THE EFFECT OF NEW MEDIA PLATFORMS IN THE GROWTH OF CITIZEN JOURNALISM IN RUBAGA DIVISION.

A CASE OF TIK TOK

BY

NAMAGANDA ESTHER
21/U/BMC/0238/K/DAY

A RESEARCH REPORT SUBMITTED TO THE FACULTY OF SOCIAL SCIENCES, ARTS AND HUMANITIES IN PARTIAL FULFILLMENT FOR THE REQUIREMENTS OF AN AWARD OF A BACHELORS OF MASS COMMUNICATION OF MUTEESA 1 ROYAL UNIVERSITY.

AUGUST, 2024

DECLARATION

I Namaganda Esther, I hereby declare that to the best of my knowledge the work presented in this report is my original work and it has never been submitted by anyone for any award.

Signature: …………………………………   Date:…………………………….

NAMAGANDA ESTHER

APPROVAL

This is to certify that this research report has been prepared and submitted under my approval as undersigned below.

Signature:…………………………   Date;…………………………..

MR. KAYANJA ROMANS

DEDICATION

This report is dedicated to my parents who have been a strong pillar towards my which has always been there for me and made sure that I complete the research study and I also dedicate it to my dear parents, friends and siblings who always encouraged me.

ACKNOWLEDGEMENT

I wish to extend my great thanks to my family members for their support during my course study.

I also thank my supervisor for the great support as well for providing me advice and guidance while conducting this research study.

As well, I think my friends, fellow students and the entire community for having helped me pursue in my academics successfully.

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LIST OF ABBREVIATIONS

BMC   Bachelor of Mass Communication

UCU   Uganda Christian University

ABSTRACT

The study examined the effectiveness of the new media platforms in promoting the growth of citizen journalism with a case of Tik Tok. The study was guided by a number of objectives that is to say; to establish how new media has promoted citizen journalism, to find out the factors affecting the growth of citizen journalism in Uganda and to assess the effectiveness of new media towards growth of citizen journalism.

The study took on a case study research design whereby both the qualitative and quantitative approaches were used to establish the relationship between the variables. A sample size of 80 respondents was considered in the study to whom respective questionnaires were administered and interviews were conducted.

It was revealed that citizen journalism has greatly promoted by the new media in journalists are able to have their information virally spread and instant posts are done over the new media where audience is always available to check what transpires online. Additionally, new media applications and systems have got official and personalized accounts which are utilized to pass information by journalists in different matters prevailing. Regarding the factors affecting growth of citizen journalism, it was revealed that citizen journalism is greatly based on the trend of technological advancements especially with the software and equipment used in the journalism tasks and duties, level of facilitation, remuneration policies, democracy and freedoms, public influence and opinions, level of training, government regulations and policies, legal framework and advocacy, political stability and peace that prevail in the region.

Basing on the findings, different recommendations were drawn which include appropriate training of the journalists to advance their competency levels and professionalism, adequate facilitation of journalists while setting off for the field, legal justice and protection while on duty among others.

<center>**CHAPTER ONE**</center>

<center>**GENERAL INTRODUCTION**</center>

1.0 Introduction

This chapter presents the background of the study, problem statement, objectives of the study, research questions, scope of the study, significance of the study, conceptual framework and the definition of key terms.

1.1 Background of the study

The invention of new media commonly known as the social media has greatly led to changing faces of the media industry in the pasts decades with increased engagement of the public into the journalism activities and processes from reporting, coverage and as well gathering evidence on different media content that is being published, reported and broadcasted over different media platforms (Jean, 2015).

As a modernized form of media coverage, citizen journalism allows regular citizens to be producers as well as consumers of media content (Allan & Thorsen, 2006: 143), thus providing an alternative viewpoint to mainstream media reports on particular events. Increasingly, since the use of new media has augmented and mobile phone technology advanced (giving rise to smartphones), the public have used the power of production to publicize, instantly, events relating to miscarriages of justice, social injustices, illegal activities, surprising events and overstepping of security forces especially police powers. A fairly recent example of this type of power is the case of George Floyd, who was killed as a result of a neck kneeling action by a police officer. The act was filmed on a smartphone by a fellow protester, who later publicized the clip-on Facebook as evidence of the officer's actions and this also a strong point in ending the case where the officer was sentenced to years in custody for man slaughter (Greer & McLaughlin, 2021). In the times of today, sharing a clip over TikTok makes a clip viral as different tags are used to speed popularism of the item posted over the media for example, the accident that claimed life of the law advocate the Late Okit who was a lecturer at Uganda Christian University on 07th April, 2024 at Nkumba along Entebbe Road which circulated over social media before being brought to the mainstream.

<center>1</center>

For the purposes of understanding and justifying the significance of new media on the growth citizen journalism, consideration can be done on the case of George Floyd, as a result of the footage entering the World Wide Web at the time that it did, and on one of the most prominent sites facilitating User Generated Content (Youtube) and Facebook, there was an inquest into the extent to which police have a right to exercise certain powers which resulted into a full movement of #Black-Lives-Matter and the ruling just concluded in April 2021 gave justice with the Police Officer being found guilty (Daily Mail, 2021). In Uganda, we can see a case of attempted Assassination of General Katumba Wamala where people filmed and posted over Facebook, Tik Tok and WhatsApp before the traditional media was able to report what was currently happening in the area of Kulambiro (Karamagi, 2021). Such appearances have been the major reason as to why media reports and investigations these days are criticized by the public of being false tells, inaccurate, unfair and lack of objectivity at all which really tarnishes and discredits the work of journalists and the entire media industry (Kabushenga, 2020).

