

Journalists Perceptions on Information and Communication Technology (ICT) Services – A Study of Print & Electronic Media

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ABSTRACT

The use of ICT made changes in every walk as well as in mass media and journalism also. Keeping this in view, the investigator has taken up the present study to know the journalists' opinions on use of ICT in print and electronic media. For this purpose, a structured questionnaire was applied among 210 journalists using random sampling technique. Collected data was analysed and presented in tables and graphs using simple percentages. The findings shows that journalists 94 (44.8%) access to ICT devices to a moderate extent, 94 (44.8%) often use devices ICT services, About 73% respondents agreed that the cost of installing new technologies in media houses affects the adoption of ICT, Journalists accepted that ICT has made broadcasting and journalism easy and clear and mmajority (42.4%) respondents often use ICT in discharging their duties. The study suggested that the use of web technologies also helps the journalism made easy and standard

KEYWORDS: Perceptions, ICT, Journalists, Print & Electronic media.

INTRODUCTION

The presence of information and communication technology (ICT) in the journalism profession has presented challenges and opportunities as well as development. However, studies have revealed that most of the journalists from Telangana, India lack the requisite knowledge/finesse to operate in the new media environment that is transforming the nature and mode of operation of the media in bringing about development (by providing information or programmes that will expedite rapid development). It is, however, unhappy that the requisite state-of-the-art media gadgets or equipment needed for the media to function effectively in the above area are scarcely available to the journalist.

The personal computer, the digital camera, the mobile phone and internet have challenged traditional journalism on almost every frontier. The global update of digital media has spawned user-generated contents and citizen

journalism; the video journalist and the blogger, social networking sites and the massively, multiplayer online game. How Telangana journalists, have optimized the use of information and communication technology in their professional scheme is, therefore, the concern of this study.

OBJECTIVES

- ✓ To know how the print and electronic media journalists access and use ICT devices.
- ✓ To identify the cost effect in installing new ICT technologies in media houses.
- ✓ To find out ICT made broadcasting and journalism easy and clear.
- ✓ To ascertain the use of ICT in discharging journalists' duties.

HYPOTHESES

1. Majority journalists' access, use to ICT devices to a large extent.
2. The cost of installing news technologies in media affects the adoption of ICT and broadcasting and journalism easy.
3. Journalists often use ICT in discharging their duties.

REVIEW OF LITERATURE

Haider, U., Batool, S.H., Malik, A., Mahmood, K. and Safdar, M. (2022)ⁱ conducted a study to know about their skills of seeking, evaluating and engaging with information effectively and efficiently. A cross-sectional survey was conducted with electronic media reporters from 20 news channels to assess their information literacy skills and personal information management practices. The results indicated that the study's participants considered themselves as information literate. They perceived themselves competent and confident in IL skills for the overall scale and on its all sub-dimensions as well. Interestingly, the study findings show that IL skills affect PIM practices positively. However, they were less competent in advanced searching techniques (i.e. use of Boolean logic, truncation etc.) and cloud-based storing tools and applications. The present study uniquely identified impact of IL on PIM practices of working electronic media journalists.

Suryakant, D. and Verma, M. (2022)ⁱⁱ observed the information needs and digital competencies of print media journalists of Raipur, Chhattisgarh in this era of digitization which is essential for their future in the digital age. The study concluded that due to technological advancement, today, information of all fields is being available in digital format. Along with professionals from other areas, media journalists should also be digitally literate in such a situation. Since the work of journalists is related to information and information is connected to the lives of ordinary people, journalists are also expected to move towards digital literacy over time and bring about changes in their academic knowledge skills. The present study is an effort made in this context, the conclusion of which shows that along with electronic media, now the print media journalists are also slowly moving towards digital awareness.

Mahadevagouda, R. and Pavithrabai, M.S. (2022)ⁱⁱⁱ made an attempt to identify the information-seeking behaviour of journalist working in 39 newspapers at the national, state, as well as regional levels. A total of 610 respondents have responded to the questionnaire. The data shows that data indicates that approximately 60% of the respondents are below 35 years. The study witnessed that more than 30% of respondents opined that the information required

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about all areas is of utmost significance whereas more than 50% of respondents felt that the information is required at the level of moderate significance related to all areas. The study also recommends increasing the number of staff for the maintenance of the newspaper libraries. The study also suggested improving the physical facilities in newspaper libraries as well as staff training is required.

