different topics dealt with by the respective journalists. Other blogs in the BBC system are run as a unit for particular programmes. The blogs are created to give the audience a sense of the stories, the topics and issues beyond what is reported on the networks vast radio and television network and to enable them express their views on those stories. So a

popular programme such as ‘World Have Your Say’ whose purpose is to engage the audiences’ views on key issues in the news, has blogs not only on the BBC news website but also on sites such as Facebook.com and Twitter.com, which are also social networking sites, another subject of interest in this discussion.

An analysis of some of the available weblogs in Zambia showed that some have developed to full blown websites. For instance, LusakaTimes.com, one of Zambia’s very few on-line dailies, and Zambian Football.net, both started as small blogs.

For journalists, the levels of interaction, idea exchange, perspective sharing and public opinion available to them via internet are so vast that they leave room for further research in this field. It is the view of this researcher that most media houses and journalists find web logs and social networking sites very essential in assessing the publics’ views on a host of issues from the stories in the news, to audience needs and perceptions. Interactivity is best exhibited here and dialogue is created at once not with one person but with anyone who can.

It is worth stating here that the line between journalism and other forms is blurred by the many news-related weblogs maintained by people who are not employed as journalists. This is a trend that is unique to the internet. The world of bloggers, or the ‘blogosphere’, has grown to the extent that some bloggers receive more hits than the websites of the traditional media such as newspapers. An example of this is The Huffington Post, which according to Moreau (2012), is the number one most popular blog on the web, specializing in reporting breaking news from practically every major topic, and employs over 9,000 bloggers who contribute newsworthy written content on a wide range of topics.

This popularity stems from the fact that internet users relate better with the honest views of fellow citizens other than a journalist who may not understand a particular issue well but covers it simply because it is just another assignment on his or her news schedule. The other reason that is perhaps true for most countries is that the blogs offer an alternative view on the internet, rather than the newspapers’, radio or television stations’ websites that hold the same content as their traditional forms, especially where these traditional forms are state controlled.

As a result of some of these developments in new media and technology, more so the internet, a phenomenon called ‘citizen journalism’ emerged. Bowman and Willis (2003) define it as the concept of members of the public "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information. Digital technologies have enabled people to participate in the sharing and commentary of news. It has two distinct features: the ‘journalist’ is not a professional and the content is user generated.

The idea behind citizen journalism, argues Glaser (2006) is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others. It allows ordinary people to have access to the means of media production and use them to disseminate the news, offering the general public a new avenue of communication.

There are some critics of citizen journalism that state that as a practice it is still defective to receive academic recognition as an area of importance in global journalism. Hog (2009) for instance has argued that Citizen Journalism takes heat for lack of credibility, poor original writing and biased reporting. One of the concerns has to do with ethics, where it is said that citizen journalists tend to abandon the ethical prerogative of journalism. Where a professional journalist will ideally take this seriously, the citizen journalist may often get entangled in ethical concerns regarding for instance, the digital manipulation of images, privacy concerns, sensationalism, and the use of graphic images. “In fact, citizen reports have been discovered to be phony... While studies show many people are increasingly skeptical of the mainstream press, some believe citizen journalists are guilty of the same thing, (ibid).”

The use of mobile phones has revolutionized societies and helped advance most of the trends discussed herein including citizen journalism. Mobile phones are not just about phone calls and text messages anymore. The cellular phone is well equipped to help a user with varied tasks that were only restricted to office spaces. Word processing, e-mail, good quality imaging, spreadsheets, fast internet and file transfer capabilities as well as large information storage capacities are just some of the features that describe the modern cell

phone. Access to mobile technologies has increased faster than any other form and most of these services are available to users at usually affordable rates. For instance, between 2004 and 2009, the number of subscribers rose from 400,000 to over 4 million (Zambia Advisor. 2012).

Mobile service providers are able to reach where newspapers and television are unable. For instance, for a field worker in a rural area, internet access becomes a sure way of accessing the news and knowing what is happening around the world. The farmer can participate in the process as highlighted above. It is interesting to observe also that these services, devices and applications are becoming cheaper for the average citizen, implying that more and more people will be able to access such services than ever before, making the cell phone a major medium for news access.

Additionally, there is no stopping the constant evolution of the technologies in this area. Rapid advances in mobile technologies, wireless networks and new reader interfaces have enabled mobile news delivery and the introduction of smart phones and tablet computers (such as the iPad). These and other similar multimedia devices and business models, argue Wunsch-Vincent and Vickery (2009: 8), will enable the reader to access constantly updated, interactive news in real time, and within a global, Internet-enabled context. This will empower a targeted news experience.

2.4 Challenges

All this seems to paint a picture that all is well. The flip side of this is that there are a number of issues surrounding the whole phenomenon of the internet as viable news a medium, some of which have been discussed already. But perhaps one of the biggest issues has to do with the poor levels of access to internet facilities and other information and communication technologies (ICTs) in poor countries such as Zambia.

ICTs have been widely accepted as the means through which national development in most countries will be achieved. The role that they play in this regard cannot be underestimated. They have permeated practically every sector of society making them a vital component of everyday life. However, access to ICTs and ICT services is not a guarantee for every Zambian in this case, especially the rural based Zambian.

Generally, there is low access to ICTs in the country, as stated earlier. Since a large percentage of population comprises rural dwellers, who are de-linked from the world because of lack of access, it is vital that ICTs are made available as a universal service for all in order to meet the needs of rural areas too. It, therefore, becomes necessary that all relevant stakeholders led by government and ICT regulators come together to offer practical solutions to ICT development in order to meet the major socio-economic challenges.

In the light of the theme of this study, there are other challenges that emerge on the front of journalistic practices. Wunsch-Vincent and Vickery (2009: 60) identify some challenges related to the use of new media, or the internet in particular, that are worth highlighting. These challenges can be anticipated from the growth of the internet as a medium.

- ***Lower-quality coverage:*** There seems to be trade-offs between the speed, depth and interactivity of the web and what those benefits are costing in terms of accuracy and journalistic standards. On the Internet, the accuracy and quality of news might be worse. Email, Twitter, social networks and the Internet in general can also have the detrimental effect of potentially speeding up the spread of rumours or wrong information.
- ***Loss of local news:*** Local and regional news providers are particularly at risk. There is reduced coverage of local communities and politics (council meetings, school board meetings). Interestingly, people know more about what is happening in the United States than what is happening locally in Zambia because there is not such information online.
- ***Greater homogeneity of news:*** It is argued that time and financial pressures have led to a greater reliance on outside news sources (mostly the wire services and the internet). So for instance, the news broadcasts from radio stations in Lusaka will all have the same stories under international news from the same web site (mostly bbcnews.com).
- ***Excessive commenting:*** It is argued that to differentiate themselves today, offline and online news journalists have an increased tendency to comment and opine rather than report the news. But this creates a problem with objectivity, fairness and balance.
- ***Tendency towards cheaper and softer news with entertainment value and appeal to advertisers:*** The search for greater profits and the dependence on high readership figures and consequent advertising revenues has changed the nature of news. Reliance on non-news revenue sources might conflict with editorial standards. There have been cases, not yet locally, when offers are promoted in editorial parts of the news.

Other problems also emerge from the fact that there is very little regulation of the internet in Zambia. Regulation does not have to be a bad thing. It is a good thing that brings sanity and respectability to any profession. The lack of regulation has raised lots of questions regarding ethics and professionalism especially with regard to citizen journalism as highlighted.

2.5 Review of Similar Research

The body of knowledge on the impact of new communications technologies on African media is still growing. In some countries, few studies similar to this one have been conducted and many of them have noted the need for further research based on the fact that the subjects of new media and ICTs are still developing and are always evolving.

In a study investigating the impact of new technologies on newspaper journalism practice in two West African countries, Nigeria and Ghana, Obijiofor (2008) observed that a larger number of journalists believed the new technologies have improved the quality of their newspapers. This was a view represented by over 90 percent of the respondents. The study also showed that two-thirds of the journalists did not believe the internet posed any threat to the newspaper as a news medium, with just less than half of them rating the internet as “better than other media.”

Kaonga (2008: 107), in his analysis of the use of the internet in Malawi’s radio stations concludes that the use of the internet as a journalistic tool can only be most advantageous if “Internet knowledge, legal, financial, infrastructural and institutional frameworks” are adequately supportive of the media environment in that country.

In a study on the use of ICTs, particularly the Internet and cell phones, in a selected number of newsrooms in nine Southern African countries, qualitative insights into the infrastructural and policy institutional environments in which journalists in this part of Africa work were given, (Berger, 2005: iv). Further insights were given on the way journalists view and make use of new technologies in relation to their work. For instance, in Zimbabwe, Mabwezara (2005: 103) observed that there was a general acknowledgement of the positive impact of ICTs in the newsrooms by the journalists in that country. In that study, there was evidence of resistance to adoption of technologies such as the internet but

this was based on the perceived ethical issues they bring into the picture. Furthermore the issue of ‘arm-chair journalism’ was raised as a concern by editors especially.

The study also unveiled a number of factors that hamper the complete realisation of the significance of such technologies in newsrooms and for journalists in Zimbabwe. These include, among others, the low levels or non-existent investment in ICTs by news organisations and the deficient levels of training in the use of the ICTs. These factors are similar to those found in this dissertation as will be shown.

The same study in Zambia showed that journalists in general use and understand the importance of the Internet, cellular phones and e-mail, in their day-to-day work, (Mukendi, 2005: 55). It did however reveal some hindrances that journalists encounter in the use of ICTs, the Internet in particular. For instance, limited access to internet facilities and resistance by their managers to adapt to new technologies were listed as some of the constraints. Furthermore, all the editors that were interviewed in the Zambian phase of the study expressed the pressing need for training.

It was concluded that there was a lot that needed to be done to generally improve the use of ICT tools such as the internet in news rooms, (ibid, 61). According to the study, the lack of ICT policies in newsrooms was a big challenge that needed to be addressed if the situation in Zambia was to see an improvement.

2.6 Conclusion

Conclusions from previous studies in different African countries on the impact that technologies such as the internet have had on journalists and newsrooms all come with the added call for further research on the subject. The need for more research is exacerbated by continuous technological advancements in this area of communications technologies, which by their very nature are always evolving. However the rate of evolution over the past decade has been unprecedentedly fast paced, hence placing the need for even more specific studies to look at the impact these advancements are having on fields such as journalism. Additionally, and as indicated, the body of knowledge on this subject is still emerging hence the need for more research. This study is, therefore, one more part to the existing and growing body of knowledge drawn from the Zambian perspective.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.1 Introduction

In the light of the available literature and past research on the impact of the internet on the practice of journalism, this chapter defines, conceptualises and contextualises the elements of this research. It also presents theoretical approaches within social sciences, or to be more precise, within mass communication, which are relevant to this study and were applied as the theoretical framework.

3.2 Conceptual and Operational Definitions

The major concepts to be used in this study are Mass Communication, New Media, Internet, Access, Information, News, Blog, World Wide Web, Social Media, Web 2.0 and Email

3.2.1 Mass Communication and Mass Media

Any discourse on the media, mass communication or mass media must state how in the discussion these concepts are construed. This is because of the different interpretations that different scholars and writers have placed on them. For example, it is said that the term mass communication has too many connotations to allow for a simple agreed definition, with both words ‘mass’ and ‘communication’ having different meaning and given assorted value.

According to McQuail (2005: 13), the term ‘mass’ denotes great volume, range or extent (of people or production), while ‘communication’ refers to the giving and taking of meaning, the transmission and reception of messages. In one definition by Janowitz (1968) as quoted by McQuail, mass communication is said to comprise the institutions and techniques by which specialized groups employ technological devices (such as press, radio, films,) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences. Rajani (2009) loosely defines it as messages sent by a person or a group to a large anonymous audience through a specialized medium or a transmitting device.

This paper will take mass communication to be a process by which messages are conceived, encoded and are sent to a large anonymous and usually heterogeneous audience

through the use of specialized communication media. These media are the mass media. The term ‘mass media’ refers to the organized means for communicating openly and at a distance to many receivers within a short space of time (McQuail, 2005: 17). In other words these are the organized technologies that make mass communication possible.

Although in unfastened terms it is often considered as thus, the process of mass communication is not synonymous with the mass media. McQuail makes this distinction by stating that there are other uses of the same technologies and other kinds of relationships mediated through the same networks. Mass media can also be used for individual, private or organization purposes. He also contends that this distinction ought to be made as it is relevant at a time of convergence of communication technologies, when the lines that gave this differentiation are increasingly blurred (*ibid*, 14).

3.2.2 New Media

‘New Media’ is a concept that encompasses the coming together of traditional media with the interactive power of computer and communications technology, computer-enabled consumer devices. As stated, the term “new media” refers to digital technologies that are both collaborative and dynamic, allowing users to access and direct information to others over the internet or through mobile devices (USAID, 2008:1). One of the top characteristics of new media is the way in which the technologies engage their users. This is often interactive in nature and, in the process, makes the user not merely a consumer of the information, but a creator as well.

Another way of defining new media is that given by Flew (2007: 2), who says new media involves the three Cs: Computing and information technology; Communications networks, and digitised media and information content – arising out of the process of Convergence.

3.2.3 Internet

The main item under discussion, the internet, can be defined as a worldwide system of computer networks. It is a “global network of information networks” (Heinonen, 1999: 36) that “provides an array of tools for people to use for information retrieval and communication in individual, group and mass contexts. Goel (1997: 3) defines the internet

as “a collection of individual data networks connected together in such a way that data can be transmitted back and forth between any one individual data network and any other individual data network.” It must be noted that the Internet and the World Wide Web are not the same thing, contrary to popular usage of the words. On one hand the Internet refers to the network of connected computers that share information, whereas on the other, the World Wide Web refers to a way of accessing information through the Internet.

3.2.4 News

The concept of News has been explained differently by different people. For some, “news is current history” or “an account of a recent event or opinion which is important or interesting”, (Shrivastava, 2004: 145). It has been said that the four letters of the word ‘news’ represents the four directions: North, East, West and South, from which it is obtained, (ibid). This thesis will take news to mean the communication of information on up to date events or occurrences and presenting it by way of a medium such as print, broadcast, Internet, or word of mouth to a third party that can be an individual or mass audience.

3.2.5 Information

Information will be taken to mean an ordered sequence of symbols that form meaning. According to the On-line Business Dictionary, the value of information lies solely in its ability to affect a behaviour, decision, or outcome. In this sense therefore, a piece of information is considered valueless if, after receiving it, things remain unchanged.

3.2.7 Blog

At its simplest, “a blog is an online journal where the entries are published with the most recent first,” (Mayfield, 2008: 16). According to Briggs (2007: 54) blogs usually have several common characteristics such as: a frequently updated online journal, written in a conversational style, with entries displayed in reverse chronological order (most recent stuff on top); links to other news and information found on the Web complemented with analysis from the blogger (the author of the blog); and a “comments” link that allows readers to post their own thoughts on what the blogger is writing about.

3.2.8 Social Media

According to Mayfield (2008: 5), social media will be understood as a group of new kinds of online media, which share most or all five characteristics, which are: *participation* that blurs the line between media and audience; *openness* to access, use and comment; *conversation* oriented or two-way communication; *community* creation based on common interests and effective communication; and *connectedness* by forging links to other people, resources and places on-line.

Kaplan and Haenlein (2010) state that there are six different types of social media that exist today: there are the collaborative projects such as Wikipedia), and then there are the weblogs or blogs (such as those provided by Wordpress or Blogger) as well as microblogs such as Twitter; there are also content communities such as *Flickr* or YouTube; and there are social networking sites such as Facebook or Google+). Virtual game worlds, where you have games such as World of Warcraft, and virtual social worlds with tools such as Second Life, are the other types of social media.

3.2.9 World Wide Web

The World Wide Web or WWW or W3 is an organised reservoir of information composed of thousands of computers linked together on the internet (Goel, 1997: 49). *Webopedia* Online Dictionary and Encyclopaedia describes it as a system of internet servers that support specially formatted documents. The documents are formatted in a mark-up language called HTML (*HyperText Markup Language*) that supports links to other documents, as well as graphics, audio, and video files. HTML therefore enables users to jump from one document to another just by clicking on the links or text leads. Not all Internet servers are part of the World Wide Web.