In Africa, there is significant contribution evidenced with the increased innovations that support citizen journalism as several media reports over different new media platforms especially with Tik Tok whereby it is accessed by a wide range of users within the African countries and worldwide (Kabul, 2020). Within African countries including Uganda, the journalism profession is greatly influenced and affected by populism. Populist citizen journalism is a phenomenon through which the logic of populist new media may be analyzed. It occurs when media institutions tolerate populist messages from their audiences, often in the form of comments on their media channels.

In Uganda, Tiktok is one of the major sources used by the members of the society to not only access different information and chat with friends for fan and other purposes but also as reporting and main communication platform. According to Aalberg (2016), the new media is well known for its ability in promoting viral messages and instant updates from different corners of the world as user have faster rate and space for dissemination within their blogosphere, they utilize all populism tools possibly to increase their viewership and the profits from associated online adverts. The network media logic suggests that the connection between populist leaders in citizen journalism and their followers operates without intermediaries. Hence, new content is free from filtration by journalists or gatekeepers.

It can be noted that without the new media, citizen journalism would have been a big dream to bring to reality basing on the fact that its pillars and operation ability standards of the dynamics applied from new media developments especially over Facebook. Carl (2015) contends that there is great evidence on how the new media has been a great platform that support citizen journalism whereby several public figures as commonly known have utilized the same platforms to pass on their information through blogs, posts, streaming, and uploads purposely to keep their followers informed and updated about whatever is transpiring in their lives and what they are currently intending or pursuing to do. In this case with can focus on the populism of Tamale Mirundi who left the traditional media to the new media platforms to pass his information and tentative debates to the audience and he mainly use Tiktok for instant views and viral circulation of the communication. This form of viral diffusion, even with various restrictions in the echo-chamber environment in which political opinions are substantiated and amplified, creates a community which shares the same belief system, which is later used to determine consecutive media content.

1.2 Problem Statement

The journalism profession has been changing faces and operations in different ways following the trend of inventions in technology and accessibility to media information gathering tools such as cameras, recorders, internet and writings as freelance journalism, e-papers, app-based reporting and broadcasting have been put in place and used worldwide (Yiu, 2015). However, the biggest question is how the new media have contributed to the growth of citizen journalism trend where everyone feels can report and inform the public about any given matter.

Citizen journalism is the almost everywhere as instant reporting and updates availed over new media channels with smart-phone data and online content that serve as a great source of information to different users in Uganda (Maria, 2019). With such an operational environment in the media industry, there is serious need to investigate how the new media has been effective in promoting the growth of citizen journalism with a close attention.

1.3 Objectives of the study

1.3.1 General Objective

The study examined the effectiveness of the new media platforms in promoting the growth of citizen journalism with a case Tik Tok.

1.3.2 Specific Objectives

i. To establish how new media platforms have promoted citizen journalism.

ii. To find out the factors affecting the growth of citizen journalism in Uganda.

iii. To assess the effectiveness of new media platforms towards growth of citizen journalism.

1.4 Research Questions

1) To what extent have the new media platforms promoted citizen journalism?

2) What are the factors affecting the growth of citizen journalism in Uganda?

3) What is the effectiveness of new media platforms towards growth of citizen journalism?

1.5 Scope of the study

1.5.1 Content Scope

The study was confined on the effectiveness of the new media platforms towards promoting citizen journalism in Uganda with a case of Tik Tok. The study also established the factors affecting the growth of citizen journalism in Uganda and the extent to which the new media has promoted citizen journalism in the country.

1.5.2 Geographical Scope

The study was carried out in Mengo which is situated in Rubaga Parish, Rubaga division of Kampala district. The researcher was well conversant with the place and its convenience which

eased the process of data collection and consultations whenever it is required so as to establish vivid findings on the research variables.

1.5.3 Time Scope

The study covered a period of three months that is to say from March to May 2024. The researcher effectively utilized this period of time to gather all required information presented in the final report.

1.6 Significance of the study

The study was beneficial in the following ways:

The study will add on the existing body of literature regarding the effectiveness of new media towards growth of citizen journalism which can be used by other scholars and authors conducting a similar or related study.

The study will justify how the new media has been a great tool of platform for the promotion of citizen journalism which is very important in understanding the dynamisms of the media in the promotion of populism and viral spreading of information within the media industry.

The study findings might be important to policy makers in developing appropriate policies to govern the need media inventions and the growth of citizen journalism in Uganda.

The study will enable the researcher to attain her academic award of Bachelors of Mass Communication from Muteesa 1 Royal University.

1.7 Conceptual Framework

This refer to the diagrammatic presentation of the study variables that is the independent, dependent and the intervening variables as presented in the diagram below.

