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þÿ J O U R N A L I S T S   P E R S O N A L FACEBOOK PAGE USAGE AND ETHICAL DILEMMAS: THE CASE OF AMHARA MASS MEDIA AGENCY BY201

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Wisdom at the source of the Blue Nile

BAHIR DAR UNIVERSITY
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND COMMUNICATIONS
MEDIA AND COMMUNICATIONS POSTGRADUATE PROGRAM

JOURNALISTS' PERSONAL FACEBOOK PAGE USAGE AND ETHICAL DILEMMAS: THE CASE OF AMHARA MASS MEDIA AGENCY

BY

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JANUARY 2021

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A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION PRESENTED IN PARTIAL FULFILMENT OF THE REQUIRMENTS FOR THE DEGREE OF MASTERS OF ARTS IN JOURNALISM AND COMMUNICATION

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DECLARATION

This is to certify that the thesis entitled Journalists' personal Facebook page usage and Ethical dilemmas: The case of Amhara Mass Media Agency submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication, Bahir Dar University, is a record of original work carried out by me and has never been submitted to this or any other institution to get any other degree or certificates. The assistance and help I received during the course of this investigation have been received during the course of this investigation have been duly acknowledged.

Yemanebrhan Getachewu Alemu   January 2021   Bahir Dar

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Advisor's approval of thesis for defense

I hereby certify that I have supervised, read, and evaluated this thesis titled Journalists' personal Facebook page usage and Ethical dilemmas: The case of Amhara Mass Media Agency by Yemanebrhan Getachew Alemu prepared under my guidance. I recommend the thesis be submitted for oral defense (mock-viva and viva voce).

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POST GRADUATE PROGRAM

Examiner's approval of thesis for defense result

We hereby certify that we have examined this thesis entitled Journalists' personal Facebook page usage and Ethical dilemmas: In the case of Amhara Mass Media Agency by Yemanebrhan Getachew Alemu. We recommend that Yemanebrhan Getachew Alemu is approved for the Degree of Master of Arts in Journalism and Communication,

Board of Examiners

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ABSTRACT

In this thesis, the researcher examines ethical dilemmas journalists in Amhara Mass Media Agency face regarding their personal Facebook usage. This thesis employed qualitative in-depth interview with twelve AMMA journalists, editors and media managers and quantitative content analysis of the posted messages of 129 journalists for data collection. The research has been farmed based on two theories such as, professionalism theory and social responsibility theory which have been assumed resolving ethical problems and providing broader perspective. The results show that the participants are frequent users of their personal Facebook account, they mostly access internet at the office and they mainly use for personal and work related purposes. Consequently, this research identifies journalists use their personal Facebook page for various purposes, such as to find news and information, to get feedback, to promote and distribute their work and personal opinions, to engage on a discussion with audiences, to follow sources and like. The study also reveals that messages displayed on journalists' personal Facebook page are mostly personal opinions and focus on politics.

 The research displayed journalists still struggle with ethical dilemmas such as, being factual and opinionated and being personal or professional regarding their personal Facebook usage.

The research recommends being ethical and professional concerning journalists' personal Facebook usage by implementing the guideline. The media organization insures the appropriate use of the social media policy for their benefits by providing regular training for journalists; media organizations should update their system including the editorial policies accordingly.

ACKNOWLEDGEMENTS

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List of Acronyms

AFP   Agence France-Press

AMMA   Amhara Mass Media Agency

ATP   Autonomous Transaction Processing

BBC   British Broadcasting Corporation

CIA   Central Intelligence Agency

FGD   Focus Group Discussion

IPA   Internet Protocol Address

ITU   International Telecommunications Union

SPSS   Statistical Package for Social Sciences

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

The new media brings many opportunities for not only the journalism profession but also for almost all other professions. In fact, the new media have a powerful impact on the old media and the journalists who work in too.

"From clocks to telegraphs to radio and television, new media have always woven themselves into everyday life, interfering with existing patterns of temporal organization, generating new rhythms and spaces. The migration of computer technology from industry and research laboratory to the home over the past thirty years or so has intensified these processes." (Narasimhamurthy, 2014, P.1)

The impact could be shown on the personality of the journalists and the content they broadcast or print through the media organization they work in. Especially in media organizations the purpose of social media as a source of information and as a medium for disseminating information makes the importance unquestionable. And even it provides an ample opportunity for journalists to express their personal attitude and opinion through. Moreover it gives the chance to have their own channel to get their own followers. Individual journalists ever more create their own social media account for their individual purposes such as, to get friends, communicate family, send or receive personal things and as journalist for public consumption to promote their news products and build personal brands. As much as the digital skill of the journalists they use Facebook account to gather information and to disseminate information to reach many audiences without boundary limitation within a single click. Journalists post, share, like, dislike, comment, follows, unfollow, copy, paste, edit, and like activities when they are online. All activities which they perform online are public which could influence their professional identity.

As Ilona (2017) discuses that even the social media build the professional identity of journalists. That is well known the internet technology makes the work of journalists easy in many ways. There for, now a day most media organizations encourage journalists to engage in social media to expand readership, raise brand awareness, and increase their website traffic and so on. Journalism schools include the new media learning in the curriculum. In the process of using social media, journalists' individual interest and professional interest should be taken in to

consider. The challenges journalists face in using social media have been evaluated. The main the focus of the research is the ethical dilemmas that journalists face regarding to their social media specifically Facebook usage. It is explained how to journalists in Amhara mass media agency should behave on social media?, including drawing lines between professional and personal opinion and not sharing something that might have interest conflict with the organization they work in. Journalists' personal social media usage highly concerned of the media identity because the information disseminated or communicated through their personal page and the media they work in might exposed for the audience. More over their profile tells they are workers or members of Amhara mass media agency and the internet protocol address (IP) of the connection they use when they are in the office registered by the name of the media organization. That is why news media like BBC made a social media usage guide line of journalists.

For instance as BBC (2015) a journalist who works in BBC encouraged to have personal social media account and participating in social media have to be aware of the need to protect the agency's image and principles. As the corporation social media usage guideline all information posted online whether on Twitter, Facebook or any other social network is effectively in the public domain even if it originates from a personal account.

In this advice guide, The AFP (2009) indorses that the journalist don't forget that they are representing the media during their appearances in these sites. The Post also wants them to detail exactly and clearly what their intentions are regarding the topic about which they are locating information. Moreover, it advices that the personal use of these platforms must not reflect behavior, prejudice, or lack of value which bring into doubt the objectivity of the information disseminated in the Post.

And how should journalists use their personal social media especially Facebook pages without violating journalists' professional objectivity, the benefits and the ethical dilemmas of the social media usage are the core focuses of this research.

1.2. Statement of the Problem

Since social media or the digital media in general is a recent phenomenon there are numerous researches on it. Researchers tried to discuss from the basic concepts of social media and related issues and effects on general life of the society. The new media positive or negative impacts are tried to be identified and solutions and preferable ways to manage it are indicated. For instance, Ethical dimensions of social media usage: a case study of Kishalaya (2016) told us the opportunities that the new media provides. In addition, the writer told us the Arab revolution and the role of social media as an example. Hate speeches which influence the cutler, moral and legal values of the society in details and disadvantages it has if it is not used ethically are well discussed. On the other hand, Tamara and Gunnar (2009) said that the profession of journalism is under high presser due to the influence of new media technology. Their research explore how the changing nature of journalistic work and organization are affecting the profession, the way it is supposed by personnel, the roles played by journalists and autonomy of journalists. According to these two researchers Tamara and Gunnar (2009) the social media communication makes every individual to use and disseminate information for others and get feedback as they need without any professional training and educational background.

In addition, Afizan and Fariza (2018) show that Facebook is one of the best platforms that can be used to voice out opinions or claims. Thus, it is often being used by individuals, politicians, entrepreneurs or even critics. However, it has an unhealthy environment for both the government and the investigation team in searching for the right information and theorizing the situation as there is lack of befitting evidence or proof. They stated that the social media especially Facebook makes us surrounded by information. And they indicted to eliminate the risks of social media usage. But they are still mainly focus on journalists consumption of information from the social media particularly Facebook platform. Ameyu (2015) also discussed that journalists use social media for various purposes, such as for gathering information, for communication purposes, for professional development. And he mainly focused on the consumption of the journalists. However, journalists are not only consumers of social media information rather they produce and are active participants. Their use of the social media for professional and personal purpose is marred with challenges. Their participation in discussion on social media is not as much of and they have no demarcation for personal and professional use of social media. Journalists kept silent, mainly, consuming social media contents while media outlets provide. As off line media

outlets are not encouraging journalists to use social media, the journalists are forced to adopt a dual identity: one identity for their personal social media and one identity for the media they work in. So the research would show this gap by focusing on the production part of the journalists' personal Facebook pages.

The other scholar who has more than one research on journalism profession is Terje S. (2011). The research he titled "Journalists or activists? Self-identity in the Ethiopian diaspora online community" investigates the role of the diaspora online media as stakeholders in the transnational Ethiopian media landscape.

But the media landscape which the diaspora online community and the target groups of this research or Amhara mass media agency journalists is different. This means diaspora online community work only on online media. And they have better freedom of expression. Even though, the researcher told as they consider themselves as journalists, they may not have journalism professional background. However, the target groups of this thesis were journalists in profession; serve in public media organization which has social media usage guideline; they work in mainstream and print media too; the aim, the target audience, the content of the media they work in is somewhat unlike too. In general, social, economic and political conditions in homeland Ethiopia are different from the abroad.

Afizan and Hanis (2018) discussed the issue of accuracy of the news has become a great concern among scholars for a number of reasons. They are concerned with the information posted on Facebook and the media effects on the audience. There is, however, another concern that is rarely discussed is the matter of its effect on journalists' profession and the media they work in. Understanding how they use their personal Facebook page and their perception is necessary to find out the degree of influence that their social media platform would have as this could lead to the spread of misinformation. When journalists post their opinion on their personal Facebook page for their followers it might violate the interest of the organization they work in. Even the profile pictures they use, the pages they follow, the contents they like, share, tagged, and so on considered by the audience more valuable than other ordinary social media users; Because, they are journalists who have professional and organizational values.

Thus, based on the researcher's present observations, journalists post their personal opinion, feelings and emotions on their personal Facebook page without any consideration of professional and organizational ethics. Therefore, the research aims to fill the gap in regards to the matter of

the journalists' ethical dilemma in relation to information they post on their personal Facebook page.

1.3. Objective of the study

1.3.1. General objective
The main objective of the study is to examine the journalists' personal Facebook page usage and their ethical dilemmas in the case of AMMA

1.3.2. Specific objectives
The research

- ❖ Identify why journalists in Amhara Mass Media Agency use social media for
- ❖ Point out the emphasis of contents on journalists' personal Facebook page messages
- ❖ Explore the ethical dilemmas which journalists face because of their Facebook usage
- ❖ Identify how journalists' Facebook usage affects the professional ethics and standards in general

1.4. Research questions
1. Why journalists in Amhara Mass Media Agency use social media for?
2. On what issues do journalists put emphasis on their personal Facebook page?
3. Which ethical dilemmas do journalists face by their personal Facebook usage?
4. How journalists' Facebook page usage affects the professional ethics and standards in general?

