

# Journal



# of P R e s e a r c h

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Seventh year - Twenty Third Issue - April / June 2019

Arab Impact Factor 2018 = 1.48

### French Researches:

- **Prof. Dr. Redouane BOUDJEMA** - Université d'Alger3  
**Dr. Nor El Houda BOUZEGAOU** - Université d'Alger3  
La régulation des médias de service public : Système et législations en Algérie 7

### English Researches:

- **Associate Prof. Dr. Akhmed Khamis Kaleel** - American University in the Emirates  
**Associate Prof. Dr. Thouraya Snoussi** - University of Sharjah  
Impact of Social Media Use on Identity: A Case Study 23
- **Safia Mohammad Saleh** - University of Sharjah  
The Impact of Social Media on Newsroom Operations in the UAE 37


### Abstracts of Arabic Researches:

- **Associate Prof. Dr. Moustafa Saber Elnemr** - Zagazig University  
**Dr. Ghada Moustafa Elbatrik** - Taif university  
Modern Trends in Arab Youth Use Research for Traditional and New Media from January 2009 to December 2018 55
- **Associate Prof. Dr. Omar Ibrahim Boussada** - King Khalid University  
The Role of Modern Techniques in News Production Television:  
A Theoretical Study 56
- **Dr. Dalia Moustafa El Sawah** - Helwan University  
The Role of Social Networking Sites in Supporting the Concept of Social Accountability of University Students: Field Study on a Sample of Egyptian University Students in Public and Private Universities 57
- **Dr. Nasruddin Abdulqader Osman** - Ajman University  
The Role of the New Media in the Promotion of Rumors and Mechanisms to Prevent them: Field Study on Media Professors and Journalists 59
- **Dr. El-Sayed Abdel-Rahman Ali** - Suez University  
The Arab Communication Studies in Crises: An Analytical Study: (Meta-Analysis) 60
- **Khadijah Hammad Hamdi Alkabkabi** - Umm Al-Qura University  
Strategies of Public Relations Agencies in Management of the Crises of Enterprises: "Survey Study" 61

(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt  
Deposit number : 24380 /2019

Copyright 2019@APRA   
[www.jprr.epra.org.eg](http://www.jprr.epra.org.eg)



Founder & Chairman

**Dr. Hatem Moh'd Atef**

EPRA Chairman

Editor in Chief

**Prof. Dr. Aly Agwa**

Professor of Public Relations & former Dean of Faculty  
of Mass Communication - Cairo University  
Head of the Scientific Committee of EPRA

Editorial Managers

**Prof. Dr. Mohamed Moawad**

Media Professor at Ain Shams University & former Dean  
of Faculty of Mass Communication - Sinai University  
Head of the Consulting Committee of EPRA

**Prof. Dr. Mahmoud Youssef**

Professor of Public Relations & former Vice Dean  
Faculty of Mass Communication - Cairo University

Editorial Assistants

**Prof. Dr. Rizk Abd Elmoaty**

Professor of Public Relations  
Misr International University

**Dr. Thouraya Snoussi** (Tunisia)

Associate professor of Mass Communication &  
Coordinator College of Communication  
University of Sharjah (UAE)

**Dr. Suhad Adil** (Iraq)

Associate Professor of Public Relations  
Mass Communication Department  
College of Arts - Al-Mustansiriyah University

**Dr. Nasr Elden Othman** (Sudan)

Assistant Professor of Public Relations  
Faculty of Mass Communication & Humanities Sciences  
Ajman University (UAE)

Public Relations Manager

**Alsaeid Salm**

English Reviewer

**Ahmed Badr**

Arabic Reviewer

**Ali Elmehy**

E- Site Manager

**Mohamed Ali**

Address

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

**Publications: Al Arabia Public Relations Agency**

Arab Republic of Egypt  
Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel : +2237620818

www.jprr.epra.org.eg

Email: jprr@epra.org.eg - ceo@apr.agency

## Advisory Board \*\*

IPRR.ME

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Thomas A. Bauer** (Austria)

Professor of Mass Communication at the University of Vienna

**Prof. Dr. Yas Elbaiaty** (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information  
and Humanities, Ajman University of Science

**Prof. Dr. Hassan Mekawy** (Egypt)

Professor of radio and television – Faculty of Mass Communication, Cairo University