3.2.10 Web 2.0

Web 2.0 is a term used to refer to an advanced form internet technology and applications. The two major components of Web 2.0 are the technological advances enabled by Ajax (Asynchronous JavaScript, XML), that made it possible for web applications to

work like those available on a desktop, and other new applications; and the user empowerment that they support (Rouse, 2011). As noted earlier, Web 2.0 technologies have changed the internet experience in that it is not a passive tool for simply just looking at particular content. Users are now active participants in the process (USAID, 2008: 2).

According to Rouse (2011), one of the most noteworthy differences between Web 2.0 and the traditional World Wide Web (or Web 1.0) is that there is “greater collaboration among Internet users and other users, content providers, and enterprises.” Hence a Web 2.0 site will allow for interaction and collaboration among users unlike the ‘1.0’ site that makes the users passive viewers of its content.

3.2.11 Email

Email stands for Electronic Mail, which according to Goel (1997: 29), implies exchange of messages electronically through computers that are interconnected by data transmission such as the internet. It is used to transmit messages from a user on one to another data network, or on the same network. Like traditional mail, email also requires an address to uniquely locate a person on the net.

3.3 Theoretical Framework

Theoretically, the field of mass communication is at a defining moment owing to the growth of the new communication technologies. The new media represent a challenge to theory largely due to the fact that they are now increasingly being used for tasks of public communication as well as for communication in the sphere of personal life and in many professional and business contexts (McQuail, 1999: 480). Additionally, they have become a supplementary and at the same time also a deeper source of information, a potentially effective advertising medium, a platform for minority voices and an alternative channel for delivering familiar mass media products, services and satisfactions.

The other challenge lies in a point highlighted earlier that limits the plausibility of counting the internet as mass medium. In the strictest sense, the internet deviates from that typification of the media institution as outlined by McQuail. It seems that the Internet falters on three of the five points.

“Firstly, the Internet is not only or even mainly concerned with the production and distribution of messages, but is at least equally concerned with processing, exchange and storage. Secondly, the new media are as much an institution of private as well as of public communication and are regulated (or not) accordingly. Thirdly, their operation is not typically professional or bureaucratically organized in the same degree as mass media. These are quite significant differences that underscore the fact that the new media correspond with mass media primarily in being widely diffused, in principle available to all for communication and at least as free.” (McQuail, 1999: 118)

Numerous attempts to characterize the new media, especially as embodied in the Internet, have been hindered by uncertainty about their future uses and institutional forms -but this is not to say that an attempt would be futile. Scholar Everett Rogers strikes out one such attempt and identifies three crucial features of the new technology in terms of (1) their interactivity, (2) their individualized, demassified nature and (3) the 'asynchronous nature of the new communication systems' (1986: 9) (meaning they are no longer time-bound). Despite the differences, the 'new media' are being used and exploited in much the same way as the old mass media for selling, advertising, propaganda and persuasion and much besides.

According to Nellis (2004: 233), the potential impacts of the internet and other information technology is widely speculative. But the **Uses and Gratification theory** can attempt to explain some phenomena. In simple terms, this theory states that people choose to use the media in order to satisfy some need. The results of a number of studies show that those who engage in new media report a variety of positive outcomes such as socialization, maintaining relationships and receiving emotional support on-line (*ibid*, 234). A model devised by Jay G. Blumler and Elihu Katz in 1974 sought to highlight four areas of gratification in media texts for audiences. These include:

- **Diversion**—*a media text which provides escapism. When a media text temporarily partially covers one’s senses. For example playing a video game.*
- **Personal relationships**—*People create personal relationships with the characters in a media text, they start to feel they know them. This can become dangerous if people start*

to trust them as well, for example if one trusted a news reporter too much they may take everything they say at face value and not question it, this trust could then be abused.

- **Personal identity**—*when a person creates part of their own identity from things they find attractive in people from media texts, for example someone may have a haircut because they liked the look of a similar one in a magazine. This can go a long way in shaping people and people's ideas of values, norms, ideologies and fashions.*
- **Surveillance**—*the audience gains an understanding of the world around them by consuming a media text, for example print and broadcast news, (McQuail, 2004)*

New media theory can also be perceived in terms of **Technological Determinism**. **Determinists** such as Marshall McLuhan believe that technology, and particularly mass media, determine or control changes in individuals, social interactions, and institutions, (Nellis, 2004: 254). An explanation of McLuhan's popular phrase "the medium is the message" is that the media restrain and control the content and presentation of the message. For example, one cannot deliver moving pictures in a newspaper or through radio, so the medium controls the message. In line with the discussion above, it can be said that the new media therefore are able to carry more messages due to their diversity, which makes restrictions previously common rather difficult. Different messages can be carried by a medium such as the internet due to the increased level of convergence and its multimedia capabilities. This study will also offer an opportunity to test this theory.

The popularity of the new media by urban dwellers, particularly those with high social economic status can also be explained with the **Knowledge Gap Hypothesis**. In this theory, people with higher socioeconomic status tend to have better ability to acquire information. Some of its core assumptions are that people of higher socioeconomic status have better communication skills, education, reading, comprehending and remembering information, and that the nature of the mass media itself is that it is geared toward persons of higher socioeconomic status. According to Holbrook (2002) the attempt to improve people's life with information via the mass media might not always work the way this is planned. Mass media might have the effect of increasing the difference gap between members of social classes.

Media presenting information should realize that people of higher socioeconomic status get their information in a different way than lower educated people. This argument can be used to explain the reason for the low penetration of new media in countries like Zambia, for instance, due to the high levels of poverty; the new media tend to come out as elitist or for the well to do in society.

It is clear that too little research has been done to reach any firm conclusion about the essential characteristics of the Internet as a medium, hence making it difficult to place it in any particular theoretical view of its own. It must be stated at this point, however, that as the need to develop adequate theory on the subject becomes more and more urgent, a number of factors must be considered if a viable framework is to be formulated. According to McQuail (1999: 481), the following must be included in this analysis:

1. *The need is to develop ideas about an information society or a network society which would be less speculative and more analytically useful than those currently in circulation. There is need to know what the relevant networks are and how they are organized. Are they replacing the older bases of identification, culture and significant social relations?*
2. *The need to explore the question of freedom as promised by certain features of new media. Are they really 'technologies of freedom', or will they be subject to the same constraints as the old media and serve as even more effective means of control and social containment?*
3. *It must be asked what the interactivity of new media really amounts to, beyond its technological aspects. Does it really mean much for more significant kinds of communication, as opposed to being an effective way of delivering certain services, such as shopping and banking?*
4. *Are the new media really a basis for developing more meaningful social relationships than old media, given the continued absence of face-to-face contact and other social supports?*

Aside from these, it is vital that the uses and gratifications of the new media, particularly the internet, are explored further, as well as their implications for different communication professions, including that of journalism. Lastly, the analysis may consider looking at the *responsibility to society* that the new media have, if any, as the old media do.

3.4 Development Paradigms and new communication technologies

The dawn of the new communication technologies in newsrooms can also be viewed in the context of development paradigms. The first is the Modernisation theory. This development paradigm in summary espouses the belief that industrialization and economic development lead directly to positive social and political change, Berman (2009). It proposes factors that lead to the evolution of a society into development. One of the initial ideas of this theory was that countries passed through five stages of economic development to attain modernisation. This idea was developed by W. W Rostow. Society or a country, in order to develop, had to move the first to the fifth stage, i.e. from the Traditional society, to the Transitional or Preconditions for Take-off, that lead to the ‘Take-off’ stage, and then there is the ‘Drive to Maturity’, and finally a nation reaches a stage of High Mass Consumption, (Ford, 2004).

For development to be attained in this perspective and according to Rostow, a lot of capital investment would have to be pumped in and for this investment to occur, the right conditions would have to be in place as ‘pre-conditions for take-off.’ So in the context of this discussion, mass communication, media and communications technology, were to help facilitate the process of growth and their presence in a society were also seen as a sign of progress or modernisation.

Berger (2005: 2) explains the Modernisation paradigm concisely when he says that in this development perspective, there are the ‘developers’ and ‘the developpees’. In this understanding, the latter are thought to be all evenly awaiting and desiring development in the same manner that the developers successfully ‘developed’. This idea when extended to technologies points to the idea that the Third World countries are on the receiving end from the developed First World, or the West. And when extended to the media or to news rooms in Africa, journalists are expected to obtain the new technologies and skills that will propel them to reach the levels those Western journalists have reached.

According to Berger, in this approach, “if the aim is to disseminate information, carriers such as the media (and subsequently ICTs) need to be developed,” (ibid.). Therefore the presence of this infrastructure is a precondition for the necessary messages to reach people. The thought was to follow what the West did as they developed and communication and communication technologies or media were to help communicate this in a one-way flow. This paradigm saw media technology as an influential ‘muscle’ for development and influenced the growth of technology in media and in media itself. Despite the pumping in of technology and information from the west on how to develop in the media, many Third World countries did not ‘take off’ as was expected.

A second paradigm emerged as a critique to Modernisation. This school of thought was the Dependency theory. The Dependency theory is an explanation of the economic development of a state in terms of the external influences--political, economic, and cultural--on national development policies, (Sunkel, 1969: 23). It is an attempt to elucidate the existing underdeveloped nature of many nations by looking at the power relations and structures among nations. It identifies the presence of a global system that places few nations (First World, Western) as centres and others (Third World, South) as peripheries. It then explains the relationship between or among these as being unequal and that of dependency.

The Dependency Theory or the ‘*Dependista*’ school saw the media and media technology as contributors to underdevelopment in that the media were “agents of cultural imperialism that foisted individualistic, escapist, consumerist, anti-democratic and pro-American ideology on the media consumers of the Third World” (Berger, 2005). A modern version of this argument would see the Internet in Third World newsrooms as a means of or a source for information that is not suitable or important for local development needs. It will further be seen as a tool that encourages laziness in journalism practice as well as plagiarism.

Over the years, the Modernisation evolved making it long lived despite the strong critique from *Dependista*. For example, Modernisation theorists began to see the role of mass

communication in development as one that was indirect. This was seen with the emergence of the Two-Step and the Multi-Step paradigms of information flow.

The Two Step Flow Theory is situated in media effects studies and was developed by Elihu Katz and Paul Lazarsfeld. The theory states that media information moves in two stages: from the mass media to opinion leaders, and from opinion leaders to people. The latter includes an interpretation based on the opinion leaders understanding of the message. This theory helps give an understanding as to why some media campaigns fail to change the behaviour and attitude of audiences, (Katz & Lazarsfeld, 1955).

This theory also gave birth to the Multi-Stage theory which emerged as further studies were done on opinion leaders. In this extension, the influence of the opinion leaders can be multi directional and the message having several relay nodes, other than one or two steps, and at each node, different interpretations and meanings are given to the message. As opposed to an earlier thought that tradition was an obstacle to modernity that the media had to help change people from tradition, Dependency recognised the role that culture played in the diffusion and adaptation of innovations, individual values and attitude changes, (Berger, 2005).

Dependency Theory proponents saw communication technology as a tool in building self-reliance against dependencies on the First World and the role of communication was to cultivate and advance national pride, and in integrating traditional and modern systems, (Rogers, 1976, as cited by Berger, 2005). The UNESCO New World Information Order (NWICO) was premised on this background.

NWICO sought to address the global inequality, misrepresentations and imbalance that prevailed in the global flow of news and information in the 1970s and 1980s. Kleinwachter (1993: 15) says NWICO was set up to meet key challenges that include: the promotion of the development of national communication systems in the developing countries; the elaboration of guiding principles concerning the role of mass media in the international sphere; and, the development of a concept for a democratic restructuring of the international information system. The result of this was the “The MacBride Commission Report: Many Voices, One World” (named after Sean MacBride who chaired the Commission) that set out to address the challenges that were mostly raised by the South. It

must be noted that the MacBride Report made specific recommendations relating to communications technologies such as satellites and computers.

Although it brought to light that everything ‘western’ was not good for the media in the developing world, the *Dependista* School was flawed by the fact it did influence the dawning of the state-controlled and heavily monitored media that dictators used to maintain a tight grip on power in the name of fighting cultural imperialism. This is argued to be the cause for the failure of NWICO, (Berger, 2005).

A third approach on development is the participatory paradigm. This view gave media a role beyond that of transmitting either foreign (Modernisation) or national (Dependency) ‘development’ content and giving it a critical independence of elites and the state, (ibid.). In this view communication was not vertical as the other two, but rather horizontal. It was believed that development could only succeed if the target communities or countries themselves participated in it — including in defining what it was.

The need for new technologies such as the internet as discussed in this study therefore can also be placed, but not exclusively, within the confines of the Participatory perspective. Throughout the history of Zambian media houses, journalists have been caught in the middle of power structures, whether state or private. Journalists have transmitted information that is as said by the ruling or business elites or by the opinion leaders; they have not been initiators of dialogue, debate and discussion but passive transmitters as denoted by the term ‘reporters’. This is not a bad thing in itself but its impact on development has been ineffective. And so in the Participatory paradigm, communication technologies such as the internet become tools that can nurture these dialogues and help create and grow virtual communities. In turn audiences will not only be mere consumers of media products and information but will be equal generators of views and opinions that will help foster development that is participatory. The thinking, proposes Berger (2005), is that with technologies such as the internet, comes finally “the key to unlock people-centred development” which is participatory, relevant and well-placed.

However, it must be noted that all three approaches can be used to pencil in a comprehension of the role that ICTs and media in general play in development. In other words, the coming together of the three development approaches is possible and more ideal. For example, there is need to recognise the role that international or global information and technology (Modernisation) plays, and these should complement the role of local and national information as well as that of locally drawn ICT policies and infrastructure that is appropriate (*Dependistas*). At the same time, the voices of individuals and communities must flourish freely and democratically, at a much localised or grassroots level as they participate and define for themselves the meaning of development (Participatory), while acknowledging the role played by both national and global information.

3.5 Conclusion

The impact of communication technologies such as the internet and other new media in newsrooms or by journalists is continuous and research on this is still in its novelty. However, theorising this is still possible within a blend of the theoretical perspectives presented in this chapter. For instance, to a large but not conclusive extent, the placing of internet use by journalists within the development discourse answers the challenge of adaptation of the internet in African newsrooms. As emerging concepts such as the Information Society continue to be defined and refined, it is hoped that theorising the impact of the internet on journalism will be made easier.

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

This chapter gives an outline of the methods that were used to conduct this research. It gives information about the techniques that were employed in selecting and determining the sample, collecting the data and coding it, and in analysing the data. The chapter begins by briefly describing the methods used and it then gives information about the sampling techniques, the sample and the analysis methods used. The chapter also discusses the limitations of the study, as well as the ethical considerations and reliability of the findings.

4.2 Research Design

The method of triangulation was used in this study. Triangulation involves the use of different research methodologies in a study aimed at addressing a problem. Wimmer and Dominick (2000: 49) define it within the context of mass media research as “the use of both qualitative and quantitative methods to fully understand the nature of a research problem.” This *modus operandi*, whose name is borrowed from marine navigation, emerged out of the realisation by researchers that both quantitative and qualitative methods of research are vital in addressing a research problem or in trying to understand any observable fact.

Triangulation is not only done to validate findings but to further the researcher’s comprehension of a phenomenon. In this view, triangulation can cut across the qualitative-quantitative divide. It is necessary in ensuring that the research is both interdisciplinary and holistic.

This method was also used to help prevail over what could have been possible causes for weakness and bias in the study. The topic being researched is too wide to restrict to one method of enquiry, hence this way, irregularities were easily observed and checked.