Independent Variable   **Dependent Variable**

New Media Platforms
🔸 Tik Tok
🔸 Facebook
🔸 Websites
🔸 WhatsApp
🔸 YouTube

Citizen Journalism
🔸 Blogging and posting
🔸 Streaming
🔸 Filming
🔸 Sharing

Intervening Variables
🔸 Technology development
🔸 User's knowledge
🔸 Errors and accessibility
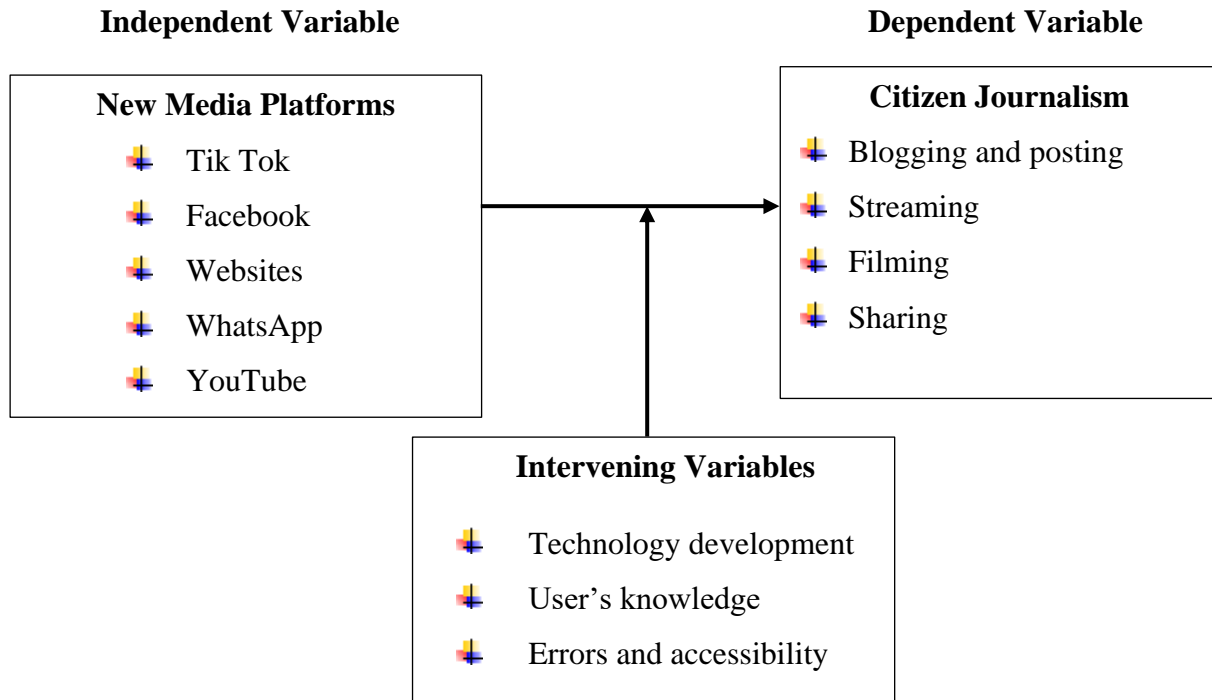
1.8 Definition of Key Terms

Citizen journalism refer to the reporting of news events by members of the public using the internet to spread of information. It can be defined also as journalism that is conducted by people who are not professional journalists but who disseminate information using websites, blogs, and social media among other tools.

Blogs. These are online sites that allow people to regularly share ideas, news, commentaries, gossip and analysis on various issues.

Bloggers. This is a person who runs a blog and is the founder in most cases.

Blogging. Is the study of production of material for the blogs and updating them regularly so as to keep their audience or followers updated on certain issues.

Journalist. Is a trained news worker working independently or employed to report, gather and compile materials for news stories and other information.

Citizen journalism. These are news or articles written by any person who has access to internet and seeks to promote a product, news story, information or any other certain course.

New media. These are internet platforms for disseminating information to the public or masses.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents review of related literature written by other scholars and authors regarding the same variables as thematically presented in the context below.

2.1 The New Media Theory and review.

The world of new media has been as a result of increased development of international journalism due to technological advancement and these includes; satelites, internet and other forms of digital communication. (Williams,2003), Mcquail (2010) describe new media as a desperate set of communication technology that share certain features. Apart from being new media, possible by digitalization and being widely available for personal use of communication devices.

According to the new media theory, the new media have changed in the way they operate. audiences can easily receive information or news using internet platforms such as websites these days. These technologies are breaking down the distinctions between mass communication and other forms of communication.

The extent of possibility of enhancing personal communication in the modern world and as a result of shifting they focus away from the mass which has been the emphasis of the media (William, 2003)

Mc Quail (2010) observes that the new media are in binding followers and fans to media sources and in providing feedback that can help in targeting finely segmented groups of people. The interaction between new media and citizen journalism is optimistic as it frees audiences from constraints of the later. Due to the new media, journalists (citizens) cannot colonize audiences and free them on what they want depending on the economy they do operate in meaning that people get information from internet if the citizen journalists do not provide information or news.

However, Mc Quail (2010) faults new media noting that while platforms like blogs open access to information, lack of professionalism means, low standards and problem of trust and reliability.

The study will continuously help to understand the relationship between dependent and independent variables and will also show if the particular journalist and bloggers whether they are competitors or collaborators.

With the new media the researchers will understand the extent to which bloggers influenced the print dissemination of news. Bloggers are now publishing news what traditional media sometimes pick, thoroughly make research and later publish and due to raising influence of blogs, media houses are now incorporating social media editors to manage their twitter, Tik Tok, Facebook pages and bloggers and this is to counter for those who do not work for them and are not journalist.

2.2 Citizen Journalism

Gillmore (2004), one of the fore most prominent of citizen journalism, defines the concept as journalism by the people for the people. this is made possible by the increasing technology such as mail lists, chatrooms, blogs and mobile connected internet and cameras. These new channels of communication have enabled swift responses from users ,Bruns (2008) to the active audience than was thought about.

Banda (2010) defines citizen journalism as freelancing reporters who should be referred to as accidental journalists who merely used cell phones, cameras for example to photograph an incident and upload the same photograph on Facebook, tik Tok, Twitter, WhatsApp. He father categorizes this as non-institutional and the practice is regarded as a de-professionalization, Hamilton (2000). But Banda (2010), also makes reference to the institutional type in which media institutions seems to moving into the space created by non-institutional citizens journalists.

Thorman (2005), defines citizen journalism as participatory journalism. According to Kelly (2009), it means non journalists who do things that only journalists used to like capturing, writing and reporting. He further argues that journalists must accept that the dynamics have changed and must see the public as more than an internet. The wave of technology changed is inevitably facing mainstream media to embrace citizen journalism given definite examples documented by Amani channel the CNN report.