These are questions which the research would be focused on.

1.5. Significance of the study

As the social media brings benefits for the journalism profession it has its own challenges. It is necessary to understand the advantage and limitations of the digital world. Journalists and media managers have to have good knowledge and skill of using the social media. Upon successful completion of the research, it is helpful for journalists to show and alarm the situation their social media usage status is. Media managers decide based on research based knowledge than mere information about social media usage. policy makers, researchers, online experts and media critics, both in the country and abroad, to have an understanding of the status of social media and

journalism in regional state media AMMA. Above all, it would provide a direction for media organizations in what way to join a networked global media environment. This in turn would increase the media's role as a public forum, boosting their ability in such a way to effectively discharge their responsibility. Besides, it can serve as an instance of reference for further studies on the area.

1.6. Scope of the study

The research would be focused only on journalists' social media usage specifically personal Facebook page including their profile picture, the idea they post, share, like and so on. Geographically the research was confided in Amhara Mass Media Agency and journalists and editors from different departments have been included.

1.7. Limitation of the study

COVID- 19 was the main difficulty of this project. Especially to meet the interviewed participants was needed safety. The researcher used every safety rules and performed the task. On the other hand, getting the expected answer on a particular question was hard in some cases. Some of the participants would answer quite shortly on the researcher's questions, where longer answers were expected. "People who are in position to have the knowledge you want may not always want to share that information openly." (Rubin & Rubin, 1995, p. 67) Circumstances like this were pretty stressful for the researcher since during the interview process there are constantly emerging follow-up questions that can be essential for the analyzing process.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Social Media

As many scholars it is not easy to define the term social media. For Daniel (2010) social media is like a two way street which gives and enables users to communicate. And it is new forms of media that involve interactive participation. To show the meaning and concept of social media Jimmie (2014) divided the development of media into the broadcast age and the interactive age. In the broadcast age media which characterized by exclusively centralized, feedback to media outlets was often oblique, late, and impersonal.

On the other hand, Bell & Taylor (2017) explain as the interactive age is the rise of digital and mobile technologies, interaction on a large scale became easier for individuals than ever before; and as such, a new media age was born where interactivity was placed at the center of new media functions. "Simply put, social media is the media we use to be social. That's it." (Safko & Brake,2010, p.03). And they define social media as it is individuals' activity and practice on media that enables sharing which includes the cultural product and the relationship among the users. Howard and Parks (2012) argue that Social media is merely application or social networks; rather it consists of tools, contents and those that produce and consume the digital content. Michael (2012) relates the concept of Social media with several related concepts: such as, user generated content, convergence culture, participatory media, and computer programming oriented 'Web 2.0'.

Hermida (2012) elucidates the concept of Social media by its characteristics such as participation, openness, conversation, community, and connectivity. These features show the powerful nature of social media over traditional media. As Taprial & Kanwar (2012) stated, the new media has five distinctive characteristics.

Accessibility refers the easy accessibility of social media and takes no or low cost to use. It is also easy to utilize and connect with others.

Speed is about the once disseminated information could reach many instantaneously.

Interactivity is the quality of social media enables a two way or more communication. Users could interact with each other; ask questions, comments, share and offer the other version of viewpoints.

Longevity/Volatility refers the quality of social media content remain accessible for a long time. And it enables updating any time.

Reach refers the quality of social media that enables to reach anyone crossing social interaction of the users limited by cut breaks. Howard and Parks (2012) given that social media is the spaces to meet others and justify the people are social beings. Social media sites increase this social relation (Donath, 2004). However, Trottier and Fuchs (2015) argue that any forms of media are social because they store and transmit human knowledge that is products of social relations in a society.

2.2. Social Media and Journalism

Deuze (2005) stated that journalism is a profession to serve the people makes it tempting to the changes that come regularly with the society. And it is a profession that continuously modernizes itself with the changing trends. Deuze (2005) proposes that five basic values which could well portray journalism's ideology: public service, credibility, autonomy, immediacy, and legitimacy. On the other hand, social media is a platform that is too young, but has yet brought a global impact. However, such kind of challenges to journalistic norms are not new as the profession has debated on commercialization, bureaucratization, new media technologies, seeking audiences, and concentration of ownership.

Even though its young age, social media has questioned the status quo of journalism profession. Several scholars who studied the century old and the emerging platform have spell diverging views on the impact of social media on journalism. Their view includes seeing either social media as a threat or an opportunity for journalism profession. Watt and Allan (2013) explain that the emergence of social media is a new challenge for journalism. Scholars like Deuze (2005) and Shirky (2008) spell that social media put the profession of journalism to death. Whereas Hermida (2012) argue that social media has just merely raised a question on the status quo of journalism as it shapes and transforms the discipline. They stressed social media is shaping journalism. It has changed the way people communicate and the way information is produced, consumed and

distributed. On another way Dimitrov (2014) states that journalism will survive with its professional status quo even in the age of social media.

Supporting Dimitrov's (2014) views, Huffington (2008) adds that the rising of social media is a good opportunity for of journalism to flourish. Confidently, Tomno (2012) asserts that social media has been named as golden age of journalism. Similarly, Montgomery (2014) contend that social media offers good opportunity for journalism profession. They disagree with the idea of social media replacing journalism. Rather they argue that social media has brought additional platforms to provide information, to ignite discussion and to communicate easily with news and information consumers.

Although, scholars argue differently on the level of impacts of social media, however, they agree well on the impacts social media has brought on journalism profession. As Fancher (2009) this is in order to practice the profession of journalism on social media in such a way to remain serving the public with verified information. Therefore, discussing with the people and engage in partnering the public on the new sphere is the new promise for journalists. Beckett (2008) also argues that social media increase the servicing role of journalism. In addition, the other scholar stated that production of meaning is mutual which means radically decentralized. As a result, emerging models of information are taking an ever larger role in how we produce meaning information, knowledge, and culture in the networked information economy (Benkler, 2006).

However, Newman (2012) explains that it might take time to embrace social media for media organizations. Because the attitudinal change of media organizations is needed to work on social media. And it comes gradually even in countries known to have a vibrant media. The other scholar Hermida (2012) identifies the major impacts of social media on journalism as follows:

1. Gathering the news: journalists have been taking social media presence to find stories, sources, and ideas in such a way to get a different perspective. Turning to audiences has in turn empowered them not just as news sources, but as news sensors as well. Mainly, social media sites are widely used for breaking news disaster, terrorist attacks as journalists cannot be everywhere. Thus, social media networks have become part of news gathering.

2. Reporting the news: social media has enhanced reporting while enabling to report as things unfold with the witness account across boundaries. This includes reporting timely information from the court room within a fraction of seconds which wouldn't be possible otherwise. But this

doesn't mean that things merely end once discussed on social media, rather the journalists' new role of creation will continue. However, for the most part, as studies show media organizations and journalists are yet to tap the potential of social media as they are not engaging well on discussion with audiences online.

3. Recommending the news: social media has pledged news rooms to promote their products. This happens as they recommend the news with a link to the website of the news outlet. Journalists and editors also use it as a promotional tool. This widens their audience reach and helps build their brand. However, this also gives a right to audiences to navigate the news; either to continue with the link and recommend the news to their friends. Thereby, the gate keeping function of the media is challenged. This is due to the fact that, friends on social media take the role of news editor while keep on recommending what is important and interesting to their friends in such a way inviting them to read, watch or listen. As a result,

Hermida argues that social recommendation declines the relationship between consumers and producers of the media. In fact, it is widely seen that many users believe they get immense information from social media than if they depend on traditional media. In addition, Hermida (2012) contends that the rise of social media has a consequence on the editorial and ethical standards of traditional journalism. He puts three challenges:

1. **The process of Verification**: the use of social media for breaking news and the concept to be first has brought new challenges to verification which is one of the journalism's principles. And this has the power to cost the big asset of media organization credibility.

2. **The Interpretation of Objectivity:** objectivity, one of the key values in journalism gets challenge with the use of social media. Thus, media organizations are drafting social media guidelines to fight partiality that has come with the use of opinions by journalists on social media networks. Thus, journalists are getting hardened on the very social nature of social media.

3. **The Professional/Personal balance**: either to use social media for personal or professional purpose is igniting a debate among scholars. News organizations and journalists are developing frameworks to negotiate the hazy line between the personal and professional use of social media. However, news organizations have varied viewpoints towards this.

Seen broadly, the impact of social media is immense. Harper (2009) argues that social media has come to center three basic areas within journalism; public's trust of the media, the value of local news organizations, and the way news is covered with the help of social media. The global

impact it has brought, with the study of scholars, has to awaken many unseen trends in the years to come.

"Due to the fact that it largely seems that social media has come to stay thus the influence of social media on journalism will continue. This would be visible as in changing journalism, journalists are themselves engaged in forming and shaping norms of acceptable, and accepted, professional practice of social media" (Hermida, 2012, P.325). Researchers who investigated journalists' social media usage in different context, Bossio & Sacco (2016) calcify journalists into three different groups according to how they present their professional and personal identity on social media. These different categories are:

1. *Transitional identity* which refers journalists who creating separate personal and professional social media accounts or using different platforms for personal and professional purposes.

2. *Branded identity* these are journalists who use social media only for professional life, not personal life at all.

3. *Social identity* these are journalists who blending professional and personal identities, which means they are using the same platforms for personal and professional purposes.

2.3. Journalistic Ethics in current social media era

As a new occurrence social media has its own effects on the journalism profession. To discuss specifically, Ward (2009) explains the concept of ethics as it is the analysis, evaluation and promotion of what constitutes correct manner and righteous character in light of the best available principles. At the basic level, ethics asks how individuals should live well ethically in right relation to each other. Moreover, as Ward (2009) argues, ethical reasoning is about how people interpret, balance and modify their principles in conjunctions with new social conditions, new technology and, in general, in conjunction with new facts.

Ethics, solely journalistic ethics is a vital practical activity (Ward, 2009, p. 296). To see more clearly, Borden (2007) explains that journalist profession has been internally regulated by standards, principles, and norms, which are enlightening for individual journalists' everyday decisions. Therefore, for this scholar ethics in journalism profession is considered as an internalization of an ultimate concerning how journalists had to behave. The other researcher Cooper (1998) identified forty ethical problems related with journalists' new media usage for personal or professional purposes, such as self-presentation on social media, plagiarism and the

handling of digital images. In the meantime, Davis and Craft (2000) explore the interest conflict among media organizations and journalists.

According to Whitehouse (2010), ethical principles regarding privacy must be updated due to the ease with which information is obtained and disseminated through social networks, in order to strengthen the credibility of online media. Furthermore, Eid and Ward (2009) had shown that most digital media outlets have only just started to implement codes of ethics or specific rules for self-regulation. According to these authors' explanation, ethics and social responsibility are vital elements in the effective journalists' social media usage. Their for media organizations and, as such, should go hand in hand with the freedom that prevails online. It is undeniable that in the age of digital media journalistic ethics are passing through a difficult transition where practices of a diverse nature coexist (Whitehouse, 2010).