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai  
University

**Prof. Dr. Samy Abd Elaziz** (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of  
Information, Cairo University

**Prof. Dr. Abd Elrahman El Aned** (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

**Prof. Dr. Mahmoud Youssef** (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Gamal Abdel-Hai Al-Najjar** (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

**Prof. Dr. Sherif Darwesh Allaban** (Egypt)

Professor of printing press & Vice-Dean for Community Service at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Barakat Abdul Aziz Mohammed** (Egypt)

Professor of radio and television & Vice-Dean of the Faculty of Mass Communication for  
Graduate Studies and Research, Cairo University

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts – King  
Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

**Prof. Dr. Waled Fathalha Barakat** (Egypt)

Professor of Radio & Television and Vice-Dean for Student Affairs at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Tahseen Mansour** (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

**Prof. Dr. Mohamed Elbokhary** (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek  
national Ulugbek Beck

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Redouane BoudJema**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Hisham Mohammed Zakariya**, (Sudan)

Professor of Mass Communication at King Faisal University – Former Dean of the Faculty of Community  
Development at the University of the Nile Valley, Sudan.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication ,after peer refereeing these papers by a number of Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- It is the first arbitratve scientific journal with this field of specialization on the Arab world and the Middle East. Also, the first Arab scientific journal in the specialty of (media) which obtained the Arab Impact Factor with a factor of 1.48 = 100% in the year of 2018G report of the American Foundation NSP "Natural Sciences Publishing" Sponsored by the Arab Universities Union.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.

- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.
- The publication fees of the manuscript for the Egyptians are: 2000 L.E. and for the Expatriate Egyptians and the Foreigners are: 500 \$.with 50% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1000 L.E. will be reimbursed for the Egyptian authors and 250 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

### **Address:**

Al Arabia Public Relations Agency,  
 Arab Republic of Egypt, Menofia, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.  
 Postal Code: 32111 - P.O Box: 66  
 And also to the Journal email: [jpr@epa.org.eg](mailto:jpr@epa.org.eg), or [ceo@apr.agency](mailto:ceo@apr.agency), after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)  
With the permission of the Supreme Council for Media Regulation in Egypt  
Deposit number : 24380 /2019

To request such permission or for further enquires, please contact:

#### **APRA Publications**

Al Arabia Public Relations Agency  
Arab Republic of Egypt,  
Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.  
Postal Code: 32111 - P.O Box: 66

Or

Egyptian Public Relations Association  
Arab Republic of Egypt,  
Giza, Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: ceo@apr.agency - jprr@epa.org.eg

Web: www.apr.agency, www.jprr.epa.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



# ***The Impact of Social Media on Newsroom Operations in the UAE***

***Safia Mohammad Saleh<sup>(1)</sup>***

---

<sup>(1)</sup> Master Researcher in the collage of Communication at University of Shariqa.





## The Impact of Social Media on Newsroom Operations in the UAE

*Safia Mohammad Saleh*  
[safia.alshehi@gmail.com](mailto:safia.alshehi@gmail.com)  
College of Communication,  
University of Sharjah

### Abstract

**S**ocial media can be defined as a class of online interchange channels dedicated to group-based information, content-sharing, connection, and association (Asur and Huberman, 2010). Several prominent social networking venues include Facebook, Twitter, LinkedIn, etc.

Media practitioners, in particularly news editors, have taken these platforms to gather, report and share stories to their audience. The goal of this paper” **The impact of social media on newsroom operations in the UAE**” is to determine the influence of social and computerized media on the way newsrooms broadcast their news and to investigate the new tasks that have been operated by news editors in the newsroom. The researcher clarifies the reasons that underlie editors’ decisions to turn to social media platforms and the consequences that these applications have had on the news making practices inside several newsrooms in the UAE.

The literature reviews reveal that as a result of social media elements in the news industry, news operation goes through a transformation, causing audiences to demand quality over quantity. Also, collecting data and qualitative interviews were conducted to study and gain insight into news editors’ routines and their everyday usage of social media platforms.

The conclusions of this article suggest that strategies adopted by the UAE newsroom operations are aim to help the delivery of services and increase their custom base.

These observations carry important professional and ethical implications for news editors navigating today’s news making industry, and show how technological and semiprofessional aspects are tightly linked.