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

Online citizen journalism can also serve as a potential way to revitalize public debate (Larsson, 2014) in the time when the credibility and objectivity of main stream media is being questioned and citizen journalism is viewed as potential solution (Carr et al, 2014).

Citizen journalist have existed for years and in the US can be dated back at least to the American revolution. When ordinary citizens wrote and distributed pamphlets to share news and ideas (Schular, 2008). More recently the newspaper readers were given opportunities to write and publish their own original material as citizen journalists through letters to the editor (Allan, 2007).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction.

This chapter presents various methods and techniques the researcher used to obtain data on which findings, interpretations and conclusions were based. It also contains research design area of study, population, sample size and selection, sampling techniques, methods of data collection, data management and analysis, reliability and validity, ethical consideration and the anticipated limitations.

3.1 Research Design.

Johnson, Onwuegbuzie, & Turner (2007) define research design as a strategic framework, a plan that guides research activity to ensure that sound conclusions are reached. This involved plans for data collection, the instrument for gathering information, how information gathered would be processed and analyzed to give meaning to the research findings.

The study took on a case study research design. Case study research is good in facilitating understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research. Case studies emphasize details contextual analysis of a limited number of events or conditions and their relationships. The study combined both quantitative and qualitative research methods. The qualitative information was collected through questionnaires and structured interviews with key informants. Review of relevant literature and personal observations in the selected respondents from the used as a source of ideas for elaborating on the key informant findings.

3.2 Study Area

According to Mugenda and Mugenda (2009), study area is defined as the specified geographical location or physical point of concentration in which a given study is being undertaken. In this study, the researcher considered a study area of Rubaga Division which is one of the five divisions of Kampala City. The division borders with Kawempe division, Kyengera town council, Makindye division and the Central division of Kampala city with a population of about 487,300 according to

the UBOS Results of 2023. The area has several users of the new media platforms which assured the researcher of attaining the required information presented in this report.

3.3 Study population.

According to Mugenda and Mugenda (2003), target population is the members of a real or hypothetical set of people, events or objects the researcher wishes to generalize the results of the research. The study population comprised of media journalists, citizens and administrators of Mengo, Rubaga Division, Kampala district. A study population of 100 respondents was considered and these are expected to provide relevant findings to the study since they are the major participants and practitioners in the subject matter in the study.

3.4 Sample size

According to Punch (2005), sample size refers to a subset of the population and comprises of some members selected from the population as a representative. The study considered a sample of 80 respondents who are selected among the study population. This consisted of media staff, community members and local administrators.

3.5 Sampling Procedure.

During the research, a simple random sampling technique was used in order to get reliable information from the selected respondents in this category. The study randomly selected the respondents basing on her convenience and assurance of being knowledgeable enough to provide relevant findings to the study.

3.5 Sources of Data

Primary Data. This involved first-hand information that is attained directly from the respondents with the aid of data collections instruments that is to say conduct of focused group discussions, questionnaires and interview guide.

Secondary Data. This data was obtained through review of relevant literature from publications such as the published reports, articles, newspapers, internet and others.

3.7 Data collection Techniques.

Questionnaires. This involved a list of questions that were structured in respect to the research questions or objectives with a centric ideal of providing relevant information. The questionnaires are formatted and given to the respondents to fill and others used in the key informative interviews. The questionnaires were distributed among the study respondents kindly requesting them to fill in and return them on principal time to suit final study compilation for examination assessment.

Interviews. These involved a well listed number of questions which are questioned to the respondents orally and verbal responses were noted and critically analysed to provide vivid arguments to be presented in the final study. These were conducted via face-to-face interactions with the selected respondents via commitment to appointments and convenience to the researcher and the respondent as well.

Focused Group Discussions. This involved group discussion with the respondents and the researcher used a well formulated interview guide that were confined on the major concepts of the study thus effecting appropriate arguments without any form of irrelevancy.

3.8 Data Analysis.

During the process of data processing and analysis, the researcher ensured that the data collected was designed and put in a meaningful form so that it looked simpler and easier for interpreting and reading by the readers, this process underwent editing, coding, and tabulation and later be assessed for final analysis. The methods were used in data processing is organized through labelling on data piece according to the targeted category of respondents so as to get easy differentiation of data in accordance to editing, coding and tabulation.

All these were used in order to promote accuracy of data was collected and it also helped the researcher to check on the gaps in the data collection methods and easy classification of responses according to the questions into meaningful so as to derive essential partners. Frequency tables were used in the presentation of the data where percentages are used in the data analysis.

The quantitative data was entered into the computer software program. This recently-developed data processing package has options for entry verification by means of an interactive double entry

for accuracy purposes. It also allows quantitative data entry in a format that can be analyzed using SPSS or other statistical packages

3.9 Data Quality Control.

The researcher used a computer to store the data and made sure that the information is not unethically disseminated that is it does not link among the people thus confidentiality was highly considered as a principal element to preserve.

3.10 Research procedure.

The researcher obtained an introductory letter from the research office intended to help her as provisional proof for the academic purpose of the study via recommending signatory. The researcher developed a consent paper that enlightens the respondents on what and which kind of information is required in the study. The researcher distributed the questionnaires among the respondents, interview the selected respondents and as well conducted discussions with member groups as selected. After data collection, data analysis to meaningful presentation and interpretations was done thus effecting appropriate final report generation.

3.11 Research Ethical considerations.

During the time of carrying out research study, the researcher ensured that the ethical issues that advocate for good relationship between the researcher and participants are undertaken as stated. Generating participants' anonymity and confidentiality, exposing participants to mental stress, asking participants question detrimental to their self-interest that did not cause stress of psychological harm involving participants in research without consent and depriving participants off their rights.