2.4 Ethical dilemmas and its impact on professionalism ethics

According to Ryan G. (2018) it is the era of journalism that professional journalists could share the social media sphere with tweeters, bloggers and other active social media users. However, there is much backlash over what journalists can say or include on their social media accounts both professional and personal.

JC Suárez V. and J. Cruz (2016) argued that social media users have the opportunity to participate, share and even create content. And they use the term "user" to refer the engagement of participates in digital communication. Deuze (2004) supplements the term user with the qualifying adjective "active" to try to enhance the active involvement of the public. In addition, Bruns (2008) proposes the term "prod-user" to reflect the digital user's dual role of content creator and receiver. When we see the effect of this double standard characteristic of social media users by taking the journalism profession in consider journalists also have an opportunity to use the digital media as professionals and other individual users.

Ryan G. (2018) argues that even thou news organizations and media companies inspire journalists to use social media to gather information and create a brand for themselves, online comments, tweets or posts can put professional journalists in the destructive spotlight. And he added that the digital media offers journalists expressing biased opinions, promoting political views, ratifying candidates and making offensive comments. Related to this idea, Deuze and Yeshua (2001) discussed that journalists face ethical dilemmas in this situation.

As Deuze and Yeshua (2001) first the digital media could particularly affect journalism profession in terms of its credibility; because in the social media environment everyone is both producer and consumer of content.

Singer (1996) shows as journalists' ethical dilemmas related to social media usage as they are struggling to keep their credibility in an environment abundant with gossip, fake identities, and commercial activities. In this environment journalists would ask themselves "How do we make good decisions in an environment that has neither a long journalistic tradition nor an opportunity for reflection?" (Lynch 1998, p.5).

Sakulsri S. (2016) mentioned her experience during the 2013–2014 political chaos in Thailand. At that time some journalists use social media to gather opinions of other users, and even disseminate their own opinion about the political situation. And she told as some reports were gathering biased opinions from online communities and some others express their personal opinion about conflict issue freely on social media; and not only the credibility of the media organization but also the journalists professional ethics become at risk.

2.5. Personal and professional use

Sophio (2015) explained that Social network services have applied a wide variety of technical features; they consist of users' visible profiles and display an expressed list of friends who are also users of the system. Profiles are unique pages where one can type oneself into being. After joining a Social network services, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions. Users might asked to provide personal information such as, name, age, gender, location, educational background, profession, organization they are working in, marital states, interests, and so on. Including Facebook most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia content or modifying their profile's look and feel.

Brems, Temmerman, Graham and Broersma (2016) identified that the current social media age enables even individual journalists more visible than ever. According to these scholars the virtual presence of journalists on social media platforms like Facebook provides exceptional approaching in their working habits, opinions and personal activities. Journalists, who often were

not more than a name or initials under an article or a news item, have now become the owner of media channel which enables them communicate easily (Reich, 2010).

As Bell & Taylor, (2017) Journalists' personal social media usage has become important and has reengineered their profession. Journalists mostly use their personal social media platform to disseminate their opinions and to establish interpersonal communication (Hermida, 2010). Further than professional purposes of social media such as dissemination, sharing, and consuming of information Facebook is considered as a powerful tool to express views and judgments and to share personal contents (Lasorsa, Lewis, & Holton, 2012). Therefore, Cardon (2008) argue that the use of this kind of social medium challenges the periphery between journalists' professional and their personal identity. Journalists are subjected to face with various audiences together such as family, relatives, and the public with a high demand of transparency and engagement (Hedman, 2016).

On the other hand, Journalists' social media usage either for personal or professional purpose is igniting a debate among scholars (Sophio, 2015). As a result news organizations are developing frameworks to make clear the unclear line between the personal and professional use of social media among journalists. However, news organizations and scholars have varied viewpoints towards this (Cara, Martina, Todd, and Marcel, 2016). Christian (2018) states that practical phenomenon the New York Times issued new guidelines to its staff on the use of social media in late 2017. Christian Christensen show some articles of the news room guide line which reminded journalists that, as employees, their use of social media whether work related or private could have a detrimental effect upon the organization.

The New York Times management put in the guideline that: "In social media posts, our journalists must not express partisan opinions, promote political views, endorse candidates, make offensive comments or do anything else that undercuts The Times' journalistic reputation." The New York Times went on to tell its employees that while they may think that their social media accounts are private, "everything we post or 'like' online is to some degree public. And everything we do in public is likely to be associated with The Times." (The New York Times 2017)

As Sophio (2015) journalists are expected to contribute to the spread of their organizational product throughout personal social media accounts, while on the other hand being told that

posting personal comments and political opinion on those same platforms could put at risk journalistic neutrality. For Burkart and Christensen (2013) social media by journalists is "power and resistance, labor and capital, information flows and 0blockages, and identity become visible and describable in communicative practices and expressive cultures responding to geopolitical changes" (Burkart & Christensen, 2013, p. 4). They discussed that the use of social media among journalists directly related to issues of labor, professional practice, technological affordances, political economy, the personal and private divide, free expression, and the control and co-modification of public discourse.

As Diana and Avery (2018) there is a tension between newsroom policies on the sharing of personal opinion, and expectations from both media companies and users that journalists' engagement with their audiences.

Gregg (2013) has suggested these frustrations stem from processes of creating both an organizational and individual professional voice on social media, where the distinction between "public outreach and commercial transactions" becomes increasingly difficult to distinguish and employees become increasingly exploited by using their online connections for the sake of organizational or professional benefit. Thus, the more dependent journalists become on professional interactions online, the more labor is required to maintain them (Gregg, 2013, p. 114). Marwick and Boyd (2011) concluded that journalists' social media usage should be guided by the imperatives of professional control needed by the media organization they are working in.

2.6. Social Media Networks Guideline

The rise of Social Media Networks has made several institutions not only end to join, but preparing guidelines to utilize the new platform wisely as well. As a result, several media outlets prepare guidelines under which they could govern the use of the networks. Social Media Networks guideline is a standard, code, policy or practice guides that keeps media outlets and journalists under the auspice of principles of journalism on social media. How to use Social Media Networks contents, how to guide conversations, what a journalist or editor is not expected to do, and how to approach opinions would be stated under. Mainly, it includes how journalists interact with users and sources, audiences as well.

Generally, guidelines indicate what is permitted or not on Social Media Networks either for journalists and editors. It resembles the ethical principles to practice journalism on Social Media

Networks. That is why stations encourage journalists' use of Social Media Networks. This is due to the fact that there is what journalists would benefit once they joined the network: to press on stations and personal brands of journalists. As result, these are guidelines to counter the professional influences on Social Media Networks or to keep the professional norms and practices of journalism working on the networks. In other way, this is about legitimizing the networks for journalism purpose.

Opgenhaffen and Scheerlinck (2014) explain that putting guidelines for Social Media Networks is not easy with the freedom the platforms provide and with the manner journalists want to use them. Flemish journalists challenge a guideline citing it restricts the personal and the freedom to use of the networks while recommending common sense would be enough.

Globally, media outlets like AFP, BBC, Reuters, and other regional and national institutions are developing guidelines to manage the risks that would come with unwisely use of the networks. Those guidelines encourage journalists' use of social media while being cautious to the possible threats that would come either in personal or professional use of the platforms. It also includes the manner of use while sourcing, publishing, interacting with users, and states to pay attention to privacy, defamation so as to keep the reputation of the outlets (AFP, 2013; BBC, 2011; Reuters, 2012). Basically, stations are amending their guidelines as well with the mutating of social media platforms. There for, BBC has disclosed an amended guideline on March 2015. As a result, some outlets assign editors, whereas others leave assuming it is the task of all employees.

Facebook is analogous to customer relationship management for people, "it is increasingly how many of us manage relationships across our personal and professional lives" (Shih, 2011, p. 49). In this respect this research attempts to examine use of this SNS among Norwegian journalists during the workflow. Due to this, the main points and functions of Facebook are discussed in detail in the following sections.

2.7. Theoretical frame work

This thesis employed social responsibility theory and professionalism theory as principal theoretical frame to guide the study. In this sub-section, relevant theoretical frameworks that inform this research are discussed.

2.7.1. Social responsibility Theory

Mc Quail (2005) discussed that social responsibility theory is one of the four normative theories. Fred Siebert, Theodore Peterson and Wilbur Schramm were first proposed normative theories in their book called "Four Theories of the Press". The time was during the height of 'cold war' with communism and soviet. Normative theories are often called as western theories of mass media. Stanley J. and Dennis K.(2010) normative theory describes an ideal way for a media system to be controlled and operated by the government, authority, leader and public. These theories are basically different from other communication theories because normative theories of press are not providing any scientific explanations or prediction. They sated that these four theories of the press were came from many sources. Sometimes media practitioners, social critics and academics also involved to develop these normative theories.

Normative theories are about the relationship between Press and the Government rather than press and the audience. This means, they concern about the ownership of the media. The four press theories such as, Authoritarian theory, Libertarian theory, Social responsibility theory and Soviet media theory are categorized as normative theories.

To focus on social responsibility theory, it is associated with the Commission of the Freedom of Press in United States at 1949. In mid-20th century used by most of the developing countries and third world nations.

Jenny and Fung (2009) explain as Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that "No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations".

Mc Quail (2005) identifies tasks based on social responsibility of media such as formulate the code of conduct for the press, improve the standards of journalism, safeguarding the interests of journalism and journalist and criticize and make some penalty for violating the code of conduct.

Because the theory allows expression of personal and public opinion by taking the professional ethics in consider. It also recognizes private rights and vital social interests.

When we see the critics of social responsibility theory Ravi (2012) pontes out as follows

- Avoids the conflict situation during war or emergency by accepting the public opinion.
- Media will not play monopoly because the audience and media scholars will rise questions if media published or broadcast anything wrongly or manipulate any story.
- Media Standards will improve.
- Media will concern all class audience rather than focus on higher classes in the society.

2.7.2. Professionalism theory

According to Rebecca R. (2012) Professionalism theory become popular at the end of the last century. Ant it is about a combination of intellect and moral character. For Carr-Saunders & Wilson (1927) professionalization is about the development of forms that establish qualifications for entrance to a professional practice or activity. Kemal (2013) added that professionalism in communication concern itself with tangible principles; and it is about accomplishing something within specific context, and reliable achievement in accomplishing a purpose requires that strategic communication be accomplished collaboratively at a high level of competence.

Nancy S. (2004) summarized the three main functions of professionalism theory. First, it resolves ethical problems. Second, it is helpful for exposing unenviable bias and third it functions gaining broader perspective. She discussed that professionalism theory praises qualities like being knowledgeable and skillful, altruistic, respectful, honest, compassionate, committed to excellence and on-going professional development. Moreover it is helpful showing responsiveness to the needs of society that succeeds self-interest.