**Keywords:** social media accounts, UAE newsroom, news editors, news, technology.

## **Introduction:**

Social media can be defined as a class of online interchange channels dedicated to group-based information, content-sharing, connection, and association (Asur and Huberman, 2010). Several prominent social networking venues include Facebook, Twitter, LinkedIn, Wikipedia, Pinterest, and Reddit. Technological innovations are increasing the limits of these community circles; different media are additionally changing how individuals communicate and associate with each other. For example, individuals do not just utilize Facebook to remain connected to family and friends, but also, to "like" specific group pages, famous people's profiles, and TV shows. Remarkably TV is no longer, a restricted medium but an intelligent one. Individuals are urged to tweet content, or to vote for candidates for everything from singing contests to matchmaking tries—overcoming any issues amongst individual lives and entertainment.

In social media today, breaking news is everywhere. Editors monitor social media and bring breaking stories to their readers by using multiple social media sources. The gathering and reporting of news has changed in that typewriters have been replaced by computers, telephone-based tips have been replaced by Tweets and Facebook posts, data validation & fact checking are streamlined to the Internet, and reporters can be their own cameraman with smartphones in their hands. (Schaap, 2017)

## **Study the Problem:**

This study aimed to determine the influence of social and computerized media on the way newsrooms air their news, and how the public receives this news concerning social stages, online networking newsrooms, and versatile innovation. The ordinary tasks of a newsroom will be investigated, from substance and fragments to staffing and crowd sharing.

Online networking is influencing the ways in which TV stations present news to the public and how viewers receive that news (Lasorsa et al., 2012). Before long, web-based social networking may make substantial headway in the way news stations air their stories and how different people receive that information. Hamburger and Vinitzky (2010) noted that recent changes make it unique regarding how information is collected and presented today because social media has become more depended upon by users in all parts of their normal daily existence (Hamburger & Vinitzky 2010). Notably, online networking has changed the way individuals impart information upon each other, making for an inexorably open condition in the Internet since 2008. Usually, this new wonder would influence how local information and news affects and are received by and presented to shareholders (Kumar, 2010) on every social stage.

**Study Objectives:**

- To assess how working in the newsroom is affected by the Social Media.
- To determine how social media editors frame the news and interact with the audience.
- To evaluate how social media are changing the news landscape concerning social networking platforms, social media newsrooms, and mobile technology.
- To assess how news stations utilize different social media platforms to transmit content.
- To determine how mobile technology has worked to a newsroom's advantage and how has it affected revenue and viewership.

**Study Questions:**

- How are the newsroom operations affected by Social Media?
- How do social media editors frame the news and interact with the audience?
- How is social media changing the news landscape regarding social networking platforms, social media newsrooms, and mobile technology?
- How are the news stations utilizing different social media platforms to transmit content?
- How is mobile technology working to a newsroom's advantage, and how has it affected revenue and viewership?
- What adjustments are the newsrooms making to accommodate the use of social media?

**The Significance of the Study:**

As the news industry grasps the different types of online networking to enable them to remain competitive in their marketing strategy and news production, some scholars have asserted that these media are substantially affecting how journalists work (Dickinson, 2011). This paper investigates the advancing practices of reporters in newsrooms and analyzes the degree and nature of impacts of online networking on their work. The significance of the study is that it adds to the body of research that has already been conducted by other scholars. Additionally, it addresses areas that previous scholars have not included, with the aim of increasing the knowledge that exists about the topic at hand. The study was conducted in the UAE.

## **Theoretical Framework:**

The herein thesis builds on the *New Media Theory* theoretical framework, which is based on the assumption that social media has had an effect on the media landscape and demand for traditional media. Media have gone through a change over recent years because of demands of consumers who expect high quality work. The revolution in the media industry has led to the development of the Internet as a main platform for delivering news. The new media concerns the shift from conventional methods of delivering news to innovative delivery systems such as using electronic media, including social media. Additional justification for the acceptance of the new media theory in newsrooms is that consumers of information would no longer accept the previous passive ways of receiving news, as they now prefer an active participation, such as social media platforms allow. This justifies the inclusion of social media platforms as a regular and reliable method of interacting with customers. Scholars who have adopted the new media theory include Compton and Benedetti (2010) and Mierzejewska (2011), who argued that in the management of media, innovative and creative ideas of reaching the client must be adopted, so that the audience may feel that they are part of the news. The revolution in the media industry is indicative of models which allow users to demand channels through which they can communicate with newsrooms, including Twitter as a main channel (Moon & Hadley, 2014).