Baishakhi Nag (2011)^{iv} analyzed that media, telecommunications and computing/information systems, commonly referred to as information and communication technology (ICT), have long been associated with economic development and social/cultural change. Historically analyses of ICT and social change have relied on measures of the ownership, availability, access and use of various technological systems to evaluate their significance and social impact. Technology assessment of today's new media and ICT requires measures that more closely reflect their fundamentally social, interactive, performative and participatory character. The scope of a given ICT resource is the variety of users and sources made available via the technology. A defining attribute of internet-based information resources, especially compared to mass media, is the enormous diversity of documentary and interpersonal resources that they make available via hyperlink structures, which allow users to follow any number of possible paths to locate and retrieve information according to their interests and inclinations at the moment.

Godwin Okon and Timothy Eleba (2013)^v ascertained the extent to which Nigerian journalists, especially those in Port Harcourt metropolis, have integrated the use of information technology (IT) in their professional repertoire. The objectives among others included the need to streamline the challenges, if any, journalists face in the adoption of new information technologies (ITs). The study by its nature necessitated survey. To this end, one hundred and twenty (120) journalists were sampled with a view to dovetailing their responses within a scholarly spectrum. Findings revealed that 67% of the respondents use IT facilities in their day to day operations. Data further revealed that IT facilities in the various media houses studied were obsolete and inadequate. The challenges faced by journalists in the deployment of IT facilities were identified as lack of access to emerging information technologies as well as the absence of a framework for the training and retraining of journalists on information technology hardware and software configurations. It was therefore recommended that media proprietors should provide as part of the work environment, IT facilities to enable journalists discharge their duties in line with international best practices.

METHODOLOGY

The design of the study is an arrangement of data collection and it is a blue print for the collection, measurement and analysis of data. For present study, the journalists of different media i.e., print and electronic media are selected. The investigator collected the data from 210 journalists working in print and electronic media. The data was collected from primary and secondary sources of information. The primary data is based on first-hand information using research questionnaire. The secondary data is from books, journals, periodicals, research articles of seminars and conferences and internet source. To investigate the print and electronic media library services for journalists, the research instrument is used which consists questions mainly on extent of access, frequency use of ICT devices, adoption of ICT, broadcasting of journalist using ICT easy, etc. The responses of the sample are represented in statistical tables. To know the significance the researcher used the chi-square test and percentages were applied.

DATA ANALYSIS AND INTERPRETATION

Table 1: Extent of Access to ICT devices (Q.1)

Sl. No.	Type of Media	Large extent	Moderate extent	Low extent	Can't say	Total
1.	Print Media	39 (35.5%)	49 (44.5%)	7 (6.4%)	15 (13.6%)	110 (100%)
2.	Electronic Media	30 (30.0%)	45 (45.0%)	9 (9.0%)	6 (6.0%)	100 (100%)
	Total	69 (32.9%)	94 (44.8%)	16 (7.6%)	31 (14.8%)	210 (100%)

Among 110 respondents of print media respondents, majority 49 (44.5%) of them access ICT devices a moderate extent, 39 (35.5%) to a large extent, 7 (6.4%) to a low extent. Similarly, out of 100 respondents, majority 45 (45.0%) access ICT devices to a moderate extent, 30 (30.0%) to a large extent and 9 (9.0%) to a low extent. Out of 210 respondents of the study, 94 (44.8%) of them access to a moderate extent, 69 (32.9%) large extent and 16 (7.6%) to a low extent. Hence, it is concluded that majority journalists 94 (44.8%) access to ICT devices to a moderate extent.

Table 2: Frequency of use to ICT devices (Q.2)

Sl. No.	Type of Media	Very often	Often	Rarely	Can't say	Total
1.	Print Media	38 (34.5%)	49 (44.5%)	8 (7.3%)	15 (13.6%)	110 (100%)
2.	Electronic Media	25 (25.0%)	45 (45.0%)	12 (12.0%)	18 (18.0%)	100 (100%)
	Total	63 (30.0%)	94 (44.8%)	20 (9.5%)	33 (15.5%)	210 (100%)

It is observed from the table that 49 (44.5%) respondents of print media use ICT devices often, 38 (34.5%) of them use very often, 8 (7.3%) use rarely and 15 (13.6%) of them can't say. Likewise, 45 (45.0%) respondents of electronic media use the ICT devices often, 25 (25.0%) very often, 12 (12.0%) rarely and 18 (18.0%) can't say. In total both type of respondents 94 (44.8%) use ICT devices often, 63 (30.0%) very often, 20 (9.5%) rarely and 33 (15.5%) can't say. From this study it is said that a considerable number of respondents 94 (44.8%) often use ICT devices.