When we come to the journalistic Professionalism, Hallin and Mancini (2004) discussed that it enables journalists to serve the public rather than particular interests, to act according to specific journalistic professional standards of practice, and to act as neutral information providers and

avoid identification with particular points of view. For Michael S. (1978), the term professionalism is a key for more objective journalistic reporting. Dan Schiller (1979) added that, objectivity increased the legitimacy of commercial newspapers and their function as watchdogs of the public interest. Because professionalism opposes bias, others charge professionalism with serving as a method of control by management over reporters and editors (a co-opting of labor unrest) that ultimately standardizes news content and protects the status quo.

Nutman (2013) discussed that professionalization is indeed likely to be low in the situation where political parallelism is very high, with media organizations strongly tied to political organizations, and journalists deeply involved in party politics. In this situation journalists are likely to lack autonomy, except to the extent that they enjoy it due to high political positions, and the profession is likely to lack a distinct common culture and distinct sense of social purpose, apart from the purposes of the political actors with which media are allied.

Hallin and Mancini (2004) professionalism can be affected either by political situation or by commercial, and indeed in many cases by both at once. They argued that all over the world, the media are occasionally protected from the pressures of either the state or the market or, in many countries, both. They mentioned the Mediterranean or Polarized Pluralist Model which is characterized by high political parallelism and weaker professionalization with strong state intervention as a good example. As Weisberg (2013) in professional journalism, autonomy is considered as a backbone which means remaining autonomous and free from political or economic pressure.

So, the researcher used professional theory and social responsibility theory as a theoretical framework, as they are associate with and frame the research questions. The data journalists' personal Facebook page usage and their professional ethics have been analyzed and interpreted with the lenses of these theories. Ameyu (2015) argued that the standards of journalistic professionalism are low in Ethiopia because of the dominancy of politics, lack of strong institutions that set standards and regulations, and lack of journalistic autonomy, could be mentioned. Journalists' participation on social media concerning June 22 assassination of higher officials and the abduction of Denbi Dolo university students on December 4/2019 analyzed. Furthermore, the ethical dilemmas they face on their journalistic profession and the social responsibility that they should be guided by have interpreted.

CHAPTER THREE

RESEARCHER METHODOLOGY

3.0. INTRODUCTION

This chapter contains four sections. In the first section the data gathering, the reasoning of the method is discussed. In the second section the data gathering process, the challenges during the data gathering process are well described. The third section presents the processing of the data after it was conducted, reviewing the process of transcribing, coding, and the stages of the analyzing gained material. In the fourth section of chapter three the reliability; validity and generalizability of this empirical work have been discussed. At the end of the section the ethical considerations that the researcher has gone through under this project is included.

3.1. Selecting the Research Method

The objective of the research is to examine journalists' personal Facebook page usage and ethical dilemmas in AMMA context. And the research questions are raised of this study attempt to discover how AMMA journalists use their personal Facebook page and, most importantly, how this usage affects their objectivity and journalistic ethics. To achieve this, the researcher used both quantitative and qualitative research methods. Accordingly, the most appropriate research method for discovering answers on the research questions qualitative in-depth interviews and quantitative content analysis were selected.

3.1.1. Quantitative research method

To see specifically, the quantitative research design is based on post positivist philosophical assumptions. The quantitative research refers to approaches to empirical inquiry that collect, analyze, and display data in number rather than description form (Given, 2008). It involves survey, content analysis, experimental studies and non-experimental studies. The main data for the present research have been gathered using the content analysis method. Content analysis is a research design in quantitative research.

3.1.1.1. Quantitative Content analysis

Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding and categorizing (Weber, 1990). What kind of information do journalists post, share, like, comment, and follow? These are questions which are answered in the research. And the ethical issues have been taken into consider. For instance, the name and other personal information of the Facebook users are not used. On the other hand, the information that exposed for their followers only were used for this research purpose. The objective is to answer the research question: On what issues do journalists put emphasis on their personal Facebook page?

Despite the fact that, content analysis research method by its very nature has inadequacy; it tells only the 'what' of the content studied and leaves out the 'why'. To fill these gaps the researcher would face on the content alone, it was resolved by using an in-depth interview.

3.1.2. Qualitative research method

Qualitative research is an interpretive research in which the researcher has a direct contact with the participants. Constructivism is a perspective always seen towards qualitative research approach. "Qualitative is an approach for understanding the meaning and views individuals or groups ascribing to human or social problems" (Creswell, 2014 P. 52). The qualitative method includes observation, interview, focus groups, ethnographic study and others. As a result, the researcher employed an in depth interview.

In the research the practical experience, attitude, knowledge, opinion and saying of journalists, editors and media managers have been included. Since they are professionals, they should be part of the solution. So, well-constructed questions are presented and encourage participants to recall, in detail, a specific experience. For instance, what are the benefits and challenges of social media specially being the owner of personal social media channel? What do journalists and editors say about the social media usage and its ethical dilemmas? What could be done as a solution? These are questions investigated by in depth interview.

3.1.2.1. In-depth Interviews

As Bryman (1998) asserted it, in-depth interview is a technique designed to elicit a vivid picture of the participant's perspective on the research topic. During in-depth interviews, the person being interviewed is considered the expert and the interviewer is considered the student. Getting feedback and gathering data from reporters have not been enough. Consequently, in-depth interview is conducted including editors with five media manager.

It is to draw out information in order to get a holistic understanding of the interviewee's point of view. The interview questions are semi structured. (See *appendix B).* This method used to answer the purpose of journalists Facebook usage, the potentials and challenges of having a private Facebook page, the interest conflicts with the media organization and the personal Facebook page messages of journalists and the ethical dilemmas they face.

3.2. Population of the study

Amhara Mass Media Agency (AMMA) is Media Organization of the Amhara Regional State Government and people in Ethiopia. According to the organization's establishment proclamation no. 88/1995, it is accountable for the regional council. The 2019 annual report of the agency shows that AMMA has 239 reporters, 149 editors and chef editors who are subject to critical examination with regards to the journalists' private social media usage. And it has the broadcast (television, radio Fm and Short Wave), print (weekly newspaper 'Bekure' and three others in three languages such as Awigni 'Cherbewa', Oromifa 'Hirko' and Himtana 'Hmtewike'), and online media (Website, Facebook, Telegram, Twitter, and You tube channels). Even thou, it is a regional media company, including the capital city Addis Abeba it has branches in Gonder, Debre Markos, Debre Birhan, and Dese).

According to Mezmur (2018) Amhara mass media agency is the credible media organization in Ethiopia. As a young media, it passes a lot of media structure and management systems. Mezmur discusses that starting from May 2018, AMMA has re structured its departments. This transforms the organization in terms of structure, management style, working system and the like. It has a vision to be credible and leading media organization in Ethiopia, up to 2020. And has

organizational values such as, Creativity, Professionalization, Serving public interest and Team work. AMMA is technologically well equipped too. So the context is well fit for the research.

Subjects of the study and data sources are journalists who often use Facebook, editors and media managers of the Amhara mass media agency. As mentioned above AMMA has 239 reporters, 149 editors and chef editors who were subject to critical examination with regards to the journalists' private social media usage. Concerning to the two below discussed incidents purposively selected posts of journalists' Facebook page messages have been analyzed by using content analysis data collection method. In addition, the researcher examines eight months of posts which related with regional and national events such as June 22/2019 assassinations targeting Ethiopian high level officials and on December 4/2019 abduction of Ethiopian students. Four months after each incident are the specific periods.

It is June 22/2019 political assassinations that saw the shooting to death of chief of staff of the National defense force of Ethiopia, President of Amhara regional state, the regional administration's public organization advisor, the Attorney General of Amhara regional state.

Amhara regional state and federal authorities have said in statements that the killing of the regional president and his advisor happened in "a failed coup" attempt coordinated by a former prisoner who was appointed as the Amhara regional state's peace and security chief up on his release from prison last year. He was killed as he attempted to escape from his hideout in Amhara's capital, police reported.

Second, as the report of Education under attack (2020) on December 4/2019 an unknown group of people blocked a bus and kidnapped students on boa0rd who were leaving for home from Dembi Dolo University in western Ethiopia.

The students, mostly ethnic Amharas, were fleeing ethnic violence and threats in the university that is located in Oromia region. A total of 18 students - 14 women and four men - were ordered out of the vehicle at Sudi near Gambela city, about 100km (60 miles) from Dembi Dolo.

One of the witnesses was among the 17 who had been reported missing, after one of the students. She managed to escape. She said the young men who kidnapped them looked like gangsters and spoke in the Afaan Oromo language. They selected us and forced us to leave the bus. One person followed us and begged them to leave us, but they refused.

Several thousand protesters took to the streets in Ethiopian cities following this incident, demanding the government do more to tackle ethnic violence following the kidnapping of a group of university students. Anger about the kidnapping has focused on the Prime Minister, who won the Nobel Peace Prize last year for signing a peace deal with former enemy Eritrea and has overseen political reforms since coming to power in 2018.

He has been unable, however, to stamp out ethnic violence in Africa's second-most populous nation, including among his Oromo group. Families of the missing students met the prime minister and other senior government officials on Thursday, receiving assurances that their relatives were safe but no further information about their whereabouts or any plans to rescue them. Several thousand people took part in marches in a handful of cities during the week to demand their release and activists made #BringBackOurStudents campaign online.

So the researcher investigates the ethical dilemmas which journalists face in using their personal Facebook page concerning these two incidents**.**

3.3. Sampling

3.2.1. Judgmental or Purposive sampling

For obvious reasons of time, budget and related causes, the entire employee working in the Agency cannot be chosen. Hence, the researcher has planned to implement judgmental or purposive sampling techniques. Purposive sampling also known as judgment, selective or subjective sampling; it is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study.

As Black (2010) purposive sampling is a non probability sampling method and it occurs when elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sampling which results in saving time and money. Hence only twelve journalists and the managers have been contacted to generate vital data for the study qualitatively. In addition, 129 Facebook user journalists, editors and media managers who have 4500 -5000 friends, and frequently post and update their Facebook content are selected.

The eight months journalists, editors, media managers posts of which related with or about purposively selected regional and national events; such as, June 22, 2019 political assassinations that saw the shooting to death of chief of staff of the National defense force of Ethiopia, President of Amhara regional state, the regional administration's public organization advisor, the Attorney General of Amhara regional state.

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3.4. Data Gathering Process

3.4.1. Approaching interviewees

The data gathering process was planned to take about three weeks. Especially because of COVID_19 it was difficult to speak to AMMA journalists than the researcher thought. The researcher interviewed twelve AMMA Journalists working in different departments, in May 2020. Four female and eight male journalists were interviewed. Four out of these interviews were editors, three of them were media managers and the rest five were journalists. By applying

all World Health Organization's advices like not shaking hands, wearing masks, physical distancing and so on all interviews were conducted face-to-face either at their offices or at the compound. The meeting time and space were always chosen by the interviewees that would be more suitable for their time and location. Average duration of each interview with those 12 journalists met face-to-face was 30 minutes. The respondents' age varied from 27 to 43, as it was aimed in advance. The average age was 34. Besides, the average duration of work experience was 8 years. Two of the interviewees had the longest work experience counting 16 years, while the shortest work experience for one male respondent counted 3 years. Interviews were typed from the audio recording. Before starting recording the voice all the respondents were asked if they felt comfortable with that. Furthermore, each of them was asked to sign a form for informed consent, revealing the date of the interview. In addition, each of them was again informed about the purpose of the study, and they had possibility to read through the information letter of this thesis again. At the end of each interview participants were suggested to add anything they might be willing to say that the interview questions did not cover.