Subscribing to the New Media Theory as a viable theoretical framework requires understanding that it is easy to argue in the print media operations because newsrooms are constantly embracing new technology to improve service delivery. There is also increased accessibility to information by potential clients who rely on newsrooms as the only source of information from local and international markets. In the past, scholars used the new media theory as a theoretical framework and provided reliable results that contributed to the literature. For instance, Brake (2014) used the New Media Theory in his study and concluded that adoption of social media had brought changes in the newsroom.

News in the digital era has made it easy for consumers to enjoy a wide variety of options, which ensures that once information is released to the public, it reaches a wide audience and recipients are informed of activities taking place in the local and international scenes. Media houses are also in a position to interact with their consumers and to have them provide feedback, which can positively impact the operations of news firms. According to Fenton (2009) technologies exist which enable organizations to improve their performance and to increase their coverage in the clientele base. When making news, news editors consider the impacts of their stories and take caution to ensure that every piece of information

released to the market is true. As such, reporters still have a role in ensuring that they collect and affirm the information that they gather from multiple sources.

Expectations of the future include that social media will soon become the only reliable channel for distributing information from various sources. It will replace traditional media methods including print media because most consumers have abandoned the purchase of hard copies of newspapers, and have incorporated the concept of relying upon and trusted social media information, even though some of the information may not originate from reliable sources.

Gatekeeping theory addresses how the news messages that circulate throughout society are selected and shaped. Given the large number of events that occur each day, and the virtually countless number of ways to report them, some question why certain news messages spread like wildfire while others are left untold. To understand this phenomenon, an important factor is to understand the people, organizations, and institutions which control the most far and wide reaching communication channels, including television, newspapers, and online platforms such as Facebook and Twitter. The individuals that control these channels may be conceptualized as gatekeepers, referring to their power to decide which messages may and may not pass through their channels (Kasper & Michaël.2018).

It is the gatekeeper who decides which information will go forward, and which information will not. That is, a gatekeeper in a social system decides which of a certain commodity – materials, goods, or information – may enter the system. It is also important to understand that gatekeepers are able to control the public's knowledge of actual events by allowing some stories to proceed through the system while keeping others out. Gatekeepers may also include entities such as institutions or organizations. Even in a political system there are gatekeepers - individuals or institutions which control access to positions of power and regulate the flow of information and political influence. Gatekeepers exist in many areas, and their choices have the potential to portray mental pictures that are subsequently created by people's understanding of what is happening in the world around them. Media gatekeeping showed that decision making is based on principles of news values, organizational routines, input structure and common sense. Gatekeeping is vital in communication planning, and nearly all communication planning roles include some aspect of gatekeeping.

The speed of communication at online networks such as Facebook, Twitter, and LinkedIn further complicates gatekeeping theory. As Gitlin (2002) observes, the flow of information and creation of news is a critical part of capitalist societies, and the speed of information flow translates directly to capitalistic gain. Real-time, digital engagement has produced an audience which expects immediate turnover of information that flows through information gates in a multidirectional movement.

Digital media platforms and self-reporting mechanisms, such as citizen journalism, enable audience members to create news and to participate in information production and cultural exchange in a novel way that best suits their fast-paced culture. However, as Gitlin (2002) outlined, the question remains as to who or what drives the *news machine*. Given that there are gatekeepers on the Internet and specifically on social media platforms, it is important to understand what implications there may be if there are only a few gatekeepers for a wide and global audience. Further, we must question whether different media forms limit interactivity between gatekeepers, newsmakers, and news receivers as a way to increase their own control of online information. (Chin-Fook & Simmonds, 2011)

The advancements of the Internet and other new technologies have challenged scholars to reexamine the concept of information gatekeeping, especially its applicability to today's technology-mediated environment. Indeed, some researchers argued that after journalism lost its monopoly in news production and distribution and the majority of information is now readily available on the Internet, gatekeeping became an obsolete concept. According to this view, virtually every online reader is a gatekeeper with an ability to pass, share, and comment on news items posted on organizations' official websites and social media channels. Yet other scholars disagreed that gatekeeping is a twentieth-century relic, and Shoemaker and Vos (2009) contended that gatekeeping as relevant as it ever was.