Getting a letter from the research office introducing the researcher to the research area where she carried out research from to ensure confidentiality of the information provided by the respondents.

3.11.1 Limitations of the study.

The researcher encountered difficulties in obtaining statistical data to support the study. This is due to high levels of confidentiality among various departments in regard to certain sensitive statistical data of the organization. However, much was done to convince those in possession of

such required data that the study, to which the data is required, is purely academic and all information provided was used and kept with high degree of confidence.

Financial constraints were a hindrance too on the researcher because there are transport costs to be spent while carrying out the study, lunch costs. However, this was overwhelmed by soliciting for funds from friends and family members who have always offered assistance before to avoid inability to meet some of the key organizational officials for the interviews like the board of directors who are never at the organization situation.

Time constraints: - being a partial fulfilment of the entire programme and other activities to attend to like revising for exams. However, this was minimized by trying to draft a timetable that is in my favour and that allow me to do an activity at a time.

Lack of cooperation: - during data collection some respondents pretended not to be in position to provide information and time to the researcher. However, this was marginalized by creating a conducive environment to make them cooperative like showing them the introductory letter to convince them that the research is for academic purpose but not any other motive.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the study findings that were attained from the primary data sources. These are organized in a sequential form that follows the study objectives though demographic characteristics of the respondents were also examined and presented first. All respondents successfully filled the research questionnaires and participated in the study appropriately in that a response rate of 100% was attained as revealed by the tabulated study findings.

4.1 Demographic characteristics of the respondents

The study examined the demographic characteristics of the respondents and the following findings were revealed.

4.1.1 Gender Composition of the respondents

The study examined the gender composition of the respondents and the following findings were revealed as presented in the table 1 below.

Table 1: Gender composition of the respondents

Gender	Frequency	Percentage %
Male	36	40.9%
Female	52	59.1%
Total	**88**	**100.0%**

Source: Primary Data (2024)

Table 1 above presents the gender composition of the respondents where 59.1% of the respondents were females while 40.9% of the respondents were males. Findings revealed that majority of the respondents were females comprising of a greater percentage compared to males. However, the researcher considered responses from both genders without any form of bias towards any given gender composition.

4.1.2 Age of the respondents

The study assessed the age of the respondents and the following findings were attained as presented in table 2 below.

Table 2: Age of the respondents

Age	Frequency	Percentage %
18 - 25yrs	29	33.0%
26 - 35yrs	42	47.7%
36 - 55yrs	12	13.6%
Above 55yrs	5	5.7%
Total	**88**	100.0%

Source: Primary Data (2024)

Table 2 presents the age of the respondents and findings revealed that majority of the respondents were aged between 26 – 35 (47.7%), followed by those in the age range of 18 – 25yrs (33), then respondents in the age of 36 – 55yrs followed and finally respondents above 55years marked the least with a percentage composition of 5.7%. This implied that all respondents were agedly qualified enough to participate in the study thus reliable findings and sounding arguments were assured of.

4.1.3 Level of Education of the respondents

The study examined the level of education of the respondents and the following findings were attained.

Table 3: Education Level of the respondents

Education Level	Frequency	Percentage %
Certificate	37	42.0%
Diploma	42	47.7%
Degree	8	9.1%
Masters	1	1.1%
Total	**88**	**100.0%**

Source: Primary Data (2024)

Table 3 shows the education level of the respondents and findings revealed that majority had certificates (42%) followed by diploma holders (47.7%), Degree (9.1%) and Masters graduate who made a percentage of 1.1% of the respondents. This probably implied that at least all respondents were in position to understand the questions administered to them and provide reliable findings which the researcher was interested in.

4.1.4 Period of service within the media industry.

The study went ahead to examine the period of service of the respondents and the following findings were revealed

Figure 1: Period of Service of the respondents within media industry.
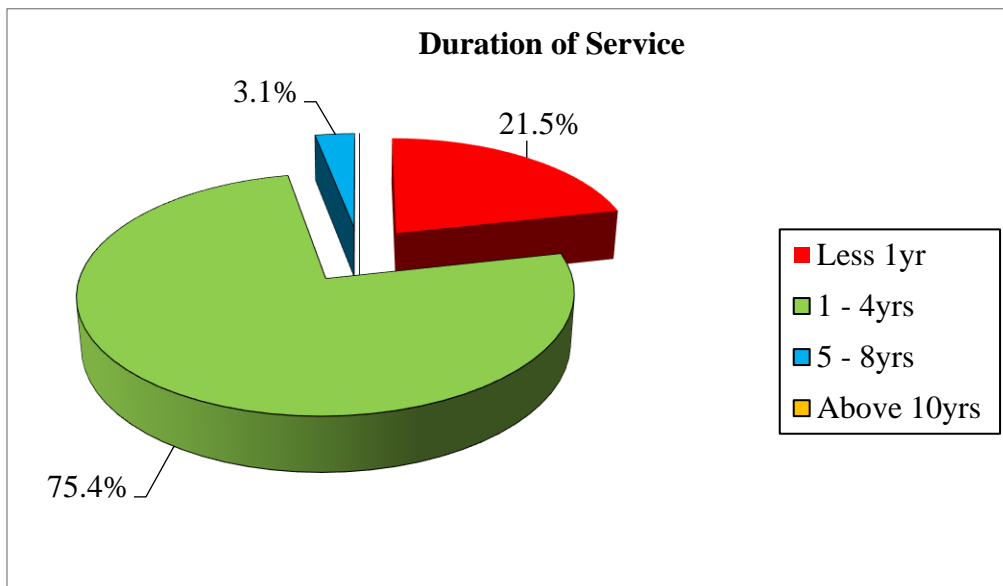
Source: Primary Data (2024)

Figure 3 presents the duration of service that respondents had served within the media industry and findings revealed that majority of the respondents had worked for a period of 1 – 4years (75.4%), 21.5% had worked for less than a year and 3.1% had worked for over 10 years. This implied that respondents had worked for a recognizable period of time which assured their capability to provide relevant findings to the study questions.