3.5. Data analysis techniques and procedures

3.5.1. Transcribing

According to Kvale & Brinkmann (2009) translation from an oral language to a written one is said to be transcription. Transcriptions are where the constructions on the way involve a series of judgments and decisions. The practice of transcribing was done either on the same day the interview was carried out, or afterward. The quality of the recordings was pretty good.

Therefore the researcher had no problem to listen the interviews to transcribe them correctly. In the process of transcribing every single detail was transcribed. In most cases the participants would start saying a sentence, then interrupting and structuring the new sentence. Those were written down as well. If the interviewees would answer on an interview question with a question to clarify the meaning of the question, those were transcribed too. Besides, any additional expressions such as "hmm" and laugh were included in the transcribed papers. In some cases if the participants would start speaking about other people, revealing any kind of personal information about them; these parts were excluded from the transcribing process to protect the other peoples' anonymity who even did not participate in this study. Besides, all the participants' names would be given a code for reference in the analysis chapter of this study. For instance,

Interviewee 9 identifies that the interviewee was number 9th among the interviewed participants. Kvale & Brinkmann (2009) discussed that sometimes changes in subjects' characteristics are used in the published result to protect their privacy, fictitious names. However, this necessitates altering the form of the information without making major changes of meaning. All the transcribed interviews were kept in the separated 16 pages of Microsoft Word documents, containing the practical information for the analyzing stage. These were age, gender, department, duration of work experience and the duration of the recorded conversation.

3.5.2. Coding

3.5.2.1. Coding procedures of the qualitative data

The collected data needed to be transformed to a set of meaningful and consistent categories. "Coding is the starting activity in this sort of qualitative analysis, and the foundation for what comes later for analysis directed at discovering regularities in the data, coding is central" (Punch, 1998, p. 204). Thus, as Punch (1998) states, coding is the specific stage which starts the analysis of qualitative data. Accordingly, codes are labels, names or tags; therefore coding is the process of putting names, labels and tags against pieces of the empirical data. These pieces might be individual words, or small or large chunks of the data (Punch, 1998, p.204). Prior to the analyzing process, a code-book was composed by the researcher. Codes were based either on the interview guide questions, or on the relevant issues emerged during conducting the interviews. As it has already explained, after transcribing all the interviews, the researcher had a clear overview of what were the main points and aspects of the gained empirical data. The stage of coding was fruitful and equally vital since sorting out participants responses was easily feasible. Thus, apart from age, gender and duration of work experience, 12 codes were created. In the same way were the other responses sorted out. After finishing the coding stage, the collected data was ready for analyzing process.

3.5.2.2. Coding procedures of the quantitative data

The samples have been coded according to the quantitative content analysis model define in this section. Regarding the analysis model, in relation to the research question which is on what issues do journalists put emphasis on their personal Facebook page? And, the researcher adapted eight categories from López (2016) for the identification of the type of content of the texts or

materials linked through the journalists' personal Facebook page. To understand each category, descriptions are arranged as follows: Information: news that contains contrasted data and/or statements from sources, without opinions made by the journalists or authors of the linked content. Opinion: the linked content includes reviews, personal ratings, thoughts or emotions. Promotion: contents that self-promote the author of the Facebook post or promote third parties. Humor: ironic and satirical contents, comic strips, vignettes, memes and jokes. Politics: content linked with the activities of the government, political leaders and political parties. Social: content associate with friends, community, and personal life. Religion: content related to religion. Other: contents not included in any previous category.

In addition, it's essential to analyze the content of sample journalists post, share, comment, pages they like, follow, groups they included and profile pictures they use. Their for, the researcher clearly defined the incidents and purposively delimited the time frame of the content from June 1/2018 up to November 30/2019 of journalists, editors, media managers posts of which related with or about purposively selected regional and national incidents of June 22/2019 assassinations targeting Ethiopian high level officials, December 4 of abduction of Ethiopian students.

During these two big events how the journalists act or how their personal Facebook page content look like were analyzed quantitatively. The posted, liked, shared messages on journalists' personal Facebook page categorized into politics, religious, social, humor and others to answer the research question that ask what the messages focused on. In addition, journalists' private Facebook page posted messages (texts, pictures, video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics) are categorized into information, opinion, promotion and others.

Lacy, Brendan R. Daniel and Lovejoy (2015) discussed as it is suggested that coding should involve three or more coders may raise concern because this increases time needed to code and to train. They reasoned that time consuming and expensive characters of content analysis coding. And O'Connor and Joffe (2020) stated as minimum of two independent coders is necessary to establish inter coder reliability. Including more coders depends on the reasonable resources and requirements of the specific project. So based on the time, resource and CVID 19 pandemic situation two independent coders are included.

Including the researcher three coders participated in the coding process. Except the researcher the two coders are at the same status as a master's degree graduate from the department of

Journalism, Media and Communications in Bahir Dar University. A careful explanation, coding sheets and coding guides were given for the coders before the coding have been done. All the categories should be cataloged based categorized into politics, religious, social, humor. In addition, journalists' private Facebook page posted messages (texts, pictures, video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics) are categorized into information, opinion, promotion and others.

3.5.2.3. Inter- Coder Reliability

On the other hand, in this data collecting tool measuring the reliability should be unforgettable. Riffe (2005) stated the importance of reliable measurement in content analysis and in any other research method. And without it any analysis becomes meaningless. The key words with respect to reliability are transparency and replication (Gibbert et al. 2008). According to Krippendorff (2004) analysts can check the reliability by duplicating their research efforts under various conditions and check the similarities and differences in readings, interpretations, responses to, or uses of given texts or data. For instance, it can be done by using several researchers with diverse personalities, by working in differing environments, or by relying on different but functionally equal measuring devices. Reliability is indicated by substantial agreement of results among these duplications. In order to assess the reliability of the coding at least three different researchers must code the same body of content.

The researcher measures inter- coder reliability by using standardized statistical techniques formula.

Inter- coder Reliability = 2*M/ (N1+N2+N3)

In this formula, *M* is the total number of decisions that the two coders agree on; *N1, N2* and *N3* are the numbers of decisions made by Coder A, Coder B, and Coder C respectively. Using this method, the range of inter-coder reliability is from **0** disagreements to **1** agreement (Yuping, 2013). The study took the steps in order to measure and maintain the inter-coder reliability in the content analysis. These steps are passes through: employing coder, providing training, and then measuring their agreement after they code the journalists' private Facebook page posted messages (texts, pictures, video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics). In this method, if three coders independently code a set of documents using the same coding system, the coefficient of reliability of those two coders is the percentage of agreements of the total number of coding decisions made by the three coders.

According to this formula the level of coder's agreement in is 0.97 which is acceptable, according to the Holstic method formula.

3.5.3. Data Analysis

The data, after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and for ensuring that we have all relevant data for making contemplated comparisons and analysis. Technically speaking, processing implies editing, coding, classification and tabulation of collected data so that they are amenable to analysis. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data-groups. Thus, "in the process of analysis, relationships or differences supporting or conflicting with original or new hypotheses should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusions." (Kothari,2004, p.122). As Punch (1998) states, qualitative research focuses on the examination of social life in natural settings. Due to the richness and complexity of qualitative research there are various ways of assessing and analyzing social life. And he stated that, variety and diversity in approaches on how to do qualitative study underlines the point that there is no single right way to do qualitative data analysis. The possible way to do qualitative data analysis is depended on the purpose of the project, though it is vital that the method of analysis is integrated from the beginning with the rest parts of the study (Punch, 1998).

The process of analyzing has three stages. First the analysis start with following the structure of the code-book that was composed in advanced. On this stage the main tendencies were emerged. Second Step identifying themes, patterns and relationships have been done. According to Black (2010) unlike quantitative methods, in qualitative data analysis there are no universally applicable techniques that can be applied to generate findings. Analytical and critical thinking skills of researcher plays significant role in data analysis in qualitative studies.

Nevertheless, there is a set of techniques that the researcher can use to identify common themes, patterns and relationships within responses of sample group members in relation to codes that have been specified in the previous stage. So the researcher planned to use the technique of Word and phrase repetitions which is scanning primary data for words and phrases most

commonly used by respondents, as well as, words and phrases used with unusual emotions. Third step is summarizing the data. At this stage the researcher need to link research findings to research objectives. When writing data analysis chapter, the researcher may use noteworthy quotations from the transcript in order to highlight major themes within findings and possible contradictions.

Since, the research employs both qualitative and quantitative research approaches; the quantitative data have been analyzed by using a simple statistical analysis technique which means, St. Deviation, Variance, and percentage in the SPSS packages and thematic analysis with the deep interpretation of the messages from the journalists' personal Facebook page which were selected and coded. Finally, correlation and triangulation of the data and the statistical results have been done. The study focuses on the type of contents depending on variables and the coding categories. The escalation and de-escalation role of the messages would present by using both tabular presentation and chart to give emphasis and add clarity to the research finding. In general, the finding of the thesis presented by using tables, graphs, and charts after the data statistically analyzed using the SPSS analysis technique.

3.6. Validation of the Empirical Data

3.6.1. Reliability and Validity

First of all, Sophio (2015) discussed that, qualitative interviews are acknowledged to be subjective because in the process of analysis the main research tool is the researcher, and the latter has to interpret findings and discover main aspects of results revealed by participants. "The interpretation of the meaning of interview texts goes beyond a structuring of the manifest meanings of what is said to deeper and more critical interpretations of the text" (Kvale & Brinkmann, 2009, p. 207). These scholars argue that the concept of reliability and validity raise questions which are epistemological concerning the objectivity of collected experiential data and the nature of interview research. In particular, the interviewer tried to be free from bias on every stage of this thesis. Assessing and presenting experiential data in an unbiased way required unvarying checking and revising every single detail, especially employing follow-up questions during the interview process. In addition, to accomplish validity, the researcher tried to applied unvarying checking, controlling, and theoretical interpreting of the findings.

In addition, for the quantitative content analysis inter-coder reliability was conducted on a random sample (n=429) by three coders. Though, issues concerning generalization of the findings of this empirical work would be further discussed in the conclusion chapter.

3.6.2. Ethical considerations

According to Kvale and Brinkmann (2009) care should be taken before the interview situation to have a clear understand with the interviewees about the later use and possible publication of their interviews, preferably with a written agreement. So, in order to address ethical considerations aspect of the thesis in an effective manner, voluntary participation of respondents in the research were implemented. All respondents participate on the basis of informed permission. The researcher provided sufficient information and assurances about taking part to allow individuals to understand the implications of participation and to reach a fully informed, considered and freely given decision about whether or not to do so, without the exercise of any pressure or coercion. The use of offensive, discriminatory, or other unacceptable language have been avoided in the formulation of interview. Besides, all personal data were treated confidentially. No one apart from the researcher has been accessed to the collected data.