The researchers' updated concept includes three gatekeeping components: *sources of information* (e.g. experts, witnesses), the *mass media outlets*, and perhaps most recently, *the audience* that creates digital pass-along readership. Shoemaker and Vos (2009) noted that their revised model demonstrates the complexity of the contemporary gatekeeping process in which the flow of information is not one-way and top-down, but rather in which information flows more fluidly among channels (p. 128). That is, not only editors and editors, but also online readers are (potentially) active actors in the process of determining what becomes news. To Bruns (2008), this shift in the process of news production and distribution signals that gatekeeping has been transformed into *gate watching* in which online readers review news sources, then compile and share information, and thus publicizing news rather than publishing it. Gate watching is a continuous and collaborative effort as users weigh in by critiquing and expanding upon the initial report (Erzikova, 2018)

## **Literature Review:**

Changes prompted by the innovations in the TV newsroom have been a key part of advancements in the broadcast industry. Notably, since television newsrooms embraced newly automated frameworks in the digital age, it has

exceptionally changed the ways in which workers present and strategize news creation in their news production processes (Paterson & Domingo, 2008). Remarkably, this change has prompted the production of another type of media practitioners in work regarding multi-media, mastery, and multiple tasks inside the newsroom. In this way, these adjustments in innovation have led to more opportunities for newsroom media practitioners.

Singer (2011) contend that the advancement of innovation, specifically the digital news bundle into a more contemporary online packaging, has achieved emotional changes in the field of news coverage. In this specific circumstance, Usher (2016) argued that subspecialty and changes in abilities have risen from the mix of an assortment of components including design, photography, information representation, designs, maps, calculation, and delineation of present-day news-casting. Eminently, these aspects of news-casting converge in an assortment of procedures and strategies, which bolster the new state of intuitive news casting in the digital age. Machin and Niblock (2014) further recognized that innovation changes in the news creation process are connected to the conveyance of PCs and programming frameworks.

Another noteworthy impact in news delivery may be found in TV media. Conspicuously, shading channels were prominent among the notable changes amidst the twentieth century. Straubhaar (2007) contended that the progression of new developments in appropriating and making TV has spread worldwide in the present years.

Innovation changes and improvements have additionally prompted advances in cutting-edge online news coverage which was created, modified, and dispersed by the web. The term *online reporting* alludes to news content which is accessible and available through the Internet (Brake, 2014). The researcher contended that online networks make it conceivable to transfer data anywhere and to anyone who has access to a cell phone, a PC, or other electronic innovation. These progressions have substantially affected how media Practitioners work in numerous ways, including how they manage their audience. In this unique situation, Domingo and Paterson (2011) contended that the innovation of online news coverage marks a divergence from focusing on innovation to an individualized innovation with the capability of contacting a larger audience without being callous to the characteristics of the individual new consumers.

Communication technologies can open new gates and show the need for new studies to measure changes in gatekeeping and, in turn, to help develop new theories. New technologies such as cellular phones with cameras allow anyone to take newsworthy images and to share them with media providers. The term *interactivity* is used to describe the process by which people engage in communication over the Internet. Interactivity may also be defined as the use of

group and individual communication spaces including chat rooms, online forums, and blog sites in which researchers may communicate with single readers or larger audiences.

Additional definitions of interactivity include communicating across archaic boundaries of time and space between media Practitioners and consumers, or activities which cultivate elements of user control over content. Shoemaker and Vos (2009) further suggested gatekeeping has been redefined as a result of the global influence of the Internet. Because gatekeepers can rely on audience demographic information to control the flow of information through gates, globalization further complicates gatekeeping. Additionally, because digital media has shifted in relation to the audience dynamic and how the shift relates to professional gatekeepers and as the audience themselves act as gatekeepers, the movement of information has grown beyond unidirectional paths (Clark, 2015).

The changes above refer to existing routines and practices, but another aspect of convergence is also greatly affecting the modern newsroom. As more and more news organizations have developed a presence on the Internet, a new form of journalism has appeared. Pavlik (2001) hails online journalism as having potential to be a better form of journalism because it provides the capacity to engage audiences who have become more distrusting and alienated. Similar voices of enthusiasm about the new medium highlight the advantages of Internet news as a multimedia format of interactivity, personalization, global accessibility, and instantaneous reporting (Konstantinos & Roger, 2008).

### **Methodology and Design:**

The methodology section outlines methods that the researcher used to collect information from the different sources. It also specifies the research design with the aim of highlighting the methods that the author used to source information that was analyzed in the following chapter. A detailed outline of the methodology ensures that the researcher remains within the required objectives, by ensuring that sources which provide quality and relevant information related to the study were used. It also ensures that all information used in the data collection step is relevant and at the end of the study provides rich content. The methodology chapter defines the research design, methods of collecting data including the secondary research methods, and description of the population and sample.

qualitative interviews were conducted to emphasize the active participation of the interviewer, and the importance of giving voice to participants. Furthermore, the interview questions were semi-structured. All media practitioners who participated in interviews were asked the same questions, and all interviews were



recorded for later analysis. This method was done to provide valid and reliable data.