For this study, the qualitative and quantitative methods were used. A breakdown of the actual methods is as follows:

- i. Qualitative: In-depth Interviews, Focus Group Discussions, Observation,
Policy Review
- ii. Quantitative: Survey design

The mentioned methods were applied in order to adequately cater for the questions raised in the study. Qualitative and quantitative researches have both advantages and disadvantages that were considered for this study. For instance, on one hand, quantitative research has its advantages such as: it creates the possible discovery of causal relations, and its highly statistical nature reduces the personal implication of the researcher to a negligible minimum. “Its understandable methods, its logical structure and its replicability give it a high degree of confidence,” (Fishl et al, 2011). On the other hand and as disadvantages, this type of research ignores the context of the study or experiment, and requires that a large sample of the population is studied if the results are to be statistically accurate, (Jones, 2009).

As for Qualitative research, it “has the advantage of being explorative, going into new research fields without existing theories and allowing for extensions due to its multidimensional process” (Fishl et al, 2011). It also has the ability to create a more holistic view of the phenomena. However, argues Jones (2009), a study using qualitative research is heavily involved in the process, which gives the researcher a subjective view of the study and its participants, hence creating bias. Additionally, qualitative processes are very time consuming and the inconsistent findings caused by high flexibility makes generalization rather difficult (Fishl et al, 2011).

4.3 Location of the Study

The study took place largely in Lusaka. Nine out of the ten media houses investigated were all Lusaka based. The tenth is based in Livingstone. Lusaka, the Zambian capital, is also the centre of media with the majority of media houses of varying types being located there. Livingstone is Zambia’s tourist capital and one of the most visited places in Zambia. It was sampled to provide an alternative view from that of Lusaka.

4.4 Research Questions

Based on the aim and the specific objectives of the study, the following were the questions that the research methodology sought to answer.

1. How do journalists use the internet and to what extent are they using the internet in their work?
2. How relevant is training when it comes to internet use?
3. What impact has the internet had on the way journalists and media houses gather and disseminate news?
4. Do journalists know what 'new media' are and do they use them in their work?
5. What forms of the new media are being used by the Zambian media houses to gather and disseminate news?
6. What factors influence the levels of use of the internet and other new communication technologies by the Zambian media?
7. How are journalists and media houses using social media in the collection and dissemination of news?
8. What can be done to improve the use of the internet and new media by journalists and media houses?

4.5 Sampling

4.5.1 Population

The population considered was the number of media houses in the country. There is no complete record of fully operational media houses but according to MISA Zambia, there are 65 broadcast operators and that there are three daily newspapers that are consistently published. These media houses are mostly private, and the majority - about 50 of them, are community radio stations dotted across Zambia. It must be noted that it was not possible to conduct the research in all the media houses due to cost, time and logistical limitations hence the sampling. In addition, though the number of media houses may seem large, most of them are community radio stations with the same characteristics.

4.5.2 Sample Size

In view of the topic being studied, 10 News Managers or Editors, representing 10 media houses, and 50 journalists were sampled. Only 10 media houses were purposively sampled because they represented all the forms of media houses that exist in Zambia. Six in-depth interviews were conducted and two focus groups each with 5 participants were conducted. This sample was ideal given the period of time and the resources available for the

researcher to conduct the research. More importantly, it was thought that the findings of the study from the sampled journalists can be generalised based on the fact that the considerations for the selection were thought to be representative of the types of media houses that exist in the country.

4.5.3 Sampling Methodology

a. Quantitative Survey

Purposive Sampling was used. Purposive sampling is a non-probability design that was employed in order to adequately answer the research questions which are based on *practice*. In view of the aim of the study, it was thought that only media houses that were utilizing the technologies in discussion were to be sampled. In doing this however, caution was taken to ensure that there was representation at different levels. For example, the sample included three daily newspapers, two Television Stations, and 5 Radio Stations. Of the 10 media houses, three were state owned, one was a religious, and six were private. Table 4.1 gives a description of the media houses and the number of journalists and editors sampled. In addition the following were considered in arriving at the list of media houses: (a) size of newsroom; (b) coverage, and (c) type of ownership. Two of the radio stations that were sampled can also be classified as community radio stations.

Table 4.1 - Table of sampled media houses and journalists

Name of Media House	Number of Journalists	Type of Media	Type of Ownership
Zambia National Broadcasting Corporation (ZNBC TV and TV 2)	8	Television	State-owned
Muvi Television	6	Television	Private
The Times of Zambia	5	Newspaper	State-owned
The Zambia Daily Mail	5	Newspaper	State-owned
The Post	5	Newspaper	Private
Q FM Radio	4	Radio	Private
Radio Phoenix	4	Radio	Private
Radio Christian Voice	6	Radio	Private
Hot FM	4	Radio	Private

Zambezi Radio FM	3	Radio	Private
TOTAL Number of Journalists	50		

b. Qualitative Survey

The sample for the qualitative survey was also arrived at purposely. In this particular case, Expert Sampling, a form of purposive sampling was employed. Expert sampling is used “when the research requires assessment or opinions of people with a relatively high level of skill or knowledge,” (Changing Minds, 2008) in that particular field. The rationale was that the opinions of experts are generally effortlessly esteemed and are based on their experience hence their views are deemed to be credible and widely acceptable.

Defining who an expert is in this case was key hence the criteria included factors such as: understanding of the internet and its provision in the country; vast experience in internet and new media matters; involvement in media and policy development and ability to articulate and address the challenges of internet provision in relation to the way it is used by media practitioners.

4.6 Methods of Data Collection

4.6.1 Quantitative Methods

a. Survey Questionnaire

Data was collected quantitatively using questionnaires. Two types of questionnaires were used. The main questionnaire was that prepared for the Journalists and the other was used for the Editors or News Managers. The questionnaires were used as they are less time consuming and suitable enough in obtaining information, and are also easy to use and to administer. The questionnaires were administered, and both used closed and open-ended questions in order to compliment the type of information being gathered such that none that was valuable would be left out. The questionnaires for the Journalists were self-administered as were those for the editors, they were accompanied by non-scheduled interviews for detailed views on the topic.

4.6.2 Qualitative Survey

For the qualitative survey, the following methods were used to collect the data.

a. In-depth Interviews

In-depth interviews were used to gather information from the identified experts as part of the qualitative survey of the study. These were valuable in getting an insight into some of the factors that maybe behind the perceived levels of internet utilisation in the country. Additionally, they were helpful in getting the actual situation on the ground as experienced or observed by experts in the area of internet provision and media. This method was also instrumental in shedding more light on aspects such as scope, access and challenges related to general internet use among others. Interview guides with the questions where produced beforehand so as to obtain the in-depth information required. The schedule questions were prepared in a manner that probed the experts on the subject and solicited rich and detailed information from the sources.

Structured Interviews: Based on the criteria of Expert sampling given, the following institutions or individuals were sampled for the Structured Interviews:

- **The Consumer Affairs Department, Zambia Information and Communications Technology (ZICTA)** – This is the specialised agency that regulate Information and Communication Technologies in Zambia
- **Media Institute of Southern Africa (MISA) Zambia Chapter** – This is one of the main media mother bodies for journalists in Zambia. It is strongly involved in media advocacy and development in the country.
- **MTN Zambia Limited** – This Internet Service provider that was sampled to get its view on internet service provision and respond to matters related to costs.

Non-Structured Interviews: As indicated above, non-structured interviews were used to obtain additional information from the Editors or News Managers from media houses that were and were not part of the sampled 10.

b. Focus-group discussion

The research had two focus group discussions for the purpose of obtaining insights and perspectives on some of the study's objectives:

In order to get insights about training and perceptions on new media, the first focus group discussion with media students from one learning institution, The University of Zambia, were conducted. Students were sampled because the researcher believed that they would add a more hands on voice to the views from practicing journalist on training and social media. The second discussion was conducted with practicing journalists from different media houses.

The focus group discussions were used because “they elicit information that paints a portrait of combined local perspectives because the research may seek ways to fit all together (P.B. Works, 2006). In addition, they allow for more than just information but help create an atmosphere where observations on emotion, reactions and expressions on particular subjects can be made.

The focus groups were used not to make generalisations but to get deeper personal insights on the topic from the participants and probe those views. Wimmer (2009) recommends that focus groups size range from 4 to 6 respondents because with less respondents, the amount of information collected is “substantially more and usually of better quality because the moderator has more time for follow-up questions.”

The Recruiting Criteria or screener was made. “The screener defines who will be allowed to participate in the discussion. If the screener questions do not adequately identify the type of person who should attend, the results of the research will probably be worthless.” The following was the screening criteria.

- A student at a bona fide learning institution pursuing a journalism course
- A student who has completed an internship at a reputable media house
- A student who practices at a teaching radio station or newspaper.
- A practicing journalist from a bona fide media house

A moderator’s guide was used and it was semi structured questionnaire with the relevant questions to the students as a guide to the discussion. The moderator’s guide is attached as an Appendix.

c. Policy Review

Policy review and analysis was also conducted. This included reviewing the editorial policy for the media houses sampled and the National Media Policy. This was done to assess the gaps that exist between policy and practice. It also helped in developing an understanding in the operations of media in Zambia and identified the weak points of the nation's policies.

d. Observation

The observation method was employed to learn how journalists use the internet in relation to meeting their work objectives. The researcher spent time in news rooms with the permission of the news editors and the journalists as well. This was done to get a full insight of the way the internet is used and to also experience some of the stated annotations. It allowed for a deeper understanding of station operations.

4.7 Analysis of Data

4.7.1 Quantitative Survey

After data collection, the research instruments were coded by the researcher with coding sheets to begin the analysis process. Quantitative data was entered in Microsoft Excel 2007 and later transferred to Statistical Package for Social Sciences (SPSS) for analysis. This was used in order to help find the various frequencies, relationships and correlations in the research.

4.7.2 Qualitative Survey

In-depth interviews were analyzed in a thematic approach (theme by theme) going by the research questions and relevant relationships that were made in the light of the research topic.

4.8 Limitations of the Study

Conducting this study came with its challenges that stand as limitations to the study. Firstly, very little research on this subject has been done in Zambia making literature and comparison of findings very difficult. It was anticipated that the results of similar studies would be used to compare and contrast with the findings. However, since very little or

almost no documented research was available, the researcher had to rely on external studies done by other researchers that often did not capture the Zambian media landscape in its entire context.

Secondly, the sampled media houses and respondents may be seen to be small. However, as has been indicated, caution was taken to ensure that the sample was representative of the media landscape. For example, ensuring that every form of media house is represented in the sample of the media houses.

Thirdly and contributing to the previous, the cost of conducting a research of this nature is high and so the limited research funds stood as a challenge for the researcher. This was compounded by the fact that the research funding from the sponsors were delayed thereby delaying the entire research from the scheduled time frame.

And lastly, because of the delayed funds, the research was conducted in a very busy and also difficult time of the year for media houses. Much of the data collection was done in the second half of December 2011 leading to January 2012 when would be respondents were either on 'festive holiday period or were covering for colleagues who where on holiday. As for interviews, securing a suitable time for the respondents proved difficult as many have busy schedules.

4.9 Ethical Considerations and Reliability

Knowing fully the significance and enormity of ethics, the researcher, in this study, used ethical principles of research that include: (a) obtaining informed consent from potential research participants; (b) protecting the anonymity and confidentiality of the participants; (c) observing beneficence and non-maleficance; and (d) being truthful to the participants. Introductory letters were obtained and used to not only facilitate easy identification, but to also explain the purpose of the research and its relevance to the field of media studies and mass communication. With the help of the letters, permission was sought from media heads or appropriate offices before administering the questionnaires to the journalists and the editors, and before carrying out observations. The same was applied for institutions where interviews were to be conducted. All the respondents, both for the qualitative and the quantitative components of the study, gave consent to their participation in the research and

were not coerced. In the entire process, confidentiality was upheld and the respondents were assured of privacy.

4.10 Conclusion

This chapter has shown how the study was conducted and how the findings to be presented in the next chapter were arrived at. The outlined methods were employed in order to achieve the most reliable and valid results that could be generalised in the light of the research problem identified. The research took into consideration the benefits and the pitfalls of the methods and used the method of triangulation in order to counter the weaknesses of the methods used so as to produce well-founded and verifiable findings.

CHAPTER FIVE

PRESENTATION OF FINDINGS

5.1 Introduction

This chapter presents the finding of the study. It gives the findings from both the quantitative and qualitative parts of the study, looking at the critical factors that are relevant to the study and of significant bearing to meeting the objectives. Notably, the attributes of journalists, the usage and attitudes towards the internet as well as its perceived impact are presented among others. All these are presented under relevant subheadings and are accompanied by figures and tables. For the quantitative aspects, the key themes are identified and then the actual details from the interviews and observations are presented. Relevant figures and tables are also presented.

5.2 Attributes of Journalists

5.2.1 Gender

The survey conducted had 29 males and 21 females as respondents. This represents 58 percent and 42 percent of the sample respectively. This information is given in the figure below. Interestingly this pattern was reproduced in the uses for the internet, except for four listed uses. An equal number indicated that they used the internet for instant messaging and On-line banking, and more female journalists used the internet to participate in chat rooms and forums, and playing online games.

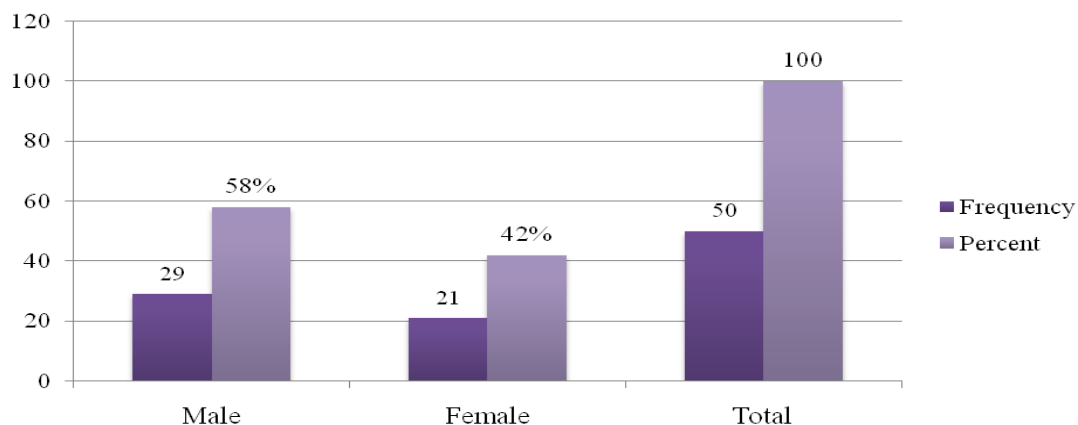


Figure: 5.1 – Distribution of Gender

Attempts to have an equal representation in the gender proved impossible because of an observable imbalance in the actual number of male journalists compared to that of females

in many media houses. This may however be in congruence with a 2002 study of Southern Africa on gender and media which observed a lower number of women in radio. The Gender and Media Baseline Survey for Southern Africa for 2003 was conducted in 12 countries in the region by Gender Links and the Media Institute of Southern Africa.

5.2.2 Age Distribution

Of the sampled journalists, 18 were between the age of 30 and 34, consisting the largest age group, and then followed by those between 25 and 29 who were 16. The least age groups represented were 40 to 44 and 45 to 49, with one and two respondents respectively.

Figure 5.2 below shows the age distribution of the sample.