The transcribed material is not containing any kind of directly identifiable information about the participants. Only coded names were utilized in the process of transcribing and analyzing of the empirical material. Thus, the participants are not recognizable in the final publication at any level. All data have been transferred to the researcher's private computer which is password locked and accessible to no one else. The data which were collected (written notes and audio recordings) have not been utilized for further usage.

In addition, acknowledgement of works of other authors used in any part of the thesis has been done with the use of a guide to the APA 6th edition referencing style referencing system.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introductions

This chapter is about the responses of the 12 interviewed journalists, editors and media managers on the subject of their personal Facebook page usage and objectivity effect on their profession and media outlet. And quantitatively collected data of the research are analyzed in this section. The chapter has sections which discuss journalists' personal Facebook employment in detail. In fact, explaining of the analysis stage helps the researcher to come across the meaningfulness and the importance of the findings in the discussion chapter.

4.1.1. The purposes of journalists' social media usage

Journalists use their personal Facebook Page for several purposes. Since it is persona they engage on social media as much as their technological skill allows them. Interviewee 4 told as he accesses internet connection in the office during working hours. He has smart Phones which could be easily connected to Wi-Fi internet connections in hotels, cafes and other alternatives. In addition, he has monthly mobile card from the organization which help him use data connection when other alternatives are not available. "I always prefer using internet in the office during the working hours and want to rest out of office for not to be addicted by Facebook" he said. Other interviewee said that "I want to care for my eyes, so use Facebook only in the office and rest out of the office" Interviewee 6. The interviewees use Facebook page as a source of information, fact checking, disseminating, communicate with friends, family, collogue, individuals who are sources for their news, and the entire public who use Facebook.

Interviewee 3 said that she prefer communicating with friends, relatives, colleagues, and others via Facebook. She said that, "Because it enables me to send voce, text, picture and even video messages. It has stickers which help me to show my feelings. More I use my Facebook page for personal purpose and sometimes for professional use". Interviewee 12 mentions that he uses his Facebook page for communication, search additional information about issues, name, title, organizations and so on. "I believe that journalists have a personal account. Since we are communication experts, we understand that using every communication methods as a good

opportunity". Interviewee 5 explained that she use Facebook to promote her news articles she produces for Bekur newspaper. She clarified that social media is helpful to encourage audiences to read the newspaper online and by providing tips about the article. So she shares stories prepared either by her or collogues on personal Facebook page to promote it. She told the researcher that as the managers of the media complained in meetings that most journalists west their time on Facebook and even make editing computers busy.

"Look! We are living in a digital era. It is inescapable. We have to use Facebook to support and making easy of our work. So I carry out many things with my personal Facebook page as much as my digital skill allows me" said Interviewee 6. He explain that despite of the possibility that Facebook offers to him in terms of disseminating his news, articles, images, even video very seldom share media outlets on Facebook. Interviewee 8 stated that she uses Facebook in order to share, follow, like information. On the other hand, Interviewee 10 and Interviewee 9 disagree with the idea that using personal Facebook page for promoting their programs. By arguing that as journalists who want to do that have an opportunity to use the official Facebook page of the media which has blue badge and more credible than personal pages.

Interviewee 10 argues that unethical journalists' personal Facebook page usage like acting as an activist, defusing personal information, share, follow, like messages violate the values of the media organization they work in. He stated as an example that even some journalists change their Facebook profile and cover pictures concerning about the two incidents such as June 15, 2019 assassinations targeting Ethiopian high level officials and abduction of Denbi Dolo university students. Interviewee 2 explains that after June 15, 2019 assassinations targeting the Amhara regional state and the federal high level officials he makes his Facebook account profile picture of the regional President. He explained that "It was heart breaking incident. I knew him well. It is my personal media channel; I often share my personal feeling to my followers. I have done what I do always". On the other hand interviewee 6 told the researcher that she is fan of military General. He explains his feeling and how she has been acting on social media that "He was my hero. He was well aware of the conspiracy against the Amhara people; He died short, I was very sad; (bite his bottom lip) (Sadness…) that's just what makes me out of my professional ethics. I started posting his photos; I made my Facebook account profile picture of him; I frequently post messages about his heroism; I was reposting his speeches about Amhara at different meetings; I posted the information about his funeral; and I countered issues which opposed him by commenting,

disliking, and even blocking." Interviewee 8 also replied that as she has been acting the some concerning about the kidnapping of Denbi Dollo university students.

Interviewee 7 reflects that this kind of journalists' activity on the social media make them lose objectivity of their work on the mainstream media and even professional objectivity too. "I do not want my followers to know about what I support and what I oppose; I am very careful; I was saddened by both events but did not want to reflect that. Because I fear that the news I am making will not be accepted."

On the other hand interviewee 12 argues that journalists should be considered as human beings who have their own personal opinion, feeling, needs and so on. And they think that people much have a preference of following other individuals than media institutions because they need communicate informally and want to know personal information. "I think, people want to know about the journalists' personal life, although it depends on the journalist's decision exactly what to share for the public or not. If someone wants to be my Facebook friend or follow me, I think he doesn't want to get only about my work related information. I suppose I have to present an illusion of privacy. Of course, I believe what to share but, on the other hand, I present my outlook as a persona." Interviewee 12 said.

Contrary to this idea, interviewee 6 told that on the issue of abduction of girls he actively engaged in the campaign of social media activists. "It is for the benefit of the society" he said. And he considered that this is one of his social responsibilities which should be supported even by journalists' personal Facebook page. On the other hand, Interviewee 6 states that "personal Facebook page initiates or motivates us to promote our opinion which could completely violate our professional ethics and organizational social media usage guideline". He told the researcher that he has two Facebook accounts; one for professional purpose and the other for personal purpose. The one account has normal format which have his true name, address, professional identity and profile photo. On the other hand the second account is for personal purposes which have fake name, address, and identity. "Because I don't want to use my real name and I don't want not to say something I observe in the society which can't be treated on the mainstream media because of many reasons" he said.

Interviewee 11 said that "I know I am a journalist but the situation is not ok to perform the profession concerning some issues on the mainstream media. So since it is for the benefit of the

society I show problems that I see, share my political opinion, and defuse information which I think it is essential for the society to know. I think that is also my social responsibility". She thinks that her personal Facebook page is an opportunity to be the owner of media channel which have no get keeping process. The incidents initiated her to post, share, like on her personal Facebook page can be news or a story which should concern something special and unusual. "Journalism is about being a voice for the voiceless; so we have to be the voice of these women at every opportunity; even on our personal Facebook page." She reasoned.

They told to the interviewer that political and humor issues are their focuses.

In short, these interviewees differentiate the stories that can be posted, pages followed, posts they like, share and comment on their personal Facebook platform. At first, it is more reasonable to look at the responses of the participants who share stories on their Facebook page either often or constantly. For instance, Interviewee 3 says that he uses his personal Facebook account to share all his news which not goes online. "I post on my Facebook page what the community needs but we are not allowed to broadcast on the radio due to political pressure. For example, we launched a campaign on the social media regarding the abduction of female students because we are not satisfied the coverage given by the mainstream media. During the assassination of the Amhara Regional State higher officials, the media needed not to say anything about the military General, so we provided information on our personal Facebook page. Social media gives more freedom. But we must also be careful. It's just confusing." He said.

Likewise the latter, Interviewee 5 also often employ Facebook to promote herself and her publications. "I use my Facebook account for supporting my profession; which means I use only for profession purpose. I have my own social media usage rules; for example I don't accept friend requests which have fake identities, which act or behave as ethnic activists. I don't post, share, like or comment political, ethnic issues. I don't communicate informally with friends on Facebook and so on". Interviewee 10 explained that he had respect for the profession and did not want to undermine his professional ethics. He believes that he should not express his personal opinion in any way. He said that even if it was to be explained, it should be reported on television.

And the other participant explained that journalists should use Their Facebook page responsibly because they are not as an ordinarily users of social media who do not have understanding of social responsibility and the advantage and disadvantage of the new media technology.

Furthermore, Interviewee 5 working for *Bekur* newspapers uncovers several reasons for frequently publishing stories or news on her Facebook page "The newspaper has Facebook page, but the online version of the actual newspaper does not have as many readers as other newspapers like Addis Admas and Reporter; so, there is not many people going directly in to newspaper Facebook page and web address to read a story. However, if they get it on their Facebook Feed, then they will click on it and read it.*"*

Additionally, Interviewee 2 supposed that he posts his own publications since he wants people to know what he has been doing. As he argues, he also publishes stories written by his colleagues and in this way he employs Facebook actively to promote media outlets. Although, Interviewee 12 uncovers that if he has worked with an ordinary story, he did not post this on his Facebook account; though, if he is very proud of the story he has written, he definitely broadcast it on this network. "I realize that when I meet people that have not seen for a while, they say: ooh, you wrote that story, and it is always the story that I posted on Facebook." Moreover, Interviewee 6 notes that he should post even more articles on Facebook, since it is the place where people keep eyes on what he is doing and, as he argues, it has a personal gain for him. Contrary to these participants' approaches towards sharing the stories on Facebook often or constantly, Interviewee 6 claims that he very rarely posts publications on his social platform. The reason for doing this is that he looks at his Facebook profile as rather private; hence he argues that he is more private person on this social network.

As opposed to the participants who always post, share, like, and comment their opinion or they do this rarely, Interviewee 7 uncovers that he distinguishes his posts on Facebook. He classifies the messages since there are many uninteresting stories.

Moreover, Interviewee 7 specifies that he commonly post, shares, like, comment messages concerning human rights and political messages as these issues receive more discussions and they become more noticed by the readers. On the other side, he argues that defusing religious and ethnic concerning issues are boring. Herewith he reveals another additional incentive for posting, sharing and reacting on personal Facebook "It also depends on the manner. If I am really happy about the image, video, text if it is well humor, I tend to want to show it". Likewise the latter,

Interviewee 5 added that she rarely shares her own articles. Though, she states that she posts the links of other news, articles and messages if she considers them worth to read for her Facebook friends.

Furthermore, Interviewee 2 claims that he does not always post his publications on his Facebook profile. "But when I have something that I believe people I know might be interested in the topic, I post them to get more readers". He told the researcher that he employs both his personal Facebook account and the official Facebook profile to promote these kinds of stories. Furthermore, as he is the editor of the official Facebook page he frequently tag all the people mentioned in the articles; by doing this, they attempt to direct some of the news towards the certain groups of the readers who might be interested in these stories.

To summarize, this section has presented the ways how and why the participants make use of Facebook. There for, journalists in AMMA use their personal Facebook page to find news and information, to get feedback from audience, to check what other media does, to promote and distribute their work, to look an idea and produce it to big stories, to share information with others. Some others invite audiences to follow their program or news which they produce for the mainstream media. And they find out what people are talking about on the social media; they use their personal Facebook page to follow sources and media outlets update. In addition, their editors and the media organization encourages them to promote the media outlets by their personal Facebook page. They download and upload audio/video which helps them for their news production. Hence the motives behind employing personal Facebook page by the participants were discovered.