Table 3: Perception of Journalists on Cost Affect the Adoption of ICT (Q.5)

Sl. No.	Type of Media	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Total
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1.	Print Media	29 (26.4%)	55 (50.0%)	18 (16.4%)	0 (0.0%)	8 (7.3%)	110 (100%)
2.	Electronic Media	26 (26.0%)	43 (43.0%)	13 (13.0%)	3 (3.0%)	20 (15.0%)	100 (100%)
	Total	55 (26.2%)	98 (46.7%)	31 (14.8%)	3 (1.4%)	33 (10.9%)	210 (100%)

The study shows that 55 (50.0%) print media respondents agreed that installing new technologies in media house it affects cost, 29 (26.4%) strongly agreed, 18 (16.4%) undecided and 8 (7.3%) strongly disagree. Majority 43 (43.0%) respondents of electronic media agreed, 25 (26.0%) strongly agreed, 13 (13.0%) undecided 20 (15.0%) strongly disagreed and 3 (3.0%) disagreed. On the whole (46.7%) respondents agreed, 55 (26.2%) strongly agreed, 31 (14.8%) undecided 3 (1.4%) disagreed and 33 (10.9%) strongly disagreed. Therefore, it is found that 153 (72.9%) agreed that the cost of installing new technologies in media houses affects the adoption of ICT.

Table 4: ICT made easy in broadcasting and journalism

Sl. No.	Type of Media	Yes	No	Total
1.	Print Media	88 (80.0%)	22 (20.0%)	110 (100%)
2.	Electronic Media	76 (76.0%)	24 (24.0%)	100 (100%)
	Total	164 (78.1%)	46 (21.9%)	210 (100%)

According to above table it can be understood that most 88 (80.0%) of the print media respondents opined that ICT made easy in broadcasting and journalism easy, clear and standardized, however, 22 (20.0%) not accepted this. More than three-fourths 76 (76.0%) electronic media respondents also expressed same opinion and the remaining 24 (24.0%) not accepted. The same results are drawn when both media together opined, 164 (78.1%) accepted and 46 (21.9%) not accepted. As such, it is concluded that more than 78% of both type of journalists accepted that ICT has made broadcasting and journalism easy, clear and standardized.

Table 5: Use of ICT in discharging duties

Sl. No.	Type of Media	Very Often	Often	Seldom	Total
1.	Print Media	39 (35.5%)	55 (50.0%)	16 (14.5%)	110 (100%)
2.	Electronic Media	42 (42.0%)	34 (34.0%)	24 (24.0%)	100 (100%)
	Total	81 (38.6%)	89 (42.4%)	40 (19.0%)	210 (100%)

Table 5 results shows that print media 55 (50.0%) respondents stated that they often use ICT in discharging their duties, 39 (35.5%) very often, 16 (14.5%) rarely. But, the respondents of electronic media respondents very often use ICT in discharging their duties, 34 (34.0%) often and 24 (24.0%) rarely. However, a high percentage of

respondents (89 or 42.4%) of both media stated that they often use ICT. Therefore, it is found that majority (42.4%) of the respondents often use ICT in discharging their duties, yet there is a difference in both media journalists.

FINDINGS

- The study found that majority journalists 94 (44.8%) access to ICT devices to a moderate extent.
- A considerable number of respondents i.e., 94 (44.8%) often use devices ICT services.
- It is found that 153 (72.9%) respondents agreed that the cost of installing new technologies in media houses affects the adoption of ICT.
- More than 78% of both type of journalists accepted that ICT has made broadcasting and journalism easy, clear and standardized.
- The results found that majority (42.4%) of the respondents often use ICT in discharging their duties, yet there is a difference in both media journalists.

CONCLUSION

The journalists access ICT devices to a moderate extent. A considerable number of respondents often use ICT devices in their day-to-day services. Nearly three-fourths of the respondents agreed that the cost of installing new technologies in media houses affects adoption of ICT. The journalists accepted that ICT has made broadcasting and journalism easy and clear. With regard to use of ICT in their duties, print media journalists often use and electronic media very often use.

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