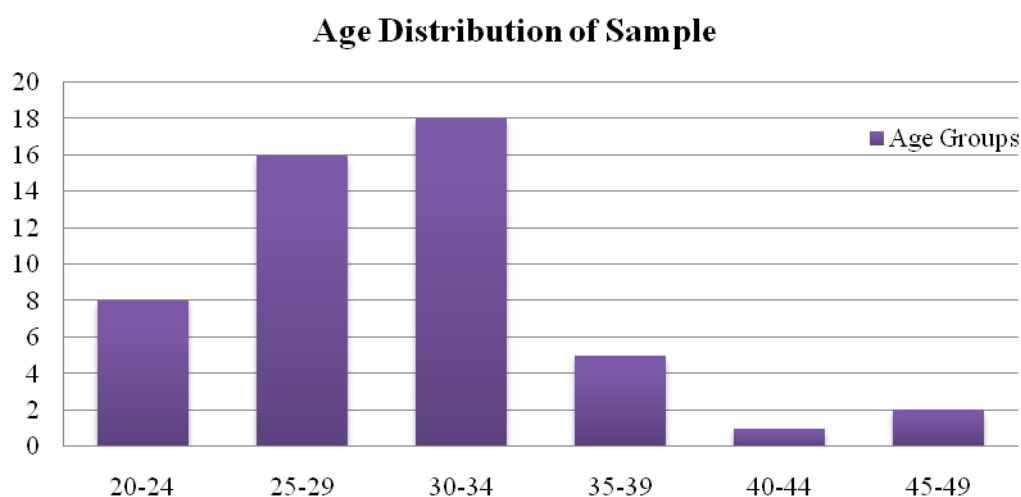


Figure 5.2 - Age distribution of sample

5.2.3 Level of Education Attained

In terms of education levels, the majority of the journalists sampled were College Diploma holders, that is 37, representing 74 percent. Eighteen percent (9 respondents) had a Bachelor's Degree; Six percent (3) went up to Certificate level; and only two percent (1) had gone up to Secondary School level only. **Figure 5.3** shows the percentages for the representative education levels.

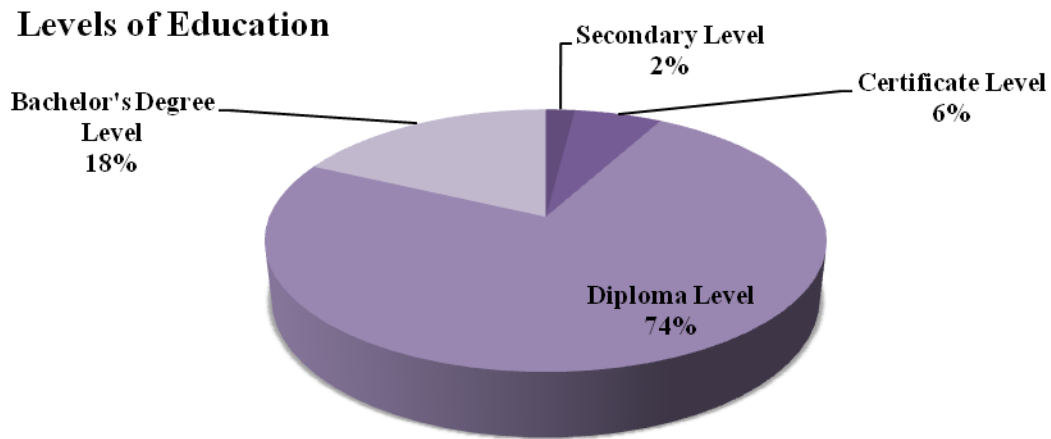


Figure 5.3 – Journalist’s Level of Education

5.3 Uses and the levels of Use of the Internet by Journalists

In meeting the first objective of determining how the internet is used, the researcher also looked at factors such as first exposure to the internet, types of access, where the internet is accessed from, how long it is used in a day, and the actual uses of the internet.

5.3.1 First Exposure to the Internet

It was revealed that journalists have been exposed to the internet for a different number of years. For example, the findings show that about 56 percent of the respondents (28) have been exposed to the Internet for five to ten years, and only 24 percent (12) have been exposed for over ten years. Ten of the journalists sampled, representing 20 percent have been exposed to the internet for two to five years.

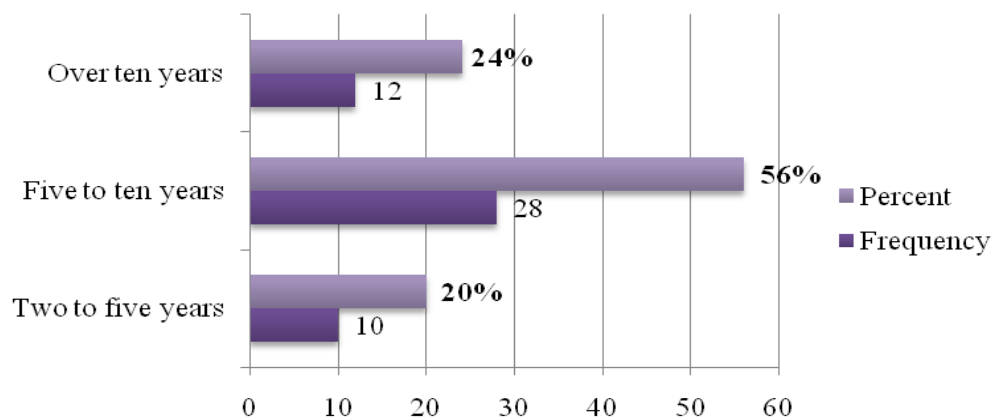


Figure 5.4 – Distribution of First Exposure to the Internet

As for the media houses, seven out of the 10 sampled have been using the internet for the past five to ten years, where only three have had internet connection for over ten years.

5.3.2 Types of Access

Of the sampled journalists, it was found that Broadband internet via Local Area Network (LAN) connections was the most utilised internet connection with 48 percent or 24 users. This was followed by Mobile internet, which includes 3rd Generation (3G) Networks and GPRS devices such as USB Modems and Mobile Phones, as the second mostly used type of connection with 32 percent of the sample or 16 users. The least connections were as shown in **Figure 5.5** below - ADSL, Wi-Fi Hotspots and Dial up, in descending order.

On the part of the media houses, it was discovered that five of the media houses sampled used Broadband internet provided by way of LANs. ADSL and Mobile internet was used each by two media houses and only one media house used a dial-up connection.

A cross tabulation of where the Internet was mostly used and the type of connection often used showed that 23 out of the 24 used the internet mostly at work. It was also discovered in the interviews with news editors that mobile internet was popular because it enabled the journalists access the internet even when they were in the field and needed to send their stories.

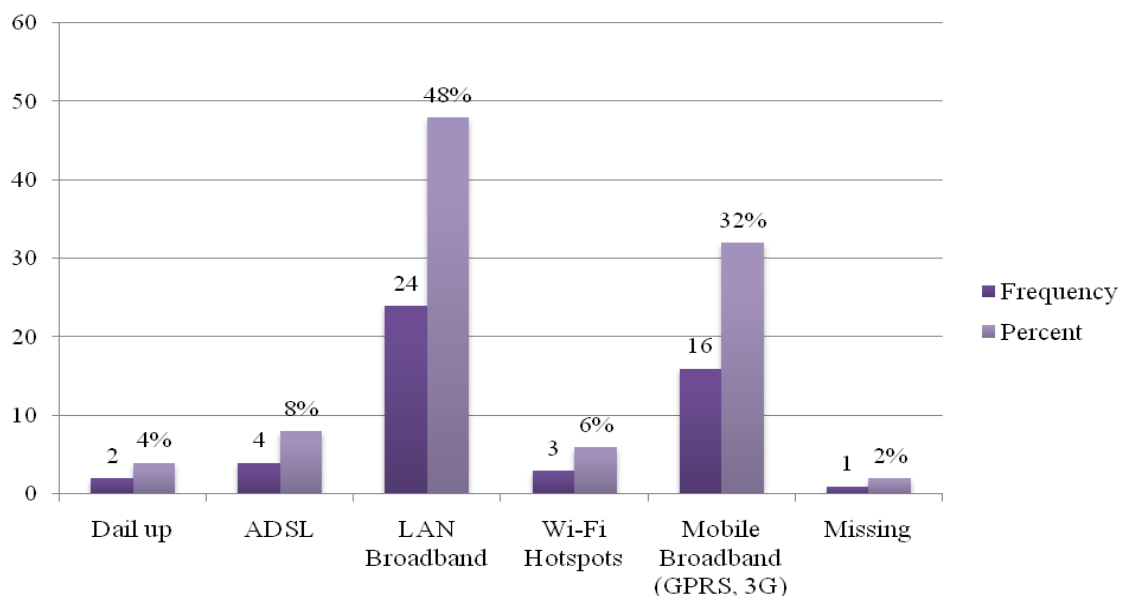


Figure 5.5 – Types of Internet Access that are Use

5.3.3 Access to the Internet

Forty-eight journalists stated that they use the internet every day, whereas one journalist indicated that she did not use it every day and there was one non-response. In terms of access to the internet, it was discovered that most of the journalists stated that they used the internet at their place of work the most. 87 percent of the journalist said they used it mostly at work. 17 of them also said they used the mobile phones as a point of access and three of them stated that they accessed it mostly at home. Only one journalist exclusively stated that the mobile phone was used the most to access the internet. Even though 20 journalists (40 percent) indicated that they have access at home (and 30 indicting the opposite), only three indicated that they used the internet at home the most.

As for the time spent on the internet, the study found that for 23 journalists (46 percent), it varies from time to time, and 12 (24 percent) spent 4 hours and above daily. Three indicated they used for one to two hours and 30 minutes to an hour, each. Similarly, two journalists indicated that the internet was used for two to three hours and three to four hours a day each. This is represented in the figure below.

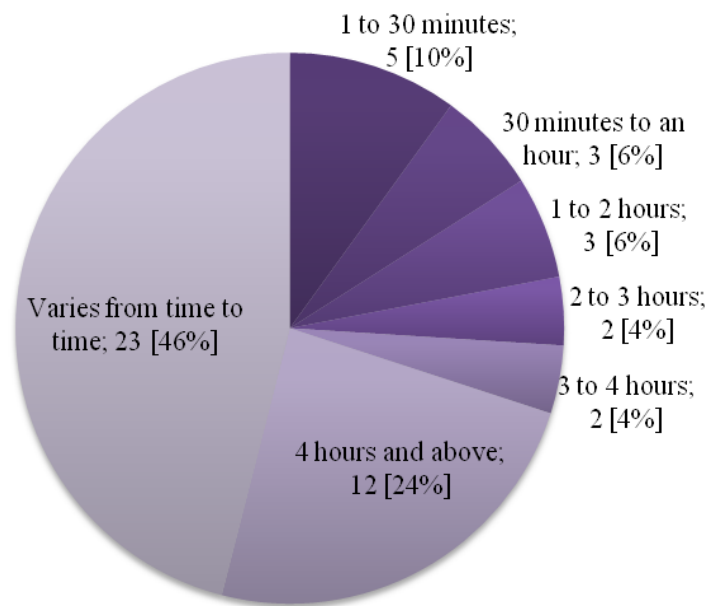


Figure 5.6 – Time Spent by Journalists using the Internet

5.3.4 Uses of Internet

In terms of the actual uses of the internet, it was discovered that the internet was used for a number of tasks. **Figure 5.7** shows the various uses that were identified. All the journalists

indicated that they used the internet for Emailing and searching for information, and 47 (94 percent) of them indicated that they used it for getting news updates and developing stories, and for Social Networking. Gathering and filing news and uploading files and reports were also common tasks, with 44 (88 percent) and 41 (82 percent) journalists respectively indicating they used the internet for this purpose.

Also of interest to this study and worth noting is how over half of the sampled journalists used the internet for either online learning or studying (58 percent) or searching for training courses (78 percent). This finding may be useful in looking at the training aspects of the study as will be discussed later. The least five uses indicated were On-line banking (12 percent), playing on-line games (18), making internet based calls (22 percent), listening to programmes (26 percent), and shopping(28 percent).

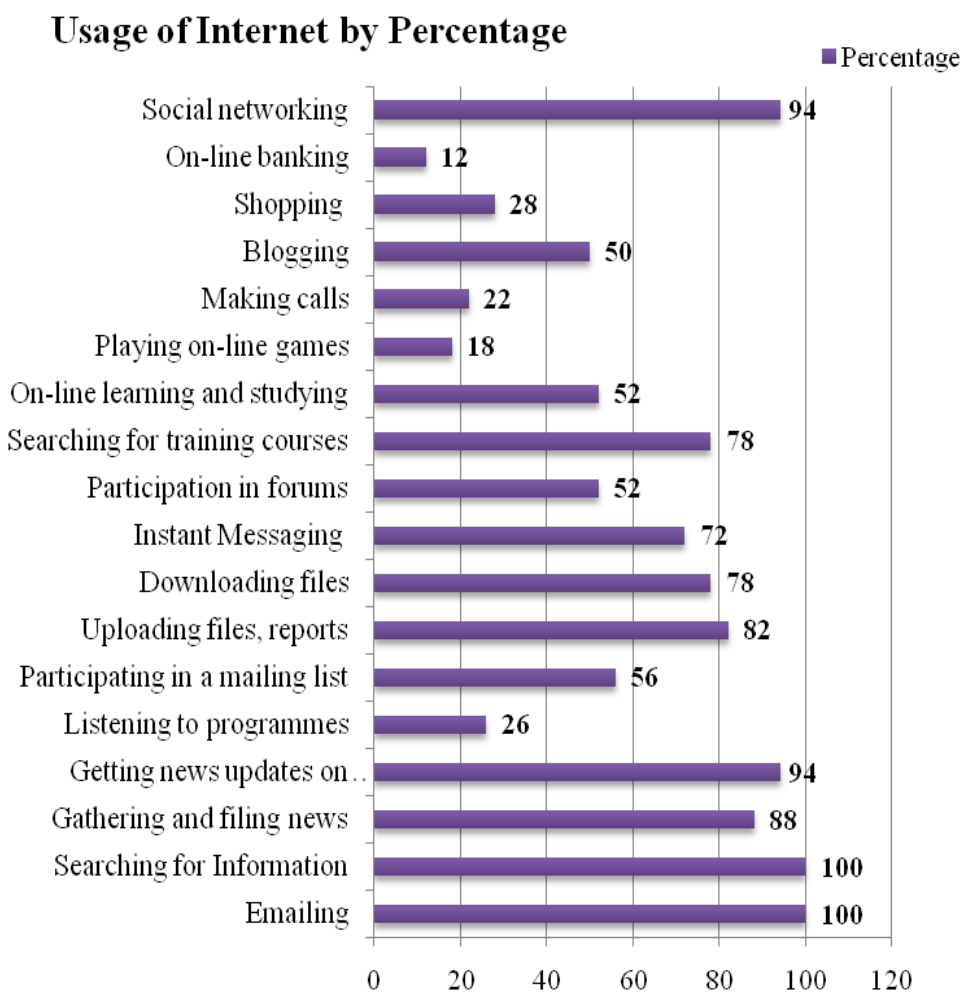


Figure 5.7 – Use of the Internet by Journalists

5.4 Skills Acquired from Internet Use

In order to achieve the objective of identifying the skills journalists have acquired as a result of the internet, journalists were asked to rate their skills in internet usage; state whether they had any training on how to use the internet; identify the skills they had acquired as a result of the internet and identify what skills relating to internet use they would like to acquire.

5.4.1 Training in Internet Use and Rating of Skills

The study found that 28 (56 percent) of the journalists sampled stated that they have some training on how to use the internet. This is compared to 22 (44 percent) who stated that they had not had any training on how to use the internet. Despite this, 36 percent (18) and 58 percent (29) of the sample rated their ability to use the internet positively, indicating that it was either excellent or good, respectively. Only three respondents (6 percent) rated their skill as fair. None stated that their skills were ‘very poor’, ‘poor’ or ‘could not rate’ their skills. In the interviews, news managers or editors were asked whether they thought their journalists have sufficient skills on how to effectively use the internet in their work and it was established that seven out of ten of them admitted their journalists possessed sufficient skills, compared to only three who indicated the opposite.

Table 5.1 – Journalist rating of their Skills to use the Internet

Rating of Skill	Frequency	Percent	Valid Percent	Cumulative Percent
Excellent	18	36	36	36
Good	29	58	58	94
Fair	3	6	6	100
Total	50	100	100	

By way of cross tabulation, it was found that despite rating their skills as being good or excellent, and even fair, most of the journalists, 41 (or 82 percent) to be precise, indicated that they needed further skills on how to use the internet. This is reflected in table 5.2. As for the specific skills that were mentioned, 37 journalists indicated that they were interested in learning how to create and maintain websites. This was a skill that stood out as other skills were not met with such interest. For example, only two indicated that they wanted to

improve their skills by way of training in blogging, and one journalist indicated File Sharing as an area of interest to acquire skills in. However, seven journalists did indicate that they wanted to acquire skills on how to use the internet for professional networking. Three journalists did not state their preferred skills of interest.