4.1.2. Professional ethics in journalists' social media usage

Under this section participants explained about professionalism and their content which they diffuse on their personal Facebook page. Journalism profession requires objectivity, accuracy, independence, truth, fairness and so on. The respondents indicated that objectivity is not thought to be essential of journalists' personal Facebook pages usage. Because, they respond as they use their personal Facebook accounts principally to share their personal opinions. According to Interviewee 1 his Personal Facebook page is to voice his personal opinion. Because he

considered he has no available situation for his personal opinion on the mainstream media he work in.

He made clear this by stating that on Facebook he is not solely a professional but also a genuine person. "I am not only a journalist. I am an individual who have an interest and right to express my feeling (Laughs…).That is why I want to have my own Facebook page. Moreover, that is the interesting opportunity which the digital technology offers me. I don't want to lose this"   For Interviewee 3 Facebook opinions can be seen as a way of self-profiling online by being amusing on his personal Facebook account journalists able to distribute only one of its kind insights which satisfy the potential customer and make them come back for more.

On the other hand, Interviewee 9 argue that ethics as a vital journalists' profession could be exercised on journalists' social media usage. The participant has an argument that journalists have to take in consider and remember to value objectivity in their day to day personal Facebook page usage. "I think many times before clicking any thing on my Facebook page. I have a purpose logging in to my account. During my social media usage I try to exercise professional ethics which I am governed by on the mainstream media." Interviewee 9 said. To value objectivity on their personal Facebook usage, the participants argue that transparency and fairness are essential. On the other hand, this is what they do by now on the mainstream media they are working in (ATV, Amhara radio, Amhara FM Radios and Bekur newspaper). These participants said that they have fascinated objectivity and perform in the same way when they are Facebook log in situation.

"I think nothing is different (concerning to the objectivity on Facebook usage). I think about Facebook and TV just different kinds of media channels; I exercise all the same rules, I won't say anything on my personal Facebook page; I wouldn't say on Amhara Television or as well. I won't say anything on personal Facebook page I wouldn't say on Amhara radio. I think the only problem for journalists is when they not remember that Facebook is just a different type of media channel. As long as they remember that, they shouldn't have any more problems than when they work on mainstream media." Interviewee 3 explained.

In this regard Interviewee 10 also argued "I'm not self-employ. The media organization which I'm working in has a social media usage guide line I should respect that. My profession has professional, legal and moral obligations to respect; I should do that too. Furthermore, social responsibility is the core point of journalism I have to be responsible for the society who I serve that why my Facebook usage ethical". For these participants, being transparent on their personal Facebook usage could, for illustration, mean that journalist position frankly from which perspective he creates the messages and what kind of association he may have with the topic. Exercising in this way could make him more truthful than making

up to be completely objective. Interviewee 12 said that, "I think, Facebook is not a message by its own; rather it is a channel which couldn't threaten professionalism; if I'm responsible about what I think. I'm lucky that living in a digital era when including my Facebook page social media make things quit easy and things are becoming increasingly transparent. It can even be more truthful to condition that my point of reference concerning this story is this and that I'm coming from this perspective for the reason that, when I do so, then my Facebook friends and followers could think messages I posted in this light".

As the point of view of the interviewees, to stay objective and neutral, one should think many times before doing anything using personal Facebook page. Other participants also said that they do not always get involved in hot discussions concerning socially sensitive issues like religious, ethnics and conflict on their personal Facebook page because that could put at risk their professionalism. "I always post, follow, share, like, comment humor issues like comedy, arts, and so on. I think it isn't needed to be objective to follow, share, like and comment on Hbesha Mimi's Facebook page comedy messages on my personal Facebook page." Interviewee 10 explained. When bearing in mind how to perform when employing Facebook, the participants pointed out the character of the digital media technology; if one posts something on social media, it is already get others. Interviewee 11 noted that, to protect journalists' professional objectivity, it is inadvisable to take sides in messages which they are presently working on or take a time to think before click in a way which may establish destructive to them in the future.

"It is not the problem of the new media technology rather it is the users' to determine to respect or disrespect the objectivity. It means it's a question of credibility that you don't make public you own opinions related to the stories you're covering, unless you're an activist or something like that" Interviewee 11 said. In addition to this Interviewee 6 said that "I always think my future rather that only present situation. If I expose my views on my Facebook page now, it may make my future situations more difficult, particularly on ethnic, religious and political issues but other issues as well." The other participant point out that professionalism is challenged by situations. By this, she pointed out as an example of the issue of abduction of Denbi Dolo university students. She thinks as it needs everyone to campaign on the social media too. She explains that since it is for the benefit of the society even journalists should be expected to use their personal Facebook pages to inform the society and to impose the government. Interviewee 9 argues concerning this issue that "At this time it is not the matter of media owner ship, professional position and standard everyone should act as much as possible". He argues that professionalism in journalists' personal Facebook page usage depends as the individual attitude, skill, environment and media consideration.

4.1.3. Journalists' personal and professional life on their Facebook usage

Since the social media give individuals an opportunity to have personal media channel even private information are exposed to the public. Journalists as an individual and professionals have double identity on the social media. So the consideration of personal and professional life in journalists' social media usage is discussed. There are respondents who told the researcher that they do not take in to consider the separation of their professional life from their personal life on Facebook page usage. Accordingly those two different spheres of life are combined on their personal social media platform. "I sometimes share my feelings like happiness, sadness, success, anger and so by text, photo, stickers which are available on Facebook platform. Even I have posted photos when I was drinking beer with my friends" Interviewee 9 said. "I don't think in practice there is a need to separate private and public life on Facebook, because everything is public" Interviewee 6 replied; "May be I should have another Facebook account that could be more professional" interviewee 2 said; "I share only stuff I really like. There are sort of new things in the world of politics and international conflicts. So people want to know about these things around their world. That is the motive leads me to share information even on my personal Facebook page" Interviewee 3 answered; "That's problem. This is why I am so careful about posting my personal opinion at Facebook" Interviewee 7 said. Interviewee 8 also said that "I have opinions, but I try to control them, because it is a mix of confusion". These speeches belong to those respondents who claim having combined the professional and personal messages on their personal Facebook page.

They are also other participants who have different points of views towards this topic. It was already emphasized that interviewees utilizes two Facebook profiles one for professional purposes, another one for private life. Interviewee 4 replied that, "I don't want to mix up my private experiences with my profession on Facebook page". On the other hand, Interviewee 11 states to be never personal on this even her personal Facebook page. As she has never posted personal pictures from her private life, she claims that her Facebook usage is rather connected to professional purposes. Like her, Interviewee 1 claims following- "I don't write about my private life, I don't post pictures of my family there". Interviewee 5 said that, "I feel that it's a kind of job where obviously my personality does influence how I do the job or how I write. I think people do want to see the person behind the stories a little bit. That does let my audience get a little bit closer to me and then they may in turn engage more with my messages." Some other

respondents were considering the strategic importance of using an informal tone and personal messages on their Facebook page. They said as they do not think that it violates objectivity of their job and their profession. Interviewee 7 said that, "I often post general messages that doesn't tell you too much about me."

Contrary to the latter, the last two participants affirm to be more personal than professional on their Facebook page. Interviewee 6 said that "I want to be as a private person". Interviewee 12 manages to balance personal and professional life by having two Facebook profiles.

Since participants apply Facebook both personally and professionally, the question whether separation of personal and professional life on Facebook matters or not should be asked. Separation of personal and professional life on Facebook was described as a dilemma. This is a dilemma since participants admit to be friend with many politicians, relatives, experts, their readers and so on. In this aspect the latter have access to the participants' private and professional messages. This, in turn, may affect the ways the participants' publications are perceived and interpreted by the readers (including politicians, sources etc.).

4.1.4. Emphasis of contents on journalists' personal Facebook page messages

In addition to the qualitative in-depth interview research method the researcher employs quantitative content analysis in order to answer the research question- *On what issues do journalists put emphasis on their personal Facebook page?* From June 22/2019 up to September 22/2019 and from December 4/2020 to March 4/2020 of journalists, editors, media managers posts of which related with or about purposively selected regional and national events such as June 22, 2019 assassinations targeting Ethiopian high level officials and the December 4/2020 abduction of Dembi Dolo university students. 129 Facebook user journalists, editors and media managers who have 4500 -5000 friends, and they frequently post and update their Facebook content are selected. Out of this only in the period of eight months mentioned above, there were 379 contents were selected for investigation.

These messages which were posted, liked, shared messages on journalists' personal Facebook page categorized into politics, religious, social, humor and others to answer the research question. In addition, journalists' personal Facebook page posted messages (texts, pictures,

video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics) are categorized into information, opinion, promotion and others.

Table one. Content of messages on Journalists' Facebook page

Content Category	Frequency	Percent	Valid Percent	Cumulative Percent	Content Category
Political	175	46.2	46.2	46.2	175
Religious	98	25.9	25.9	72.0	98
Social	64	16.9	16.9	88.9	64
Others	42	11.1	11.1	100.0	42
Total	379	100.0	100.0		379

As shown in the table one above sample journalists post, like, share, comment, and follow messages focused on politics 46.2 %, religious 25.9 %, social 16.9% and others 11.1%. And the data show that journalists were attracted by political issues most (46.2 %) and they diffuse these kind to their Facebook friends and Followers. Next to this, journalists focused and share their religious (25.9 %) attitudes on their personal Facebook page. Compared to the two contents associate with friends, community, and personal life are small which cover only (16.9%). Messages on the journalists' personal Facebook page other than politics, religious and social are cover only (11.1%). As a result journalists use their personal Facebook page to discuss on issues concerning politics most, religious and social.
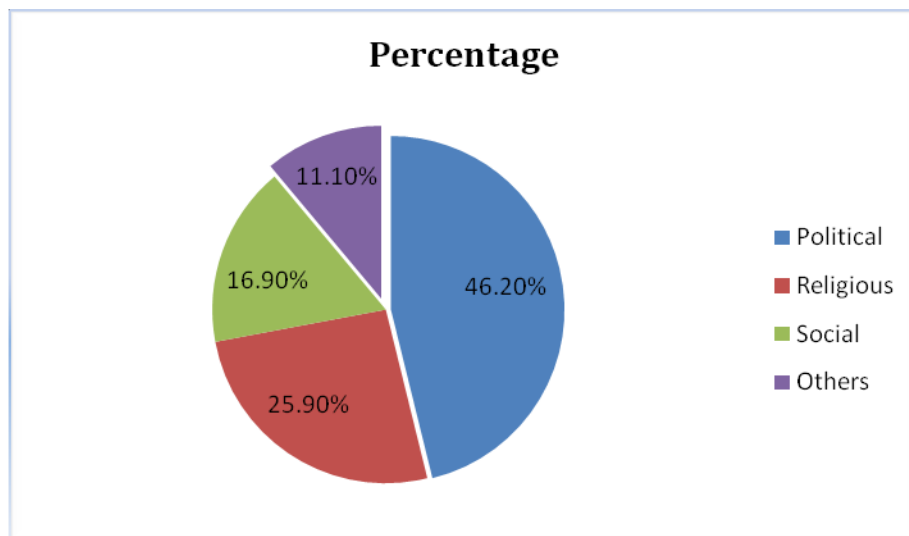
Figure1. Themes of messages on journalists' personal Facebook page

     Source: Own elaboration

On the other hand*,* journalists' personal Facebook page posted messages (texts, pictures, video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics) are categorized into information, opinion, promotion and others.