### **Population and Sample:**

The population for the study was the news center in the UAE. The aim of the study was to assess any impact of social media on the newsrooms, indicating that the entire population of interest was the media industry. However, it would be impossible to interview the entire population as a point of focus, which justified the need to select a sample of participants from the population, which are then implied as interests of the entire industry population.

### **Results and Discussions:**

The findings of the study indicate that the majority of journalists have embraced the use of social media in gathering and transmitting news, and use social media to reach news sources. It is notable that even the few who responded having not used social media to reach out or get information from news sources, did have social media accounts. Moreover, most of the respondents reported having posted news stories on social media platforms.

According to Talal Al Hindasi from Abu Dhabi Media, main sources of social media information come from the agency's account, and also from government agencies, decision-makers, and field correspondents (personal communication 2018). The data here includes responses from 23 participants, of whom 74% were male. Approximately 74% of participants were between 26-45 years old, most had BSc/BA degree (74%), and 22% had postgraduate education. About half (52.2%) of the participants specialized in Media/Journalism while 17.4% specialized in Political Science, 17.4% specialized in Arabic/English languages, and 13% specialized in Management. About one-third (35%) of participants had 10-15 years of experience and approximately 61% of participants had 10-20 years of experience.

According to results, many participants performed more than one job role. For example, editing news substance may be done by an editor in chief, an editor, an editor/announcer and/or an editor-reporter. All participants had social media accounts, and about 61% used smartphones to access the Internet. The majority of the participants had Twitter accounts (87%), followed by Instagram (78%) and Facebook (70%). However, the latest survey in Dubai 2017 indicates that Facebook was positioned at the top of social media sources (Admin, 2018). Each participant had at least one account on a social media platform. These percentages indicate that some participants may have several social media accounts.

For reading and gathering news, Twitter was used most frequently followed by Instagram, while YouTube scored only 2.78, indicating a 55% importance as

ranked by participants. This is despite that many news channels live stream through YouTube.

In-depth interviews with a group of media practitioners from the UAE key media were conducted to identify the role of social media among media professionals and journalists. The interviews aimed to gain insights into the impact of social media on the activities of media professionals and journalists, and how the online platforms may influence the news content and dissemination.

The Social Media Impact survey was presented to a group of journalists and professionals to facilitate dialogue about social media, a topic that is gaining importance. Journalists widely use social media posts for their jobs, despite having doubts about the reliability of information on the online platforms. At the same time, media professionals believe that news is becoming less reliable as journalists do less fact-checking.

Responses to the questionnaire also revealed that a majority of journalists felt less bound by journalistic rules on social media. Social media are increasingly being used as a means of engaging in dialogue. All journalists responded that social media posts are not a reliable source of information, although many journalists indicated that Twitter is their main source of information. Further, news editors believe that journalism can no longer operate without social media.

The results of the study were largely consistent with the Review of Literature. The literature reviewed revealed that social media has affected the ways in which organizations deliver their services to consumers. Newsrooms also experiences this phenomenon, and many have strongly relied on social media platforms to deliver quality and timely services. As a result, audiences receive news immediately after it occurs. Continuous changes in the telecommunication industry have caused newsrooms to adopt new ideas to improve quality while reducing costs and ensuring that audience can access the services on time. One of the requirements of the newsrooms to ensure that they keep up with market demands is to train employees so that they may keep up with the market trends. Today, audience can access news from their mobile phones due to the development of social media platforms. Journalists are no longer to always move from one place to another as they accumulate their news. Rather, they are required to have the knowledge and skills of utilizing the electronic devices create and transmit their reports to newsrooms.

The most commonly used methods in research include case studies which highlight experiences of different service providers in the media room. The methodology used in the present study secondary research methods, which relied on other recorded information from other researchers. The sources of information

were derived from reputable publications that addressed the impact of social media on the newsroom in the UAE. Many scholars and other stakeholders have studied the topic of social media to understand the influence it has on the wellbeing and performance of different organizations, with a bias on the newsroom. The information contained in the present study is rich in content and contains information from peer-reviewed articles that met high academic standards, meaning that they are reliable and contain up-to-date information about the social media effects in the industry.