Table: 5. 2 - Cross tabulation of Rating of Ability to Use Internet & Journalists need to Further Skills

Cross tabulation of Rating of Ability to Use Internet & Journalists Would Like to Further their Skills				
Count				
		Further their Skills		Total
		Yes	No	
Rating of Ability to Use Internet	Excellent	13	5	18
	Good	26	3	29
	Fair	2	1	3
Total		41	9	50

In determining what skills journalists had acquired as a result of using the internet, 64 percent of the respondents (32), said they had gained skills from its use, and 30 percent (15) said they had not. A non-response of 3 was recorded representing 6 percent. From the 32 respondents that indicated that they had acquired skills as a result of their use of the internet, it was discovered that the majority, 80 percent of them, had improved their research skills as they were able to find information on the internet. Other skills that were learned included: Sending Emails, blogging and downloading files.

In the focus group discussion with journalists, it was discovered that a number of the journalists had learned how to use the internet by way of training workshops and by themselves. This was because the internet was not part of their curriculum in their tertiary education. It was also evident that journalists in areas outside Lusaka felt that Lusaka based journalists were better skilled as they had better access and more options for training in internet skills and other ICT skills. Additionally, journalists who had studied at Evelyn Hone College stated that ICT training was not part of their school curriculum.

Students also expressed concern that even though a component of internet training was in their curriculum, the training was not sufficient to enable them acquire adequate skills to use the internet fully as they would like. For example, it was felt that they should be taught

how to create websites and also how to prepare online news copy. This came as a criticism to the existing course offered at the University of Zambia called Computer Assisted Reporting, in which the subject of the internet is covered. However, it was acknowledged that the subject matter on the internet was still beneficial.

Course coordinator, *Mr. Gerald Mwale* indicated in a discussion that plans were underway to revise the content from being merely concentrated on Computer Assisted Reporting but to also include emerging concepts such as Online Reporting and New Media, as well as tackle issues such as Ethics associated with internet journalism and Citizen Journalism.

The Media Institute of Southern Africa - Zambia Chapter Chairperson *Mr. Daniel Sikazwe* said there is need for journalists to embark on ICT literacy and that this is the only way they could tell the public about the various available technologies. *Mr. Sikazwe* said the only way journalists can speak boldly about ICTs is if they themselves learn about them and how to use them. "Journalists must understand ICTs in a way that is very convincing... Employees (journalists) that don't come to terms with technology will be unemployed," He added, emphasising the need for media workers to enhance their knowledge and skills on ICTs such as the Internet.

5.5 Perceived Impact of Internet on News Gathering and Dissemination

5.5.1 Journalist Attitudes towards the Internet

In order to understand the perceived impact of the internet on their work, journalists' attitudes towards the internet were investigated. For the purpose of attitude study, a scale between 1 to 5 was created, in which 1 was "I strongly disagree", 2 was "Agree", 3 was "Not sure", 4 was "Disagree" and 5 was "I strongly agree." The study found out that journalists held various attitudes towards the Internet.

All journalists gave positive responses on whether the Internet has helped them produce more informed stories, with 29 (58 percent) indicating they strongly agreed and 21 (42 percent) merely indicating that they Agree. A similar pattern was observed on whether the internet has made contact with people with the media organisation easier, with 30 (60 percent) indicating they strongly agreed and 17 (34 percent) merely indicating that they agreed, but this time three journalists (6 percent) disagreed.

Forty percent (22 journalists) ‘strongly agreed’ to the statement that the internet has made it easy for them to contact news sources, and 42 percent (21) merely ‘agreed.’ 6 percent (3) said they were not sure and 8 percent (4) disagreed. In like fashion, a total of 40 percent (20 journalists) strongly and merely agreed that communication with audiences or readers is now much easier with the internet. Only 18 percent (9) and 2 percent (1) said they were either not sure or disagreed, respectively. There were more positive attitudes recorded on whether the internet helps save time or whether one can easily be contacted over the internet. This is highlighted in Table 5.3.

More journalists disagreed with the idea that the internet has brought more harm than good, that is 18, representing 36 percent of the sample, and 10, representing 20 percent, strongly disagreed with this statement. In fact, only 6 (12 percent) and 5 (10 percent) agreed or strongly agreed with the statement. 11 journalists (22 percent) were not sure. As for whether information from the internet is reliable and accurate, 18 journalists (36 percent) stated they were not sure, with 15 journalists (30 percent) either agreeing or strongly agreeing, and 17 journalists (34 percent) either disagreeing or strongly disagreeing.

Table: 5. 3 - Perceptions about the Internet

Perceptions about the Internet	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Total
Internet has helped produce more informed news	29	21				50
Contact with people within the organisation is much easier	30	17		3		50
Internet has made it easy to contact news sources	22	21	3	4		50
Communication with audiences or readers is now much easier	20	20	9	1		50
One can be easily contacted over the Internet	24	18	8			50
Internet helps save time	33	14	3			50
It is difficult to work without the internet	21	17	7	4	1	50
The internet has brought more harm than good to journalist practice	5	6	11	18	10	50
Internet Information is reliable and accurate	3	12	18	14	3	50
Internet guarantees free express of opinions	14	23	9	4		50
It is the best source of information	14	15	10	10	1	50

38 journalists indicated that it is difficult to work without the internet (21 strongly agreeing, 17 agreeing). Seven were not sure, four disagreed and one strongly disagreed. As for whether the internet is best source of information, a rather mixed picture was painted: 14 strongly agreed, 15 agreed, 10 were not sure, 10 disagreed and only one strongly disagreed.

It was also discovered in both the Focus Group Discussion with journalists and the questionnaires that the internet is perceived to guarantee freedom of expression. For example 37 journalists gave positive responses, with 14 strongly agreeing and 23 agreeing. Only four disagreed and nine were not sure. And from the interviews with the News Managers, it was established that by way of the internet, freedom of expression was enhanced and that journalists are able to express themselves more freely on the internet through websites, blogs and social media tools. An example was given of how this expression was exemplified on social networking sites and personal blogs. Whereas journalists could give their own views on their stories they covered in their media houses, it is thought that they can express themselves on-line and allow the audience to engage in a discussion.

5.5.2 News Managers’ Views of Impact of Internet

Six out the 10 News Manager or Editors indicated that the internet has had a positive impact on the work of journalists. Four said the internet has had both a positive and negative impact, (See Figure 5.8).

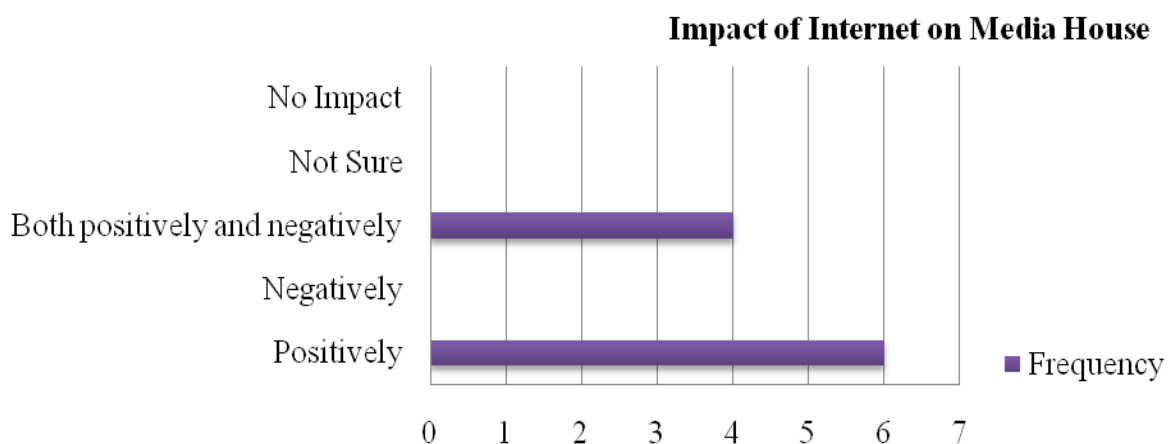


Figure 5.8 – Perceived Impact of Internet on Media House

For the ones that said the internet had a positive impact, reasons were given and were all related to how the internet has increased the efficiency of the media house to achieve its objectives. For example, *Mr. Enoch Ngoma* from the Times of Zambia said through the internet, his organisation was able to send stories, conduct research, as well as exchange stories and news diary items with the paper's regional offices. According to *Mr. Ngoma*, the internet, particularly the electronic mail (email) service played a "very important role" in "sending stories instantly" and the process of publication, because the paper is published at its headquarters in Ndola, in the Copperbelt Province of Zambia. It has thus made it easy for the paper to ensure that the daily publications are sent on time and instantly. Similar responses were given by *Mr. Grevazio Zulu* who is News Manager at Zambia National Broadcasting Corporation (ZNBC). The state broadcaster has two regional offices, one in Kitwe for the Northern Region and the other in Livingstone for the Southern Region. The internet has come as a vital tool in sending reports and news diary items. According to *Mr. Zulu*, Email in particular has been instrumental in "sending and receiving stories as well as sending and receiving pictures," and that ZNBC considers Email as "major communication tool", also useful in sending press queries and receiving statements.

Media houses that said the internet had both positive and negative impact based their comments on the way they have observed their journalists use. For Example, News Editor for private radio station Q FM Radio, *Mr. David Bweupe* noted that the internet was useful but also said "In most cases people have abused the internet by abandoning work busy facebooking." 'Facebooking' refers to the act of being on Social Networking website Facebook and this comment comes in the light of growing debate on the impact of Social Networking on productivity. *Mrs. Mwiza Sinyangwe* from Radio Christian Voice echoed a similar view to that of *Mr. Bweupe*. "Too much time is spent browsing the internet on things that are not work related." The news managers for private television station Muvi TV and private radio station Hot FM both based their argument for being both positive and negative on the fact that sometimes journalists do not fully understand its importance and often lack the knowledge on how to effectively use it for their work. However, all four media houses acknowledged the role that Email played in their work. The prominent uses of Email for all media houses included: In-house communication among staff and employers, filing in stories from the field, sharing of information, sending press queries and receiving press releases.

5.6 Journalist’s Understanding of New Media and Forms of New Media being Used

5.6.1 Knowledge about New Media

From the study, it was found that 34 of the 50 journalists know what new media were, representing 68 percent. Seven journalists indicated that they did not know what new media were and nine of them were not sure if they knew what new media were, representing 14 and 18 percent of the sample, respectively. This is shown in *Figure 5.9*.

However, 49 indicated that they would like to know more about new media. There was no response from one of the journalists.

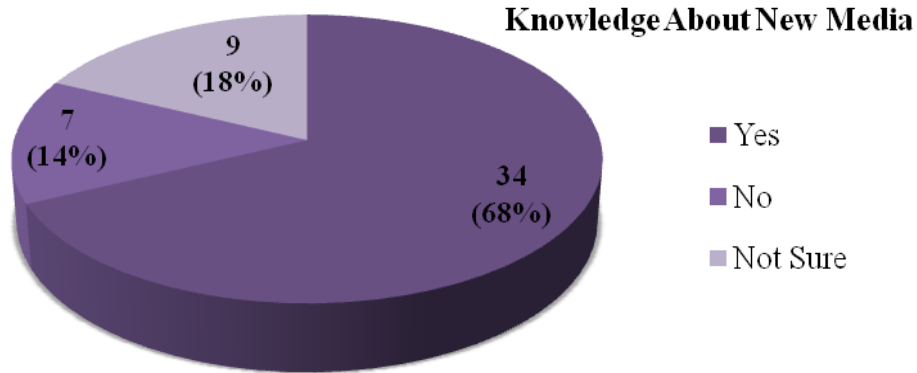


Figure: 5. 9 – Knowledge about New Media

5.6.2 Forms of New Media

As for the forms of new media commonly used, the study unearthed various results. Websites were the majority with a 100 percent response from the journalists. Other forms that were identified are listed in the figure below with the corresponding count. Blogging had the distant second largest count with 13 journalists using blog as a new form of medium. This showed a clear understanding among journalists of the distinction between a website and a blog. Interactive Multimedia devices showed very little responses perhaps owing to the fact that websites that are in abundance and have much more information, unlike these media that are limited by capacity.

Table: 5. 4 – New Media Uses

	New Media Forms	Count
	Websites: Inclusive of sites with social media tools	50
	<i>Podcasts</i>	9
	RSS Feeds	10
	Interactive Multimedia devices such as Interactive CD/DVDs	10
	Mobile Phone News alerts	12
	Blogging	13

5.6.3 Websites

In looking at the uses of new media, the researcher took time to analyse websites of the sampled media houses as they are the most basic forms of what has been defined as new media. Additionally, they are a core aspect of internet use. All the sampled media houses have websites, but differences exist in the use of the websites.

a. Number of times website is updated

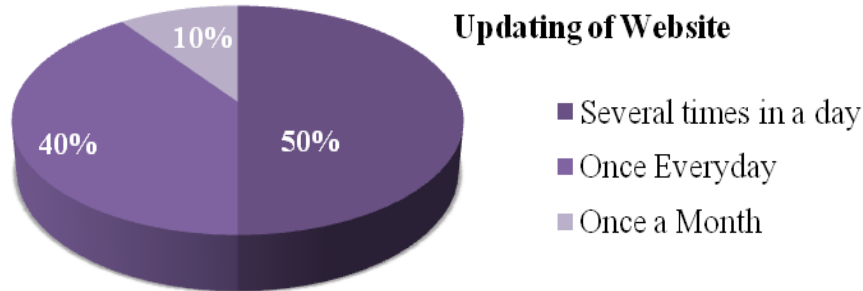


Figure 5 10 – Times that Websites are Updates

Fifty percent of the websites were updated several times in a day with news updates, and 40 percent were updated at least once every day. Only one website was updated once a month.

b. Uses of the website

All the editors indicated that their media house's website was useful for their work and the reason for this differed among the stations but a prominent theme was that it was useful in disseminating news to audiences who could not access the regular medium of dissemination.

Table 5.5 – Use of Websites to Media Houses

	Theme [Website Use]	Count
1.	Access to newspapers for people who cannot afford hardcopies or those that are in far locations and are unable to purchase the hardcopies	3 (Newspapers)
2.	Sharing and dissemination information	10
3.	Reaching a wide audience	8
4.	Reaching Zambians in Diaspora	9
5.	Interact with the audience	5
6.	Upload every news bulletin for reference	4
7.	Seek for our listeners	4
8.	It enables people give us feed back	4

Despite the importance placed on their websites, the media houses were equally split when it comes to having an On-line News Editor. Being of interest to this study, the websites were also studied to learn whether social media tools were incorporated into the media house websites. Seven out of the ten media houses had this integration and the remaining three from the sample did not have. Some of the features that the websites had based on the analysis and interviews are given in **Figure 5.12** below.