4.2 How new media has promoted citizen journalism.

The study examined how new media has promoted citizen journalism and the following findings were attained.

4.2.1 Whether the new media has promoted citizen journalism in Uganda

In order to establish how new media has promoted citizen journalism in the pearl of Africa, the researcher first asked respondents whether the transformation really exists and can be recognized and the following findings were attained

Figure 2: Whether new media has promoted citizen journalism in Uganda.
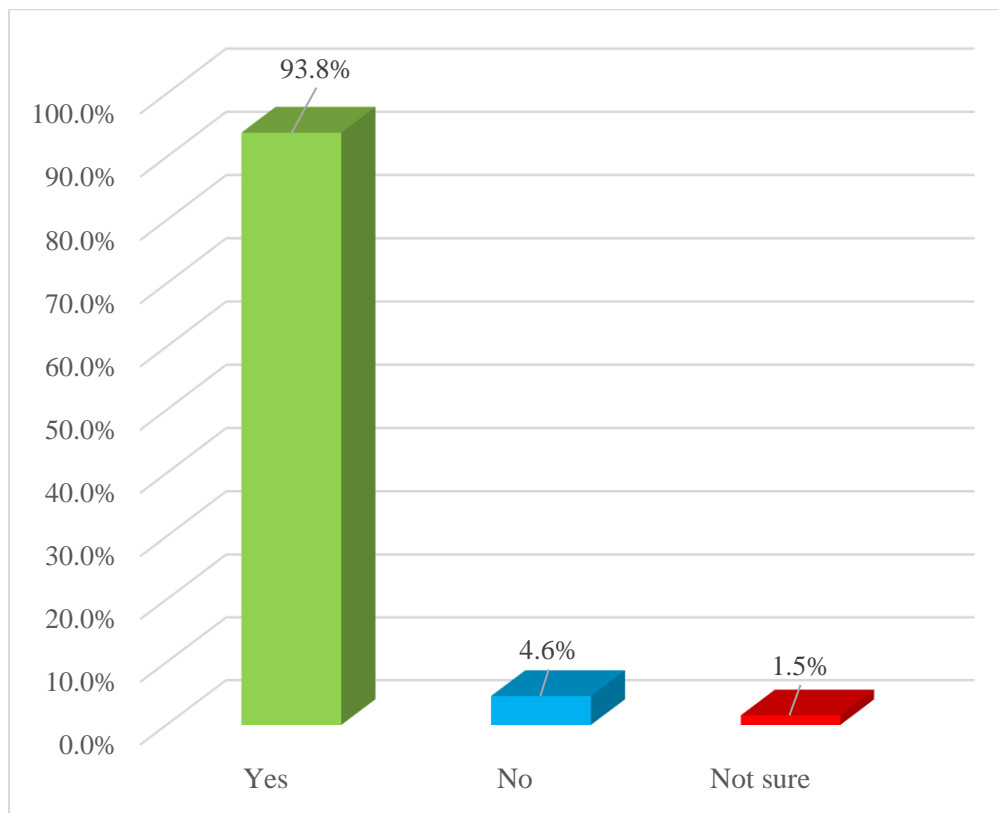
Source: Primary Data (2024)

From the findings presented in the figure 2 above, it was revealed that 93.8% of the respondents agreed that new media promotes citizen journalism in Uganda, 4.6% of the respondents disagreed and 1.5% were uncertain. It is clearly evident that majority of the respondents agreed which implies that citizen journalism has really been promoted by the new media.

In order to clearly establish how the new media platforms have transformed citizen journalism especially with the several applications and sites that support activities of citizen journalisms with digital mechanisms and systems in Uganda, descriptive characteristics were applied and the following findings were attained from responses provided by the participants.

Table 4: Descriptive characteristics on how new media in promotion of citizen journalism in Uganda.

How new media promotes citizen journalism in Uganda	Max	Min	Mean	Std. Dev.
There are different stories covered by citizen journalists in the field	5	1	4.362	0.692
Journalism has become more mobile and integrated in society than ever.	5	1	4.331	0.675
Reporting and updates are more instant with citizen journalism's invention.	5	1	3.745	1.219
Independent and truth-based journalistic activities are carried out due to presence of citizen journalism.	5	1	4.122	0.623
Additional factual evidence of citizen journalism serve as a great source for the journalism practices.	5	1	4.651	0.741
Journalists are more effective in investigations and have wide pool of information regarding a matter investigated.	5	1	4.233	0.871
Agg Mean and SD			**4.241**	**0.804**

Source: Primary Data (2024)

Findings presented in the table 4 above revealed that majority of the respondents agreed that there are different stories covered by citizen journalists in the field evidenced with a high mean value of 4.362 which is in the agreement range on the likert scale of rating despite the significant value 0.692 of standard deviation revealed under the same test. It was also revealed that respondents agreed that journalism has become more mobile and integrated in to the society than ever (M=4.331), reporting and updates are more instant with citizen journalism's invention (M=3.745), independent and truth-based journalistic activities are carried out due to presence of citizen journalism (M=4.122), additional factual evidence of citizen journalism serve as a great source for

the journalism practices (M=4.651), journalists are more effective in investigations and have wide pool of information regarding a matter investigated (M=4.233).