The study on the social media elements and their use in the newsroom indicates that countries worldwide have opened up their virtual borders and are sharing information with each other. It also acknowledges that social media has made work easier for many newscasters as the spread of information, both negative and positive, occurs quickly after dispatching from the source. Technology changes in the media industry have also helped to draw attention to social issues affecting people in different geographical areas, with the aim of generating help and solutions to social issues. However, the issue of personal security has not completely been addressed, leading some users to fail to secure their privacy. Social media platforms have provisions for users where they can provide personal and intimate information which spreads across the platforms once released. Online communication and news platforms can store information about a person, and others can easily access that information, even after the individual who posted the private data deletes it.

The literature reveals that as a result of social media elements in the news industry, print media has lost much of the allure that once commanded. Many individuals have access to the Internet and can easily receive news on their personal phones or laptops, which reduces the need to purchase hard copies of newspapers to read the same information. In addition, because social media outlets present information in real-time as opposed to papers, which report information that took place on a previous day, has justified the preference of customers regarding the platform as a source of information. However, to compensate the differences between print and digital media, newsrooms often maintain an official online page which allows their customers to access real-time information. This aids competition from other media houses, and helps to promote and maintain the relevance a company has in the industry despite the number of entrants in the industry.

Changes in the ICT sector has led digital broadcasting to go through a transformation, causing audiences to demand quality as over quantity. Most media houses use online venues which allow their audience to log in and interact with each other. This takes place in the form of commenting and presenting ideas on ways in which the media houses can improve the content they provide.

Correspondence in this manner is made easy by digital platforms because reporters working in the different media houses may report from any part of the world and provide real-time information. For instance, when reporters of a local media house travel, they must provide information they have gathered to their employers, and can do so despite the time and geographical differences in the country of origin and the host nation.

Factors to consider include the reliability of social media in properly influencing the operations of the newsrooms, while still highlighting technological developments that have been adopted by the industry. Most newsrooms in the UAE have engaged in social media operations to improve their ability to deliver services as well as to improve customer ratings and satisfaction in the long-term. This means that strategies adopted by the UAE newsroom operations are aim to help the delivery of services and increase their clientele base. Each social media platform is unique and provides different ideas that the social media marketer should use to maintain the leadership in the industry.

Radio news coverage has seen substantial changes as a result of recent innovations, particularly with the advancement of workflow generation, conveyance of modern communication instruments, and radio dynamics transformation. Starkey and Crissell (2009) stated that radio news coverage is a critical movement of media well associated with daily paper and TV broadcasting improvement amid the 20th century.

### **Conclusion:**

To conclude, this study offered recommendations for media owners, managers and journalists. Most importantly is that social media is a permanent fixture in society those who can harness it effectively will be able to stay ahead of competition.

Television news is still a widely used and important source of news, and will remain so for many older individuals for years to come. However, if television news providers do not respond to the decline in traditional television viewing and the rise of online video – in particular on-demand, distributed, and mobile viewing – they risk their content becoming irrelevant. However, the full implications of changes we identified in the present study may not be felt immediately, as current viewers are expected to continue to watching for years to come. But the challenge needs to be addressed and acted upon if television news providers wish to reinvent their products and find an audience that increasingly prefers digital media to television, and increasingly embraces on-demand, distributed, and mobile video distributed online.

Television viewing in technology savvy markets such as the US and the UK has been declining since 2012, with a 16% and 10% decrease respectively. These

figures are directly comparable to the decline in the circulation of newspapers in the new millennium. News shows are becoming a smaller part of what people watch on television, perhaps because individuals believe that because they have data they also have news. However, information provided from mobile phones has little to do with news. Many people's lives have become increasingly busy and many don't have time to sit and watch entire news bulletins or to read a newspaper. Applications of new technological are molding society into a future in which information is more easily, readily and specifically accessible, yet it is complex for the news media industry as service providers. The existence and functions of legacy news media organizations (also referred as *old* or *conventional* media organizations) continue to be challenged by highly audience-participatory attributes of new media through the use of User Generated Contents (UGC), media automation, and emerging digital media organizations such as BuzzFeed, Vice and more. As a result, conventional news productions are pressured to adhere to social demands through numerous forms of media automation and increased audience engagement, or to risk its existence as a player in news media.