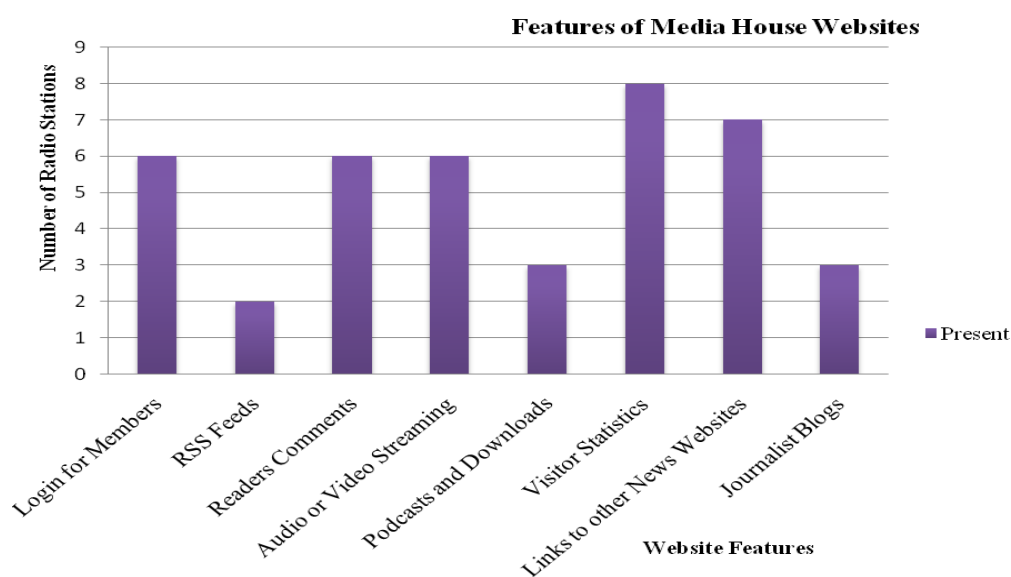


Figure 5.11 – Features of Media House Websites

Among the features that were given following the interviews with the editors, the study found that eight media houses had an option to monitor visitor statistics on their websites; seven had links to other websites; six had login capability for members, provision for readers to give comments and the capacity to allow for audio or video streaming of news content. Three media houses had blogs for their journalists and the ability to provide for podcasts or downloads on their websites; and only two media house websites had had RSS Feeds on them.

The study also discovered that the purpose for having a website was different for the different media houses. For example, three of the radio stations: Radio Phoenix, Q FM Radio and Zambezi FM said their website enabled listeners who were away from the areas of reception such as those who are abroad or overseas to listen to the live broadcasts over the internet. For the newspapers organisations – *The Zambia Daily Mail*, *The Times of Zambia* and *the Post* - websites were viewed as tools to allow for more people to access the stories especially those who cannot afford the daily copy. Overwhelmingly however, it was also discovered that all media houses saw their websites as tools to offer their news to Zambians leaving in the Diaspora who wanted to know more about what was going on in the country.

The study also found that the private commercial media houses: *The Post*, Hot FM, Q FM Radio, Muvi TV, Zambezi FM and Radio Phoenix, used their websites to generate income by way of advertising. However, internet advertising is still a new and growing concept in Zambia hence this activity was not a mainstay for most of them.

Only *The Post Newspaper* and Q FM Radio indicated that their websites were necessary for audience feedback on stories and other matters related to the media houses. The Figures 5.13 and 5.14 show the home pages of the two media houses.



Figure 5.12 – Home Page of The Post Newspaper Website



Figure 5.13- Home Page of Q FM Radio Website

It was also found that of the 10 media houses, only seven (70%) had Social media tools on their websites; 3 (30 percent) did not have. Details of the actual social media tools being used are given in the following section of this chapter.

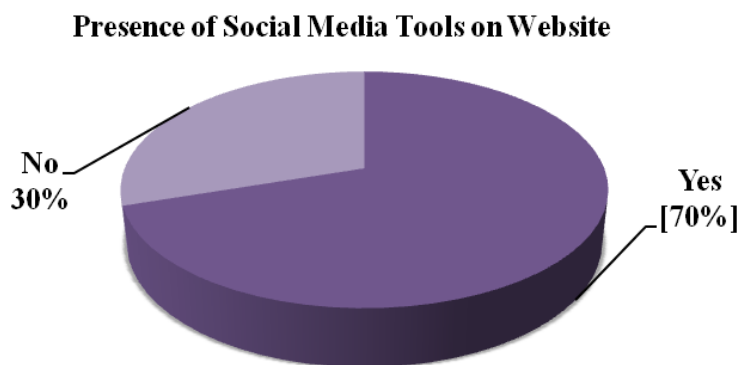


Figure 5.14 – Presence of Social Media Tools on Websites

5.7 Social Media Use in News Gathering and Dissemination

5.7.1 Use of Social Media

It was revealed that the journalists do use social media in their work. For example, the findings show that about 94 percent of the respondents (47) use social media tools in their work, compared to only six percent (three journalists) who do not (Figure 5.16). All the 47 journalist used the computer mostly when accessing social media and 33 used both the computer and the mobile phone as the devices for accessing social media platforms. Only one journalist used the mobile phone exclusively and two used a tabled computer in addition to the computer and the mobile phone.

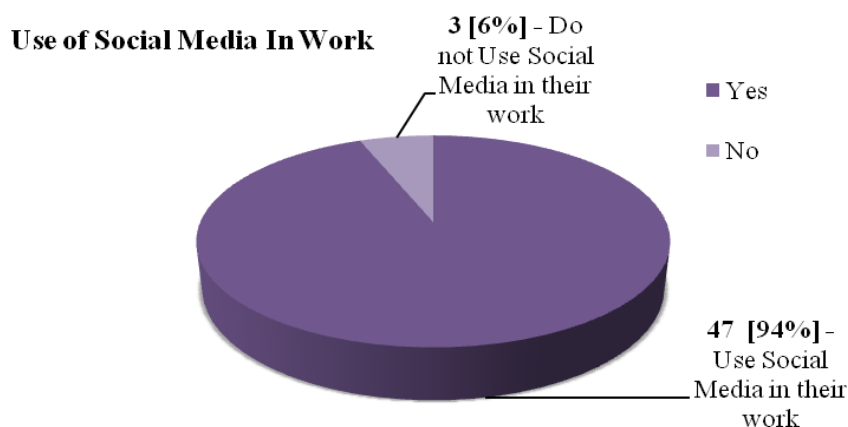


Figure 5.15– Use of Social Media in Journalist’s Work

The table 5.6 shows the tasks that were mostly used on social media tools by the journalists.

Table 5.6 – Tasks Carried out on Social Media

	Very Often	Often	Moderately	Hardly	Never	Total
Discussing items in the news	16	16	9	3	6	50
Getting story ideas	12	17	11	5	5	50
Sharing news stories	16	14	11	3	6	50
Networking with fellow journalists	23	22	4		1	50
Monitoring public debate	22	10	10	1	7	50
Sharing pictures and videos	13	13	9	5	10	50
Chatting	24	15	5	3	3	50
Sending and Receiving mail	27	15	5	1	2	50
Information on jobs	10	10	11	10	9	50
Making friends	23	15	10	1	1	50
Connecting with old friends	21	18	5	3	3	50

From the table, it is seen that most of the journalists used social media for work related activities as much as they did for more socially oriented activities. For instance, 23 journalists used social media tools very often for networking with fellow journalists and so did another 23, who used it merely for making friends.

It was also of interest to the research to discover which social media tools were being used by the journalists. The study found that journalists mostly used *Facebook - 47, Twitter - 19, Google Plus - 16, Youtube -16, Blogging Sites (Blogger, Wordpress) - 13 , Hi 5 – 11, LinkedIn - 3, Skype - 3, and E-buddy 1*. From the discussions, its was found that Social Networking sites such as Facebook and Twitter, where the most used to discuss and share the news, as well as network with other journalist. Blogging tools such as Wordpress and Blogspot were used to share stories and personal reflections on matters in the news. It was also stated that blogs were instrumental in generating dicussion but most of it took place on the social networking sites.

At media house level, the three state run media houses, ZNBC, Daily Mail and Times of Zambia, did not use social media as a media house, though their journalists were members of these sites as individuals. Social media outlets were not part of their policies. Facebook

and Twitter were used by all the remaining seven media houses, Youtube was used by three, Google Plus by two and only one media house indicated that it used Skype. Skype was used by Zambezi FM as a cheaper method to make phone calls as it is based in Livingstone where getting hold of news makers or sources who are mostly in Lusaka was a cost.

Table 5.7 – Social Media Tools on Media Websites

Media House	Social Media Tools Being used			
1. The Times of Zambia				
2. Muvi TV	Facebook	Twitter	YouTube	
3. Radio Christian Voice	Facebook	Twitter		
4. Zambezi FM	Facebook	Twitter	Skype	
5. ZNBC				
6. Zambia Daily Mail				
7. Hot FM	Facebook	Twitter		
8. Radio Phoenix	Facebook	Twitter	Google Plus	
9. Q FM Radio	Facebook	Twitter	YouTube	
10. The Post Newspaper	Facebook	Twitter	Google Plus	YouTube

5.8 Factors Influencing the Usage of the Internet and Other New Media

In determining what factors influence the usage of the internet and other new media, a number of items were raised from both the qualitative and the quantitative parts of the study. There were five themes that emerged prominent and have been categorised here and explained. These are:

- a. Lack of Access
- b. Cost of Access Internet Services
- c. Lack of Media Policy that looks at ICT
- d. Inadequate Training
- e. Perceptions of the Importance of the Internet

a. Lack of Access

The lack of access was identified as one of the main factors that influence the use of the internet by the news media in Zambia. From the sample, 46 out of the 50 journalists (92

percent), by way of agreeing and strongly agreeing, listed this as one of the main challenges of internet use in media houses and by journalists. Seven out of ten News managers of editors had the same view. It was revealed that good internet facilities are located only along the line of rail and even along the line of rail, it is better accessed on the more developed or urbanised centres.

“Connectivity is mainly restricted to urban areas or line of rail. This makes it difficult for reporters to send pictures using the internet from remote areas.”

Mr. Grevazio Zulu, News Manager TV2, ZNBC, 10th January, 2012

The lack of access is mainly due to the fact that many internet service providers have to count the cost of going into certain places where the turn over may not be good enough.

“The cost of investment in rural areas is very high. For example, the cost of setting up one BTS site is very high and such an investment can only be made where the company can certainly say it will reap benefits.”

Mr. Ernst Fonternel, Chief Marketing Officer, MTN Zambia, 27th December, 2011

Mr. Fonternel was for the idea of having investment incentives that would enhance access. This view was echoed by Zambia Information and Communication Technology Authority (ZICTA) Manager for Licensing *Mr. Isaac Nonde* who said the cost of infrastructure has made it difficult for service providers to do so hence the lack of access in some areas.

Lack of access is also a result of the inadequate or lack of power supply in some areas. It becomes difficult to provide consistent internet access from the providers if power is a problem. According to Mr. Fonternel, MTN has to spend billions on diesel generators to power its rural based sites and as backups for the ones that are on the power grid. It becomes difficult to maintain such sites in the long run. This lack of access is compounded by service delivery problems that make even the little access available seem as though there isn't any at all.

b. Cost of Access to Internet Services

The cost of internet access was overwhelmingly given as a major reason for the levels of internet access. All editors said this was an important factor (eight of them agreed and two

of them strongly agreed). Forty-four (44) the journalists held similar views out of the 50 sampled. The cost of internet services was attributed to the cost of investment by providers such as MTN and Airtel. And from the focus group discussion with the journalists, ICT regulator ZICTA was asked to explain its lack of regulation on the cost of internet services even when charges were high and the services were so poor that the media houses as consumers were forced to change or have two different providers.

“For example, at Zambezi FM, we have two internet service providers at the moment because with one of them we are unable to something that we can with the other. It’s expensive for us but we have no choice to so.” **Godfridah Chanda, Station Manager Zambezi FM, 17th February, 2012**

ZICTA on its part stated that the reason why it has not done a cost of service study in the Internet Sector is because there is good competition in the sector at the moment. Mr. Isaac Nonde explained that while in the mobile voice sector there is dominance by two providers, Airtel and MTN, with over 30 percent of the market share, in the internet sector, none of the providers are exceeding 30 percent as the mark for dominance, so the regulator has left it to the market forces to determine the prices. He said the ISP market is not one where there is failure of competition but that all ISPs are competing efficiently.

Mr. Nonde revealed that ISPs also complain about access to bandwidth as the major reason for the seemingly slow internet. This has also to do with the cost of accessing the international gateway. It is for this reason the regulator is encouraging the providers to use fibre optic internet and points of presence. He explained also that the regulator is seeking ways to try and reduce the license and operator fees so that the reduction in the cost should trickle down to the users.

c. Lack of Media Policy that covers at ICTs

The media in Zambia has been guided by the National Information and Media Policy of 1996. Before that time, a national policy was non-existent. The policy’s mission statement said the government was committed to “promote the growth of a sustainable media industry capable of enhancing the free flow of information and freedom of expression for national

development (Lingela 2004: vii). The existing policy has, according to Phiri (2010) been seen by critiques as a huge failure. For instance, argues Phiri (ibid.) “the objectives related to the media were at times too good to be true.” For example the 1996 Media Policy had four goals, two which were time bound. These were: to achieve country-wide coverage by radio and television by the year 2005; to establish provincial printing presses by the year 2000; to promote professionalism in the media; and, to promote press freedom and the right to information.

This policy apart from being over ambitious, fails to meet the media demands of the present times where new communication technology are the order of the day. In its current state the media policy has no say on the aspect of new media and the internet which today are considered vital components of mass communication.

Another major omission in the 1996 policy statement was technology and its impact on the media industry. Nevertheless, the Zambian parliament has brought into law two Acts directly related to information and communication technology. The Electronic Communication and Transaction Act (2009) provides for a secure and effective environment for electronic transactions. It serves consumers, businesses and the government. It is coupled with the Information and Technology Act (2009) which addresses the issues of access and utilization of information and communication technology, (Phiri, 2011)

The lack of a Media policy that covers the role of ICTs including the internet is arguably the reason for the current levels of utilization of technologies such as the internet. The lack of policy has created a situation where there is no guideline on how the internet in media can be of use for news dissemination. It is for this reason that by the year 2010, the process of drawing up a new and refined policy was well in progress; however, the results of that process have not been seen except the release of a draft policy. The new policy is expected to address communication technology and to use these Acts as a starting point (ibid.).

In investigating the aspect of policies, The National ICT Policy was looked at and it was discovered that there is no indication of media or the role that the media plays in the implementation of the policy.

d. Inadequate Training

Six of the sampled editors noted that lack of adequate training in using the Internet is a challenge that is affecting internet use in the sector. This view was also shared by half of the journalists in the sample. For the editors, this lack of training was the main cause of some of the problems that have arisen from the use of the internet such as those related to plagiarism and ethical considerations. The lack of training on how to use the internet was not reason enough alone. According to ZICTA's Mr. Nonde, journalists also need to be aware of the laws and regulations that exist and govern the entire ICT sector at large. From the focus group discussion with the journalists, it was also discovered that internet use has not fully been exploited to its potential because many of them do not know some of the tasks they can achieve with the internet. The journalists raised the need for capacity building on internet and general ICT use for their potential benefits to be fully enjoyed.

e. Perceptions of the Importance of the Internet

From the study, it was discovered that some perceptions that were held about the internet contributed to its level of utilization and also posed as a challenge to its continued use. For example, though small, 11 journalists and three editors felt that in some cases people view the internet as a luxury, and 12 journalists and five editors indicated that some people and organisations thought it was not necessary. It is the researcher's view that such perceptions are contributing factors influencing the usage of the internet and other new media by media houses.

5.9 Improving Internet and New Media Utilisation by Journalists and Media Houses

In meeting the objective recommending ways of improving internet and new media utilisation by journalists and media houses, journalists and editors were asked the question: *How can internet services in Zambia be improved to benefit journalists and media houses?* Several responses were obtained from the journalists. Among them, it was felt that there was need to reduce the cost of accessing internet services in the country. This view was held by 80 percent of the journalists (40 out of 50) and eight editors. The second most prominent recommendation was that there is need to improve internet speeds in the country. This view had the backing of 36 journalists and seven editors. Other recommendations were directed to the Internet Service Providers who were asked to improve on service delivery, (24 journalists, 5 editors); Take internet services to rural areas

(18 journalists, 5 editors); and build the capacity of journalists to better utilise the internet (15 journalists, 7 editors).

From the focus group discussion with the journalists, similar views were expressed with the first two recommendations taking prominence as well as that of ensuring that media houses have access to more affordable internet. One of the journalists felt that the regulator (ZICTA) should find ways of ensuring that all media houses in Zambia have special rates when to come to accessing the internet because of the duty they have to inform the nation and help enhance development. Another recommendation was made to the regulator to enable media houses have access to ICT equipment such as computers and peripheral devices at more affordable prices.