Findings were in line with the findings of Hamdy (2009) who explored the use of citizen journalism in the Middle-East, primarily the extent of blogging in Arab countries and its reception by authorities. In a subsequent article published in 2010, she studied the use of social media following the attack on Gaza by the Israelian military in 2008. Both demonstrated the prominent use of citizen journalism in challenging mainstream media coverage within countries in the Middle-East. It is hardly coincidental that many studies of this sort come to light regarding predominantly Muslim countries in recent years, and very little regarding Western nations; highlighted very well within Akbar Ahmed's account of the American "War on Terror", titled The Thistle and the Drone (2013).

4.3 Factors affecting growth of citizen journalism in Uganda.

The study examined the factors affecting growth of citizen journalism in Uganda and the following findings were attained.

Table 5: Factors affecting growth of the citizen journalism in Uganda

Response	Frequency	Percentage %
Level of facilitation	74	84.1%
Technological advancements	61	69.3%
Remuneration policies	78	88.6%
Democracy and freedoms	57	64.8%
Public influence and opinions	36	40.9%
Level of training	75	85.2%
government regulations and policies	20	22.7%
Legal framework and advocacy	26	29.5%
Political stability and peace	34	38.6%

Source: Primary Data (2024)

Findings presented in the table 5 above revealed that 84.1% of the respondents mentioned the level of facilitation to be a very influential factor towards the professionalism exercised by journalists

In Uganda, 69.3% mentioned the level of facilitation, 88.6% mentioned remuneration policies, 64.8% mentioned level of democratic governance and freedoms, 40.9% mentioned public influence and opinions, 85.2% mentioned the level of training, 22.7% mentioned government regulations and policies, 29.5% of the respondents mentioned legal framework and advocacy, and 38.6% mentioned political stability and peace in the area where the journalist is working or exercising his or her duties.

4.4 Effectiveness of new media towards growth of citizen journalism.

The study examined the effectiveness of new media towards growth of citizen journalism in Uganda and the following findings were attained.

Table 6: Effectiveness of new media towards growth of citizen journalism in Uganda

Response	N	Min	Max	Mean	Std. Dev.
Several media platforms support streaming and instant posting of the citizen journalists.	88	1	5	3.820	1.562
Different activities are successfully conducted over new media by journalists	88	1	5	4.020	1.387
Interaction and commentary is enhanced with the innovation of different media platforms.	88	1	5	3.143	0.865
Journalists reach out to different parties on developing stories over new media channels.	88	1	5	4.060	1.283
Timely reporting and follow up is made easier for journalists with the new media.	88	1	5	4.220	1.096
Updates and coverage is enhanced with the additional promotional tools of new media.	88	1	5	3.820	1.237
Valid N (listwise)	88				

Source: Field Data (2022)

Findings presented in the table 6 above revealed that majority of the respondents agreed that several media platforms do support streaming and instant posting of the citizen journalists evident with a high mean value of 3.820 which is in the agreement range of the likert scale of rating despite the significant value 1.562 of standard deviation which presents variations in the responses provided by the respondents under the same test. Findings revealed that different activities are successfully conducted over new media by journalists (M=4.020), interaction and commentary is enhanced with the innovation of different media platforms (M=3.143), journalists reach out to different parties on developing stories over new media channels (M=4.060), timely reporting and follow up is made easier for journalists with the new media (M=4.220), updates and coverage is enhanced with the additional promotional tools of new media (M=3.820).

These findings are supported by the arguments of Kaufhold et al. (2010) who contended that the technological innovations undertaken in the media industry is a great pillar towards development of more citizen journalism activities with personalized tools and functions available for everyone to use and have limited techniques required with zero subscriptions which enhance development and growth of citizen journalism.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of the findings, conclusion and recommendations which were drawn by the researcher basing on the findings.

5.1 Summary of the findings

The summary of findings is sequentially presented with respect to the study objectives as follows.

5.1.1 How new media has promoted citizen journalism.

In order to establish how new media has promoted citizen journalism in the pearl of Africa, the researcher first asked respondents whether the transformation really exists and can be recognized and findings revealed that 93.8% of the respondents agreed that new media promotes citizen journalism in Uganda, 4.6% of the respondents disagreed and 1.5% were uncertain. It is clearly evident that majority of the respondents agreed which implies that citizen journalism has really been promoted by the new media.

The study examined how the new media platforms have transformed citizen journalism especially with the several applications and sites that support activities of citizen journalisms with digital mechanisms and systems in Uganda. It was revealed that majority of the respondents agreed that there are different stories covered by citizen journalists in the field evidenced with a high mean value of 4.362 which is in the agreement range on the likert scale of rating despite the significant value 0.692 of standard deviation revealed under the same test. It was also revealed that respondents agreed that journalism has become more mobile and integrated in to the society than ever (M=4.331), reporting and updates are more instant with citizen journalism's invention (M=3.745), independent and truth-based journalistic activities are carried out due to presence of citizen journalism (M=4.122), additional factual evidence of citizen journalism serve as a great source for the journalism practices (M=4.651), journalists are more effective in investigations and have wide pool of information regarding a matter investigated (M=4.233).

Findings were in line with the findings of Hamdy (2009) who explored the use of citizen journalism in the Middle-East, primarily the extent of blogging in Arab countries and its reception by authorities. In a subsequent article published in 2010, she studied the use of social media following the attack on Gaza by the Israelian military in 2008. Both demonstrated the prominent use of citizen journalism in challenging mainstream media coverage within countries in the Middle-East. It is hardly coincidental that many studies of this sort come to light regarding predominantly Muslim countries in recent years, and very little regarding Western nations; highlighted very well within Akbar Ahmed's account of the American "War on Terror", titled The Thistle and the Drone (2013).