With the public embracing online video and an increasing demand for mobile and social content, discussions about the future of the TV news Editors are required, including and they may survive in a revolutionary new environment. A critical point of the discussion includes an understanding of how different news providers have responded to changes – and should respond in the future – to the changes in the media environment, with Internet being the major competitor.

TV news editors are important to many television stations that rely on up-to-the-minute news. The roles of TV news editors require creativity, an ability to work well with others, and solid organizational skills. Broadcast news analysts and other TV news editors require social perceptiveness and knowledge of law and government. There are several editing positions within a television news crew, including news writers and broadcast news analysts, assignment editors and film editors.

The editor is typically an individual who is responsible for what information is published or broadcast, resolves grammatical errors, and determines whether the available information may be transformed into news. The editor also double checks the accuracy of information before delivering it to the public.

The role of editors often depends on their skills and creative ability to produce quality news items, and to deal with technology tools. The TV news editors who use the new tools are often able to organize and edit information into news packages as standard features of the modern newsroom. In this way, the use of new technology has impacted the workflow of news, and has changed the shape of the news production operation.

As an example, digital systems provide editors with an ability to develop their skills and tasks through the use of special visual effects in their news packages on the screen. Such visual effects play an important role in providing more opportunities to TV news editors, such as the ability to re-design, to add graphic designs, and to perform other creative tasks in a news bulletin.

According to Fares bin Hezam, Editor-in-Chief at Al Arabiya Channel, media Practitioners should be empowered by using technologies along with their professional training, and should have sufficient knowledge of subject matter (personal communication, 2018). Further, editors require backgrounds in politics and should be well informed on modern technology because they often produce their own material. Twenty years ago, one television report required four or five people to produce. Today, a TV report often relies on a single person, and this individual must be well educated. Techniques for selecting images, recording sound, and installing audio and video for a final montage require solid graphic capabilities; these are the prerequisites for a media practitioner serve as an editor.

Television news editors who wish to reach audiences in the future should adapt to this changing environment, and remaining relevant will therefore require investing in innovation and experimentation. In this way, they may learn much from established insights into organizational traits that enable innovation in digital news.

## References:

- Admin. (2018). Global Media Insight. Retrieved 19 April, 2019, from <https://www.globalmediainsight.com/blog/uae-social-media-statistics/>
- Amichai-Hamburger, Y., & Vinitzky, G. (2010). Social network use and personality. *Computers in human behavior*, 26(6), 1289-1295.
- Brake, D. R. (2014). Are we all online content creators now? Web 2.0 and digital divides. *Journal of Computer-Mediated Communication*, 19(3), 591-609.
- Dascalaki, E. G., Droutsas, K., Gaglia, A. G., Kontoyiannidis, S., & Balaras, C. A. (2010). Data collection and analysis of the building stock and its energy performance—An example for Hellenic buildings. *Energy and Buildings*, 42(8), 1231-1237.
- Dickinson, R. D. (2011). The use of social media in the work of local newspaper media practitioners.
- Fenton, N. (2009). News in the digital age. In *The Routledge companion to news and journalism* (pp. 601-611). Routledge.
- Gall, M. D., Gall, J. P., & Borg, W. R. (2014). *Applying educational research: How to read, do, and use research to solve problems of practice*. Pearson Higher Ed.
- Jorrih Schaap, How social media changed the newsroom. in <https://www.crowdynews.com/blog/how-social-media-changed-the-newsroom>, Crowd news. Posted on January 12, 2017.
- Kumar, R., Novak, J., & Tomkins, A. (2010). Structure and evolution of online social networks. In *Link mining: models, algorithms, and applications* (pp. 337-357). Springer, New York, NY.
- Lasorsa, D. L., Lewis, S. C., & Holton, A. E. (2012). Normalizing Twitter: Journalism practice in an emerging communication space. *Journalism studies*, 13(1), 19-36.

- Lewis, S. (2015). Qualitative inquiry and research design: Choosing among five approaches. *Health promotion practice, 16*(4), 473-475.
- Neuman, W. L. (2013). *Social research methods: Qualitative and quantitative approaches*. Pearson education.
- Quinlan, C., Babin, B. J., Carr, J., Griffin, M., & Zikmund, W. G. (2011). *Business research methods* (p. 95). Andover, Hampshire: South-Western Cengage Learning.
- Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2011). False-positive psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant. *Psychological science, 22*(11), 1359-1366.
- Starkey, G., & Crisell, A. (2009). *Radio journalism*. Sage.