When asked the same question, MISA Africa Zambia Chapter Chairperson Mr. Daniel Sikazwe said there is need to make the right to access information practical. This means that access to information must be made easy and that information must be available and easy to use and interpret. In this view, the right to information begins from the journalist ability to access it and hence good internet and ICT facilities are imperative for all media house. Mr. Sikazwe emphasised the need for media houses to invest in ICTs as this would benefit them.

5.10 Conclusion

This chapter has shown the major finding of the study. It has shown what the results of the investigation of each research objective and research question. It has given the findings from both the qualitative and the quantitative aspects of the study. A summary of the findings is that journalists and media houses have been positively impacted by the coming of the internet in their work. However advanced utilisation of the internet and other new media from the uses that have been given are inhibited by factors such as the lack of training and the high cost associated to their use. These findings provide strong points of discussion for the study as will be seen in the next chapter.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.1 Introduction

This chapter discusses the findings of the study as presented in Chapter 5. The discussion has been given with the research objectives and questions as the basis and also relates the findings with what has been documented in the given Literature Review and the Theoretical Framework.

6.2 Discussion

Based on the findings of the study, it is clear that there is a general appreciation of the role that the internet plays in news dissemination and in the work of journalists. This is similar to the findings from Mukendi (2005: 55). In investigating how journalists use the internet and to what extent they use the internet in their work, it was discovered that journalists use the internet for their work and for other non-work related purposes. As was shown in **Figure 5.7**, all the journalists indicated that they used the internet for emailing and searching for information, and 47 (94 percent) of them indicated that they used it for getting news updates and developing stories, and for social networking. Again, gathering and filing news and uploading files and reports were also common tasks, with 44 (88 percent) and 41 (82 percent) journalists respectively indicating they used the internet for these purposes.

What is interesting is that the tasks that did not relate to work were the least engaged in. These are on-line banking (12 percent), playing on-line games (18 percent), making internet based calls (22 percent), and shopping (28 percent). The reason for this should be related to the fact that most journalists (87 percent) use the internet at work where they are required to be using the internet for mostly work related activities. Despite this, the figure for social networking seems to be high perhaps as a result of the fact that the journalists indicated that they use social media as part of their work. Even the fact that 46 percent of the journalists said the time they spend on the internet varies demonstrates that the dictates of work often determine their usage of the internet and what they use it for.

It is interesting to note the growth of mobile internet usage, which accounted for 32 percent usage for the journalists. It was acknowledged by the official from ZICTA, Mr. Isaac Nonde in the interview that the current levels of internet use in the country have greatly

increased as a result of the introduction of Mobile Internet. Mobile internet is now available in all the areas where mobile network reception is available. Journalists have taken advantage of this and have acquired devices that enable them access the internet. These devices include Smart phones and USB 3G Modems, popularly called ‘dongles.’ It is the ability to provide this service that has made Airtel, MTN Zambia and now Zamtel become major players in the ISP sector (ZICTA, 2012).

The study has shown that journalists find training and skills development when it comes to the use of new media very relevant. For example, over half of the sampled journalists used the internet for either online learning or studying (58 percent) or searching for Training courses (78 percent), and 28 (56 percent) of the journalists sampled stated that they have some training on how to use the internet. As was shown by way of cross tabulation in **Table 5.2**, most of the journalists, 41 (81 percent) to be precise, still felt they needed further skills on how to use the internet. This demonstrates the gap that exists in the available training and the demand for better skills when it comes to new technologies. The fact that a significant portion of the journalists are Diploma holders (74 percent) could have a bearing to this factor. This demand was further echoed in the focus group discussions with journalists and students. This information helps to meet the second objective of the study.

There is, therefore, need to address the aspect of training which is clearly seen as lacking despite the relevance that journalists attach to it. All this helps shed light on the perceptions held by journalists on training. However in meeting the study’s second objective, it was found that of the 32 respondents that indicated that they had acquired skills as a result of their use of the internet, 80 percent of them had improved their research skills. Apart from the ability to research, other skills that had been learned were sending emails, blogging and downloading files. The argument of inadequate training cements the finding by Mukendi (2005: 55) indicated earlier, who in his study also found that editors saw a pressing need for training in ICTs for journalists.

In meeting the third objective of the study, it was discovered, from the findings of the study, that Journalists generally have a positive point of view on the impact that the internet has had on the way news is gathered and disseminated. Despite the various attitudes

highlighted in *Chapter 5*, it was for example discovered that most journalists gave positive responses on whether the internet has helped them produce more informed stories, and whether the internet has made internal communication within the media house easier. For the latter, the specific impact of Email was hailed as a technology that made communication with sources, contacts and within the organisation much easier. This is true for the larger media houses such as Times of Zambia, Zambia National Broadcasting Corporation (ZNBC) and Zambia Daily Mail that have reporters scattered across the country. Before internet services were readily available, journalists had to make long distance phone calls to their editors to dictate the stories and it was difficult to send pictures and sound.

The benefits of the internet as were given are in line with the ones given by Flew (2002: 99), who summed the benefits of digital technologies into three important points: a reduction of costs of storing and distributing information; the development of an online presence enabling cross promotion between the organization's various outlets such as print and television and lastly; the shift from mass distribution models to systems that are tailored to meet desires and needs of individual customers.

As already shown in Chapter 5, it was found in the study that 34 of the 50 journalists know what new media are, representing 68 percent. This helped in ascertaining the knowledge levels of new media among journalists, which was the study's fourth objective. Seven journalists indicated that they did not know what new media were and nine of them were not sure if they knew what new media were, representing 14 and 18 percent of the sample, respectively. From the discussion however, it was observed that the concept of new media and its impact are not fully understood. New media is still a new concept that many journalists are still trying to get to terms with. This is perhaps another area where training will have to be encouraged. It is for this reason that it is not surprising that of the 50 journalists, 49 indicated that they would like to know more about new media. These findings are relevant and significant to this study as they help meet its fourth objective, which was to ascertain knowledge levels of new media among journalists.

Nevertheless, journalists did demonstrate their understanding of the concept of new media when they showed the distinction between blogs and websites. This is exemplified by the fact that when it comes to the form of new media commonly used, websites had a 100

percent response from the journalists and blogs had 13 percent, hence helping meet the study's fifth objective. Even though websites are popular, there is need to make the websites of Zambian media houses more relevant to suit the purpose of news dissemination and for them to be fit the name "news websites." For instance, it should be the practice of all news websites to be updated several times a day unlike it was found where at least four of the 10 media houses updated their sites once a day. Additionally, the websites must be more interactive and engaging rather than filled with text and stories that are not well written for the internet. It is for this reason that an online news editor is important. Furthermore, it is vital for media houses with websites to also develop local content that is more relevant and appreciated rather than borrowed stories from other news websites. For example, it was discovered that international news stories were often more because they could easily be copied from the websites of international news media houses such as BBC or CNN.

As was observed, Interactive Multimedia devices such as CD or DVD ROMS programmed with information showed very little responses. This is perhaps due to the fact that the formats that these take has been superseded by websites, which have larger capacity and offer even more information and link the information to many other websites. Additionally, these Multimedia devices are not always available and accessible.

From the study, social media have emerged as tools that many journalists are using in their work. The various available tools have created an environment of interaction and debate for the journalists and news consumers. From the findings, journalists are not only using social media for social related activities such as making friends or connecting with old friends, but they are also using social media to discuss items in the news, get story ideas, share news stories and network with fellow journalists. They are also using the social media to monitor public debate and contribute as citizens to these debates without the requirement of being objective as would be required in their media houses. This result helps meet the seventh objective of the study.

In view of this, it is imperative that the role of social media on the established media houses be defined. Even though seven out of the ten media houses said they used social media in their work, it was perhaps only three of the seven that seemed to have made their

social media presence as a formal outlet and distribution point, these are Muvi TV, Q FM Radio and Hot FM. Muvi TV for example in its programming includes its Facebook and Twitter pages (i.e. Ask Muvi TV and @AskMuviTV) respectively, not only for feedback and discussion but as points of information access for its audiences. These two channels were instrumental during the 2011 Presidential and Parliamentary Elections when at one point the announcing of results on radio and television was banned by the Electoral Commission of Zambia. These social media pages were to communicate various messages instantly as and when they happened or in real time, and on some occasions to publicise that which could not be said or shown on their traditional outlets. In addition, Citizen Journalism came to life on these pages and on election date itself when users made posts about what was happening in their communities and journalists confirming the posts. Others who were privy to election results at polling centres went to the extent of posting them.

Undoubtedly, the use of social media in newsrooms has challenged the long standing definitions of mass communication as the lines between personal and mass have been significantly blurred as was shown in the literature. For the journalists in this study, social media present an unprecedented level of freedom in media houses that have traditionally seen heavy control, regulation and ownership involvement. For instance, journalists can give personal opinions on stories, given further information, break the news, discuss and debate stories on social media without the fear of abrogating newspaper or radio station policy.

The study's findings regarding the factors influencing the usage of the internet and other new media are a great indication of what needs to be done if the situation in this area is to be improved. Identifying these factors was necessary in meeting the study's sixth objective. These factors have been summarised as: lack of access to internet services; the cost of access to internet services; lack of media policy that looks at ICTs; inadequate training and the (negative) perceptions of the importance of the Internet. Some of these findings are similar to that of a study that was referred to in *Chapter 2* where it was also found that limited access to internet facilities and resistance by their managers to adapt to new technologies were constraints for the growth of internet use in the news production process, (Berger, 2005: 61).

In that study, editors expressed the pressing need for training and it was concluded that there was a lot that needed to be done to generally improve the use of ICT tools such as the internet in news rooms. Similar results have been found in this particular study demonstrating that there is need for urgent interventions. In their recommendations, journalists and editors equally share the strong feeling that there is need to find a way of reducing the costs associated to accessing internet services in the country. With 80 percent of the journalists (40 out of 50) and eight editors (80 percent), sharing this view, it raises concerns about whether or not it is possible to achieve this considering that the same matter was raised in the 2005 study (ibid.). Stakeholders must take the call to reduce costs seriously and find ways of making this a reality.

In terms of theory, the study has shown that the use of a technology such as the internet will determine the type of information that is disseminated. This proves the **technological determinist** view on technology as presented in *Chapter 3* and also tests and proves the theoretical assumptions made by the researcher. The reason why editors feel they can reach more people through their websites for instance is because the website is wide reaching and unlimited. This is in line with the assumption made earlier that new media tools can carry more messages due to their diversity, making previously common restrictions almost non-existent and it is true that different messages can be carried by a medium such as the internet due to the increased level of convergence and its multimedia capabilities. Additionally, views that the internet is important expressed by all respondents, and that it has enabled an unprecedented level of participation also prove the Development Paradigms noted earlier are in fact useful in considering the way internet and new media use have evolved and the expectations on where Zambia should be by now.

6.3 Conclusion

It is the view of the researcher that the impact of the shifting media landscape on the news is great. However, it is important that this shift is studied, understood and its strengths embraced while its threats are minimised. The issues raised in this discussion are not farfetched but can and must be considered for implementation by Zambian media houses and other relevant stakeholders. It is for this reason that recommendations emerging from the findings and the discussion have been developed and are presented in the next chapter.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.1 Introduction

This chapter presents the recommendations emanating from the study and presents the conclusion thereof. It first gives the recommendations made by the researcher based on the findings of the study to relevant institutions and organizations. The chapter then gives a brief discussion on some areas that may call for further research in the light of the topic and it finally gives the ultimate conclusion of the entire study.

7.2 Conclusion

This study has shown the uses of the internet in journalism and news dissemination. It has also shown that the internet has had a positive impact on the practice of journalism. This is evidenced by the findings of both the qualitative and quantitative studies as presented. The study has shown that journalists and media houses do use the internet as the main new media tool for mostly their work but not exclusively.

It has also been shown in the findings that training in ICTs such as the internet is considered to be very critical for the media but that there are serious gaps that exist in the provision of this training. Additionally, the study has shown that journalists do know what new media are generally and that they use them in their work and that the internet was used the most, whereas other forms of new media were hardly used.

The use of social media emerged as a common practice for journalists and media houses. Journalists used social media mostly at work and on mobile devices. This usage was not limited to work related activities, though they were considerable part of the time spent on social media. Social networking sites were the most popular form used.

The use of the internet by media practitioners is varied but not exclusive to work related uses, but this use is seen to have a positive impact on their work and the achievement of media house goals. However, further positive impact has been inhibited by factors such as the lack of access to internet facilities; the cost of accessing the internet and other

communication technologies, and the lack of training on how to use these new communication technologies.

The opportunities presented by new media technology for journalists are immense. New media such as the internet, as shown in this study, provide greater access to various and innumerable sources of information necessary for the work of the journalist. They allow for more participation and public engagement, they are faster and they make the work of the journalist much easier, yet at the same time calling for greater professionalism. It is therefore important that their use in the news production process is harnessed, enhanced and promoted. It is also essential to ensure that the obstacles that stand in the way of achieving this in the Zambian case are removed. This will require that all stakeholders, who in this case are the journalists, media houses, media scholars, training institutions, the Government (as policy maker and regulator) and internet service providers, to play their pivotal roles consistently and continually.

In view of the findings of this research, it is vital that the media industry and the general public begin to see new communication technologies such as the internet and other new media as part of society. The reality of new media is here to stay and must be thought to be indispensable and unavoidable. As Lievrouw (2004) puts it, the biggest challenge to new media studies is the need to shift away from thinking of ICTs as extraordinary, and to accept and study them as normal. With this realisation in media houses and by professional journalists, the implementation of ICTs will not be piecemeal or experimental but holistic. It will be seen as a necessary course of action for the survival of the modern day media house, the journalistic profession and the field of mass communication.

7.3 Recommendations

Following the findings of the study and the discussion of the same as given, the researcher is convinced that there is an urgent need to enhance the role the internet and indeed new media play in the work of journalists and the way news rooms operate. It is for this reason that the following recommendations are made:

1. Media houses must develop policies on how new media and the internet particularly should be used. This is necessary if the benefits and advantages wrought by these

technologies are to be fully appreciated and harnessed for media and national development. At management level, it should be seen that media houses have a direction on implementing and using new technologies.

2. Media houses must formalise the use of social media and other new media tools to enhance their delivery of news. Today more and more people are using social media to discuss items in the news. Formalised use of social media will make the media house a part of this discussion and will enhance two way communication and will help generate feedback which media houses find critical for their continued improvement.
3. Media houses must develop policies that will not only govern how the internet is used but will help create positive perceptions on the internet as well. This should be done in order to deal with raised concerns such as journalists spending a lot of time on the internet without achieving work related results or simply *'facebooking.'*
4. Media houses that are in broadcasting must consider venturing into Internet broadcasting. The internet provides a great platform for media content to be disseminated in a manner that is not restricted by the limits of terrestrial broadcasting. The goal should be to have a strong online presence that will place the media house's stamp on the World Wide Web and take advantage of its capacity to reach places where conventional broadcasting cannot reach.
5. Government, through the Ministry of Information and Broadcasting and the internet regulatory agency, Zambia Information and Communication Technology Authority (ZICTA) must find ways of ensuring that internet access for Media houses is guaranteed at minimal or no costs. This stems from the fact that many of the media houses sampled bemoaned the cost of Internet subscriptions that affect consistent internet use in newsrooms. This can be done by incentivised access or subscriptions, and technology grants for the media. This is because the media has a role of informing the nation and the media's role to do this is dependent on whether the media themselves are well informed and best suited to inform. This will help address the concern of high cost of internet access that is affecting most media houses.