5.1.2 Factors affecting growth of citizen journalism in Uganda.

The study examined the factors affecting growth of citizen journalism in Uganda and findings revealed that 84.1% of the respondents mentioned the level of facilitation to be a very influential factor towards the professionalism exercised by journalists In Uganda, 69.3% mentioned the level of facilitation, 88.6% mentioned remuneration policies, 64.8% mentioned level of democratic governance and freedoms, 40.9% mentioned public influence and opinions, 85.2% mentioned the level of training, 22.7% mentioned government regulations and policies, 29.5% of the respondents mentioned legal framework and advocacy, and 38.6% mentioned political stability and peace in the area where the journalist is working or exercising his or her duties.

5.1.3 Effectiveness of new media towards growth of citizen journalism.

The study examined the effectiveness of new media towards growth of citizen journalism in Uganda and findings revealed that majority of the respondents agreed that several media platforms do support streaming and instant posting of the citizen journalists evident with a high mean value of 3.820 which is in the agreement range of the likert scale of rating despite the significant value 1.562 of standard deviation which presents variations in the responses provided by the respondents under the same test. Findings revealed that different activities are successfully conducted over new media by journalists (M=4.020), interaction and commentary is enhanced with the innovation of different media platforms (M=3.143), journalists reach out to different parties on developing stories over new media channels (M=4.060), timely reporting and follow up is made easier for journalists with the new media (M=4.220), updates and coverage is enhanced with the additional

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promotional tools of new media (M=3.820). These findings are supported by the arguments of Kaufhold et al. (2010) who contended that the technological innovations undertaken in the media industry is a great pillar towards development of more citizen journalism activities with personalized tools and functions available for everyone to use and have limited techniques required with zero subscriptions which enhance development and growth of citizen journalism.

5.2 Conclusion

It was revealed that citizen journalism has greatly promoted by the new media in journalists are able to have their information virally spread and instant posts are done over the new media where audience is always available to check what transpires online. Additionally, new media applications and systems have got official and personalized accounts which are utilized to pass information by journalists in different matters prevailing. Regarding the factors affecting growth of citizen journalism, it was revealed that citizen journalism is greatly based on the trend of technological advancements especially with the software and equipment used in the journalism tasks and duties, level of facilitation, remuneration policies, democracy and freedoms, public influence and opinions, level of training, government regulations and policies, legal framework and advocacy, political stability and peace that prevail in the region.

5.3 Recommendations

Basing on the findings, the following are the recommendations:

There is need to provide appropriate training to different journalists to improve on their level of competency and professionalism expressed in the field while covering different stories.

The government of Uganda is required to ensure that journalists are protected from any case of attack while conducting their field activities of informing the audience.

There is need to provide adequate facilitation to journalists as they prepare for the field activities so as to ease their work and quality of coverage.

The government and media operators have to create a joint team to review and analyses the significance of the media policies and regulations so as to create a favorable and controlled environment for media operations.

There is need to ensure that journalists are provided with proper guidance and support on how they are supposed to conduct themselves where in the highly risky areas to avoid risks of being injured or landed into the hands of dangerous people.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

The purpose of this questionnaire is to help in collecting data for the study on how the new media platforms contributes to the growth of citizen journalism in Uganda.

This questionnaire assists in data collection for academic purpose. Do not incorporate identification or names in the questionnaire.

SECTION A

A. DEMOGRAPHIC INFORMATION

(Please tick appropriately)

1. Gender

Male ☐

Female ☐

2. Age

21-30 ☐   31- 40 ☐

41- 50 ☐   51 and above ☐

3. Level of education

Certificate ☐   Diploma ☐

Undergraduate ☐   Graduate ☐

Post-graduate ☐   Other (s) specify………………… …………………………….

4. Work experience?

1-3 years ☐   4 – 5 years ☐

6 – 8 years ☐   A bove 8 years ☐

B: HOW NEW MEDIA PROMOTES GROWTH OF CITIZEN JOURNALISM IN UGANDA.

The following statements relate to how the new media promotes growth of citizen journalism in Uganda. Please rank the following by ticking each activity appropriately.

a) Do you think the new media promotes citizen journalism in Uganda?

Yes [ ]   No [ ]   Not sure [ ]

Use the scale of 1- 5 as follows. 1-Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree.

Code	How the new media promotes citizen journalism in Uganda	1	2	3	4	5
B_1	There are different stories covered by citizen journalists in the field					
B_2	Journalism has become more mobile and integrated in society than ever.					
B_3	Reporting and updates are more instant with citizen journalism's invention.					
B_4	Independent and truth-based journalistic activities are carried out due to presence of citizen journalism.					
B_5	Additional factual evidence of citizen journalism serves as a great source for the journalism practices.					
B_6	Journalists are more effective in investigations and have wide pool of information regarding a matter investigated.					

b) According to your own opinions, how the new media promotes citizen journalism in Uganda?

…………………………………………………………………………………………………

…………………………………………………………………………………………………

…………………………………………………………………………………………………

c) What are the factors affecting the growth of citizen journalism in Uganda?

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d) What do you think are the possible measures of advancing the journalism profession in Uganda?

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………

………

Use the scale of 1- 5 as follows. 1-Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree.

Code	How the new media promotes citizen journalism in Uganda	1	2	3	4	5
B_1	Several media platforms support streaming and instant posting of the citizen journalists.					
B_2	Different activities are successfully conducted over new media by journalists					
B_3	Interaction and commentary is enhanced with the innovation of different media platforms.					
B_4	Journalists reach out to different parties on developing stories over new media channels.					
B_5	Timely reporting and follow up is made easier for journalists with the new media.					
B_6	Updates and coverage is enhanced with the additional promotional tools of new media.					

Thanks for Cooperation, May the Almighty God reward you abundantly.