6. The Government through the Ministry of Information and Broadcasting should finalise and implement the National Media Policy that should take into account the challenges and ultimately opportunities that have been brought as a result of new communications technologies. This will help define and strengthen the role of the local media house or the journalist in an information society.
7. The Government should localise and implement the resolutions and recommendations of the World Summit on the Information Society (WSIS). These seek to address issues of information flow in a global context, at the same time protecting local information. This is necessary in the light of this study because the internet is at the centre of information flow.
8. Training Institutions offering journalism courses must include modules on internet use and new media in their programmes. The subject of new media is a contemporary one that needs to be well understood by media practitioners. Including this in-depth training in the curriculum will help set students with skills that will qualify them for work placement opportunities around the world.
9. Media houses must provide for their staff in-house capacity building programmes that will help their journalists become more abreast with the ever changing face of the media. These deliberate programmes must include trends in new media and use of ICTs. This will help in improving the quality of work and increasing productivity.

7.4 Further Research

The findings of this study show that there are some gaps in the body of knowledge regarding the use of new media in Zambia. For instance, there is need to establish among the Community Media specifically what role new media such as the internet are playing. There is also need to investigate the role that new media are playing in relation to concepts of Citizen Journalism and User Generated Content. Additionally, research should be carried out to learn audience perceptions about news being disseminated using social media. These are just a few of the many areas that will require additional study in this fast evolving and ever growing field of Mass Communication.

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APPENDICES

APPENDIX 1

SCHEDULE OF WORK FOR RESEARCH

Activity	2010				2011												2012			
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
Problem identification & topic formulation	×	×																		
Literature review			×		×	×														
Consultations with Coordinator	×	×	×		×	×	×													
Writing and typing proposal			×		×															
Corrections & Additions to proposal						×	×				×	×	×							
Pre-testing questionnaires													×							
Replication of questionnaires & interview guides														×						
Data collection															×	×	×	×		
Dissertation writing & typing																	×	×	×	
Consultations with the Supervision over final report																	×	×	×	×
Final dissertation production & binding																				×
Submission of Dissertation																				×

APPENDIX 2

QUESTIONNAIRE FOR JOURNALISTS

INSTRUCTION: Put a Circle around the number that represents the response of your choice. E.g. ②

Media House:	
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SECTION 1: GENERAL AND PERSONAL INFORMATION

NO.	QUESTION DESCRIPTION	RESPONSE	OFFICIAL USE ONLY
1.	Sex (tick one applicable option)	1. Male 2. Female	
2.	Age	1. Below 20 2. 20-24 3. 25-29 4. 30-34 5. 35-39 6. 40-44 7. 45-49 8. 50 and above	
3.	Highest education qualification attained (tick one applicable option)	1. Primary level 2. Secondary level 3. College Certificate level 4. College Diploma level 5. Bachelor's Degree level 6. Master's Degree level 7. Doctor of Philosophy level 8. Other (s) specify	

SECTION 2: INTERNET USE AND IMPACT OF THE INTERNET ON JOURNALISM

4.	How long have you been using the internet?	1. Less than two years 2. Two to five years 3. Five to ten years 4. Over 10 years 5. Not sure	
5.	Do you use the internet every day?	1. Yes 2. No	
6.	Where do you use the internet the most?	1. Work 2. Home 3. Internet café 4. Mobile phone 5. At a friend's place 6. Other (Specify)	

7.	Approximately how many hours do you spend using the Internet each day?	1. 1 minute to 30 minutes. 2. 30 minutes to 1 hour 3. 1 hour to 2 hours 4. 2 hours to 3 hours 5. 3 hours to 4 hours 6. 4 hours and above 7. Varies from time to time	
8.	Do you have internet access at place of residence?	1. Yes 2. No	
9.	What type of internet connection do you use often?	1. Dial up 2. ADSL 3. LAN 4. Wi-Fi hotspots 5. Mobile Broadband (GPR, 3G) 6. Other (Specify)	

10. What do you use the internet for? (Tick in the box where it applies)

	Yes	No	Never	I Don't Know what is this	OFFICIAL USE ONLY
a. Emailing					
b. Searching for Information					
c. Gathering and filing news					
d. Getting news updates on developing stories					
e. Listening to programmes					
f. Sending and receiving emails					
g. Participating in a mailing list					
h. Uploading files, reports					
i. Downloading files					
j. Instant Messaging					
k. Chat rooms and forums					
l. Searching for training courses					
m. On-line learning and studying					
n. Playing on-line games					
o. Making calls					
p. Blogging					
q. Shopping					
r. On-line banking					

s. Social networking					
t. Others (Specify)					

11. The table below has several statements describing the impact the internet has had on journalism. Tick the view that best describes your perception on the statement in the given spaces.

	Statement about the Internet	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	OFFICIAL USE
a.	Internet has helped me produce more informed news						
b.	Contact with people within the organisation has become much easier						
c.	Internet has made it easy for me to contact news sources						
d.	Communication with audiences or readers is now much easier						
e.	One can be easily contacted over the Internet						
f.	Internet helps me save time						
g.	It is difficult to work without the internet						
h.	The internet has brought more harm than good to journalist practice						
i.	Internet Information is reliable and accurate						
j.	Internet guarantees free express of opinions						
k.	It is the best source of information						

SECTION 3: INTERNET TRAINING

12.	Did/Do you have any training in how to use the internet or any aspect of it?	1. Yes 2. No	
13.	How do you rate your ability to use the Internet?	1. Excellent 2. Good 3. Fair 4. Poor 5. Very 6. Can't say	
14.	Would you like to gain some skills on how to use the internet by way of training?	1. Yes 2. No	
15.	What specific skills are you interested in?	1. How to create and maintain websites 2. Using Email 3. Blogging 4. File sharing 5. Social Networking 6. Professional Networking 7. Other (Specify).....	

16.	Have you acquired any skills as a result of using the internet?	1. Yes 2. No	
17.	If Yes, mention the skills	

SECTION 4: NEW MEDIA AND SOCIAL MEDIA

18.	Do you know what 'New Media' are?	1. Yes 2. No 3. Not sure	
19.	Would you like to know more about new media?	1. Yes 2. No	
20.	What types of new media do you usually use?	1. Websites 2. Podcasts 3. RSS Feeds 4. Interactive Multimedia such as CD/DVD ROMS 5. Blogging 6. Other (Specify)	
21.	Do you know what Social Media are?	1. Yes 2. No	
22.	Do you use Social Media in your work as a journalist?	1. Yes 2. No	
23.	What do you use to access Social Media?	1. Computer 2. Mobile Phone 3. Tablet 4. Other (Specify).....	
24.	What social media platforms do you usually use?	1. Facebook 2. Twitter 3. Google Plus 4. Delicious 5. Hi5 6. Dig it 7. You tube 8. Other (Specify).....	
25.	Does your media house use social media	1. Yes 2. No	

26. What do you use social media for?

		Very Often	Often	Moderately	Hardly	Never	OFFICIAL USE
a	Discussing items in the news						
b	Getting story ideas						
c	Sharing news stories						
d	Networking with fellow journalists						
e	Monitoring public debate						
f	Sharing pictures and videos						
g	Chatting						
h	Sending and Receiving mail						
i	Information on jobs						
j	Making friends						
k	Connecting with						
l	Other :						

SECTION 5: INTERNET IN ZAMBIA

27	Which one of the following best describes the strength of the internet as a source of news and information in Zambia?	1. Very powerful 2. Powerful 3. Moderate 4. Weak 5. Very weak	
28	Do you think there is need for regulation in the use of the internet as a news medium?	1. Strongly Agree 2. Agree 3. Not Sure 4. Disagree 5. Strongly Disagree	

29. Are you satisfied with internet services in Zambia?

1. Yes
2. No

30. Explain the reason for your response

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31. The following are some perceived factors that are negatively affecting the use of the internet among journalist and media houses. Tick what best describes your perception on the named factor in the given spaces.

		Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree	OFFICIAL USE
a.	Lack of access						
b.	Cost of access to internet						
c.	Lack of training						
d.	Not seen as necessary						
e.	Internet is a luxury						
f.	Too much information						
g.	Other (Specify)						

32. How can internet services in Zambia be improved to benefit journalists and media houses?

.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN THIS RESEARCH.

If you have any questions, you can reach the researcher on this email address:

elastus@gmail.com

APPENDIX 3

QUESTIONNAIRE FOR EDITORS OR NEWS MANAGERS

INSTRUCTION: Put a Circle around the number that represents the response of your choice. E.g. ②

Media House:	
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SECTION 1: GENERAL INFORMATION ON INTERNET USAGE

NO.	QUESTION DESCRIPTION	RESPONSE	OFFICIAL USE ONLY
1.	Does your media house have internet access?	3. Yes 4. No	
2.	What kind of access does it have?	7. Dial up 8. ADSL 9. LAN 10. Wi-Fi hotspots 11. Mobile Broadband (GPR, 3G) 12. Other (Specify)	
3.	How long has your organisation been using the internet?	6. Less than two years 7. Two to five years 8. Five to ten years 9. Over 10 years Not sure	

4. What is the internet used for in your media house? (Tick in the box where it applies)

	Yes	No	Never	I Don't Know what is this	OFFICIAL USE
a. Emailing					
b. Searching for Information					
c. Gathering and filing news					
d. Getting news updates on developing stories					
e. Listening to programmes					
f. Sending and receiving emails					
g. Participating in a mailing list					
h. Uploading files, reports					
i. Downloading files					
j. Instant Messaging					
k. Chat rooms and forums					

l. Searching for training courses					
m. On-line learning and studying					
n. Playing on-line games					
o. Making calls					
p. Blogging					
q. Shopping					
r. On-line banking					
s. Social networking					
t. Others (Specify)					

5. The table below has several statements describing the impact the internet has had on journalism. Tick the view that best describes your perception on the statement in the given spaces.

6.

	Statement about the Internet	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	OFFICIAL USE
a.	Internet has helped me produce more informed news						
b.	Contact with people within the organisation has become much easier						
c.	Internet has made it easy for me to contact news sources						
d.	Communication with audiences or readers is now much easier						
e.	One can be easily contacted over the Internet						
f.	Internet helps me save time						
g.	It is difficult to work without the internet						
h.	The internet has brought more harm than good to journalist practice						
i.	Internet Information is reliable and accurate						
j.	Internet guarantees free express of opinions						
k.	It is the best source of information						

6.	Do you think your journalists have sufficient skills on house to effectively use the internet in their work?	1. Yes 2. No 3. Not sure	
7.	How has the internet impacted on your media house operations?	3. Positively 4. Negatively 5. Both Positively and Negatively 6. Not sure 7. No Impact	

8.	Give reasons for your response above	
9.	What role does Email play in your organizations work?	
10.	Does your media house send news alerts via email?	1. Yes 2. No	
11.	Does your media house receive news alerts via email?	1. Yes 2. No	

12. Does the internet play a part in your communication with the following?

	Statement about the Internet	Yes	No	Not sure	OFFICIAL USE
a.	The audience				
b.	Clients and advertisers				
c.	Members of staff				
d.	Other media houses				
e.	Suppliers				
f.	Regulators or government				

SECTION 2: WEBSITES AND WEB APPLICATIONS

13.	Does your media house have a website?	4. Yes 5. No	
14.	How often is the website updated?	3. Several times in a day 4. Once Everyday 5. Once a Week 6. Once a Month 7. Only when necessary 8. Never 9. Do not have	
15.	Is the website useful for your media house?	3. Yes 4. No	
16.	Explain your answer.	

		
17.	Does your website have an online news editor?	5. Yes 6. No	
18.	Does your website have social media sharing tools?	1. Yes 2. No	
19.	What tools are these?	9. Facebook 10. Twitter 11. Google Plus 12. Delicious 13. Hi5 14. Dig it 15. You tube 16. Other (Specify).....	

20. Does your website have the following features?

	Features	Yes	No	Not sure	OFFICIAL USE
a.	Login for members				
b.	RSS Feeds				
c.	Readers' Comments				
d.	Audio or video streaming of content				
e.	Podcasts or downloads				
f.	Visitor statistics				
g.	Links to other news sites				
h.	Journalist blogs				

SECTION 3: INTERNET IN ZAMBIA

21.	Which one of the following best describes the strength of the internet as a source of news and information in Zambia?	1. Very powerful 2. Powerful 3. Moderate 4. Weak 5. Very weak	
22.	Do you think there is need for regulation in the use of the internet as a news medium?	1. Strongly Agree 2. Agree 3. Not Sure 4. Disagree 5. Strongly Disagree	

23. Are you satisfied with internet services in Zambia?

- a. Yes
- b. No

24. Explain the reason for your response

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25. The following are some perceived factors that are negatively affecting the use of the internet among journalist and media houses. Tick what best describes your perception on the named factor in the given spaces.

		Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree	OFFICIAL USE
h.	Lack of access						
i.	Cost of access to internet						
j.	Lack of training						
k.	Not seen as necessary						
l.	Internet is a luxury						
m.	Too much information						
n.	Other (Specify)						

26. What are some of the challenges you have as a media house in using the internet?

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27. How can internet services in Zambia be improved to benefit media houses?

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THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN THIS RESEARCH.

If you have any questions, you can reach the researcher on this email address:

elastus@gmail.com

APPENDIX 4

IN-DEPTH INTERVIEW QUESTIONS/GUIDELINE

A. Introduction

1. What role does the organisation play in relation to internet service provision?
2. What impact has the internet had on Zambia society?
3. What are the levels of internet utilization in Zambia? Why?
4. How has existing policy on internet affected these levels?

B. Internet and Journalism Practice

5. Is the internet important for journalism practice and news dissemination? Why/Why not?
6. How do journalists and media houses use the internet?
7. To what extent do you think journalists are using the internet in their work?
8. What challenges do media personnel have in getting the most out of the internet?
9. What role can an organisation such as yours play to ensure that journalists' utilization of the internet and other forms of new media is improved?

C. New Media and Social Media

'New Media' is a concept that encompasses the coming together of traditional media with the interactive power of computer and communications technology, computer-enabled consumer devices. They have the ability to grant on-demand access to content on variety digital devices and offer interactive user feedback, participation and community formation around the media content. They usually use the Internet and include podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and more!

10. What are the most common forms of New Media in Zambia? Why?
11. Do journalists in Zambia utilize these? Why? Why Not?
12. What do you about Social media?
13. What are the most common forms of Social media in Zambia? Why?
14. Are they effective for news dissemination?

D. Other

15. How can the internet as a news medium in Zambia be improved?
16. What policies can be made to improve internet utilization generally?
17. Do you have any other comments or thoughts on this subject?

APPENDIX 5

FOCUS GROUP DISCUSSION QUESTIONS/GUIDELINE

A. Introduction

1. What does the internet mean to you personally?
2. What impact has the internet had on Zambia society?
3. What are the levels of internet utilization in Zambia? Why?

B. Internet and Journalism Practice

4. Is the internet important for journalism practice and news dissemination? Why/Why not?
5. To what extent do you think journalists are using the internet in their work?
6. What challenges do media personnel have in getting the most out of the internet?

C. New Media and Social Media

‘New Media’ is a concept that encompasses the coming together of traditional media with the interactive power of computer and communications technology, computer-enabled consumer devices. They have the ability to grant on-demand access to content on variety digital devices and offer interactive user feedback, participation and community formation around the media content. They usually use the Internet and include podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and more!

7. What role does training play in your understanding of technologies such as the internet?
8. Are you satisfied with the available training that is offered in such areas?

D. Other

9. How can the internet as a news medium in Zambia be improved?
10. What policies can be made to improve internet utilization generally?
11. Do you have any other comments or thoughts on this subject?

APPENDIX 6

CONSENT FORM

I hereby agree to participate in Mr. Elastus Mambwe's research project on the Impact of the 'New Media' on Journalism and News Dissemination in Zambia, emphasising on the Internet. I understand that:

- I am willingly choosing to participate in this research project;
- I can withdraw from the interview with Mr. Elastus Mambwe, Jr. at any point and this decision will in no way affect me negatively;
- I will not receive any payment for participating in this research project;
- I can choose not to be named in any reporting on this interview if I select the option 'yes' below;
- I may contact with Mr. Elastus Mambwe with the details given in the Participant Information Sheet if I have any concerns or questions.

I, the undersigned, would prefer not to be named in any reporting on this interview.

Yes No (please tick the option you prefer)