Table two: The content category of messages on Journalists' personal Facebook

Content Category	Frequency	Percent	Valid Percent	Cumulative Percent
Information	90	23.7	23.7	23.7
Opinion	167	43.9	44.1	67.8
Promotion	24	6.3	6.3	74.1
Humor	86	22.6	22.7	96.8
Other	12	3.2	3.2	100.0
Total	379	99.7	100.0	

    The result from the quantitative content analyses shows that journalists, personal Facebook page messages focus on opinion (43.9%), information (23.7%), humor (22.6%) and others (3.2%). Which means journalists most frequently (43.9%) disseminate opinion based messages on their personal Facebook page. The next focus of journalists Facebook messages frequently displayed are information based which shared (23.7%) of the total category. Humor (22.6%) which is less frequent than opinion and information based messages and more focused than promotion (6.3%) and other kind of messages (3.2%). Contents that self-promote the journalists

who are the authors of the Facebook post or promote third parties are less frequent on sample selected AMMA journalists, editors and media managers than opinion, information and humor. However, promotion oneself on personal Facebook page among journalists is focused than others.
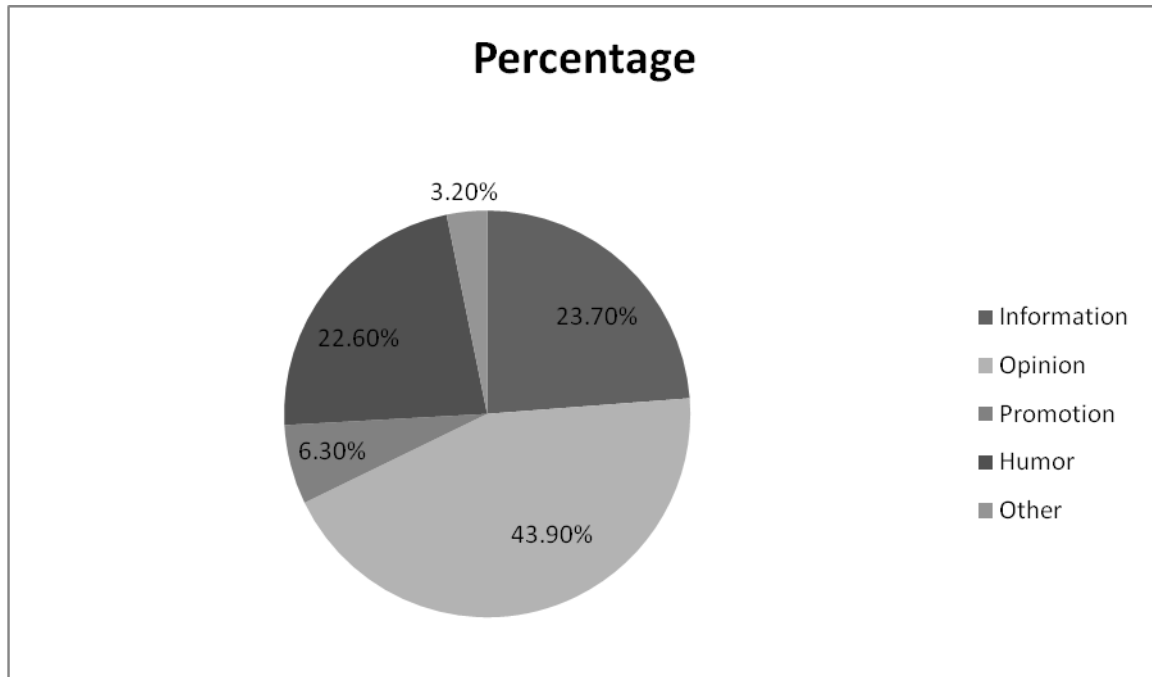
Figure2. Themes of messages on journalists' personal Facebook page

Source: Own elaboration

To sum up, the quantitative content analysis method shows that sample selected journalists frequently use their personal Facebook page for dissemination of political opinion messages.

To see in the context of the two incidents journalists were active participants of the **#** **Bring Back Our Girls** social media movement. They change their Facebook profile picture to the graphics image which shows a kidnapped girl or photographs of the kidnapped girls' parents with tears in their eyes; post, share, like, and react on messages which are opinions about the incident on their personal Facebook page. Messages which condemning, accusing, and denouncing the government and government officials were displayed on journalists' personal Facebook page. In addition regarding the higher Ethiopian officials assassination journalists' personal Facebook messages show that political opinions are dominant. The Facebook profile picture of some journalists were the photo of the assassination alleged official and the others of the assassinated ones. There were messages that classified one as a hero and the other as a culprit. There were those who described one as a murderer and the other as a mortal, although

accurate information did not be provided by the concerned body. Although journalists are required to provide accurate, reliable, objective, and factual information, their personal opinions and political views have been highlighted during these two incidents. This shows the professional ethics of journalists is in question and the inability of journalists to maintain a clear line between their personal opinion and their profession.

4.2. Discussions

In this discussion the fundamental findings of this thesis are presented. The results are also assessed in terms of the research questions mentioned. In particular, the kinds of content journalists' focused on current affairs on Facebook are assessed to answer the first research question. Second, in order to answer the second research question the impact of interviewees' involvement in Facebook based on the two incidents and expressing personal opinions in terms of professional ethics and their social responsibility have been discussed. Finally, the ethical dilemma journalists faced on doing so are explained. In doing so, the findings are measured in light of the professionalism theory and the Social Responsibility theory.

4.2.1. Personal Facebook usage of Amhara Mass Media Agency journalists

By remembering Lusted (2011) argument which assures that for millions of people social networking became as a daily routine. In the analysis section the participants explain that they use social media especially Facebook for personal and professional purposes and access the internet connection at their office mostly. When they are at work or out and log on their Facebook accounts. Interviewee 6 identify that as it is inescapable because in the new media era things are available everywhere. As Lusted (2011) explained in this new media era users able to communicate with hundreds of friends concurrently. The in-depth interview result shows that journalists use their personal Facebook page for different purposes such as, to communicate with others, promote their work and even themselves, to search information which inform them what is going on, to share their personal opinions, feelings and comments with others, to discuss issues with others and so on. To use Facebook for personal or professional purpose journalists should create a personal account, which means Facebook provides an easy way for users to have their

own space on the internet. So journalists are needed to set up a profile page with their personal details including photos.

Hughes, Rowe, Batey & Lee (2012) state that Facebook allows its users to create a profile where they can expose their occupation, religious, political considerations, favorite musicians, movies and etc. Their profession and personal details are exposed to the public. From the result of the in-depth interview participant told that as they feel lucky to be a part of this digital era and to be the owner of media channel. Interviewee 1 said that "I have created my own Facebook account because I can fit the requirements. Now I'm using it for many purposes". He told that as he uses his personal Facebook page for personal and professional purposes. "Although my identity was clearly known on my personal Facebook page, I used it to express my opinions about the kidnapped of students and the assassination of Ethiopian higher officials. I want to take this opportunity because I can't express many of my personal thoughts on the radio where I work in." said interviewee 7 As Power and Kirwan (2014) affirms, the new media technology such as Facebook are web-based services that provide users the chance to create a public profile within a particular social network in order to distribute information with other users. According to Power & Kirwan (2014), many demographics use Facebook for different purposes.

The analysis of this research also discovered that the participants apply Facebook during the work time in a wide range of manners. Participants told as they use their personal Facebook frequently and access the internet connection mostly at their office. This might oppose the discipline manual of AMMA (2020) which has an article that prohibit using the agency material for personal purpose and wasting time on personal issues. Including AMMA (2020) according to the social media usage manuals of BBC (2015) AFP (2015) journalists are encouraged to use social media but they should vividly tell their name, photo, organization, job title, address and so on. Sophio (2015) sates that the new media are blending the margins between the professional and personal life, leisure and work time. The researcher also argues that the social responsibility and the professional ethics of journalists is in doubt because of their messages they post, share, like, and react.

As showed in the analysis that there are respondents who use their personal Facebook page frequently on a regular work time. Most likely the researcher affirms that the participants Facebook usage during the work time affects their daily activities, the media organization

interest and professional responsibility. The campaigns which journalists participated in about the abducted students and assassinated officials taken place in the working time. By making the similar kind of research Sophio (2015) support this finding by assuring that this kind of journalists Facebook usage distracts attentiveness that leads journalists to ignore their social responsibility which discussed in the theoretical frame works of this thesis.

Taking into consideration these situations, the researcher asserts that AMMA journalists' high frequency of logging on Facebook causes pessimistic effects on their professional ethics. Ariyur (2008) asserts that one of the biggest concerns on the subject of the social media usage is that efficiency is affected negatively, because human resources may expend too much time networking and posting entries on blogs and wikis. There is also a risk that employees will make employ the social media more for not the benefit of the organization they work in.

In addition, the analysis uncovered interviewees' approaches towards using their personal Facebook account for person and professional motives. Some of the interviewees have an argument that journalists should use their Facebook page both for personal and professional purpose and others support professional usage only. For instance, Interviewee 4 claims that "I use my Facebook account for supporting my profession; which means I use only for profession purpose. I have my own social media usage rules; for example I don't accept friend requests which have fake identities, which act or behave as ethnic activists. I don't post, share, like or comment political, ethnic issues. I don't communicate informally with friends on Facebook and so on".

And the other respondent told the researcher as journalists have to use the opportunity that the social media bring. He argued that since Facebook is a social media journalists interact in the communication flow by sharing their personal opinions.

Similar research made by Deuze and Yeshua K. (2001) result in Nederland shows Social media usage makes journalists face ethical dilemmas and as it has potential impact regarding professional norms and values. They argued that the journalists social media usage affect their profession in terms of credibility because they are in an unspecified global communications environment where everyone is both producer and consumer of content.

In the lens of the professionalism theory and social responsibility theory the researcher argue that journalists are not as an ordinarily users of social media who do not have understanding of social responsibility and the advantage and disadvantage of the new media technology. They should take in consider the line between their professional values and personal opinions.

According to Consalvo (2011) the social media has basic effect not only on the professional life of people but also on their persona life. The effect is the way how people look for information, how they organize daily work and communicate with each other is changed by the choice people make concerning employ of social media. The interviewees are also different in terms of using Facebook for communication purposes. Interviewee 4 said that "I use my Facebook page for both personal and professional values". Including Interviewee 4, Interviewee 3 and Interviewee 5 argue that Facebook is essential for professional purposes such like searching information, to know the background information about events, persons and so on, promoting the media outlets, etc.

The researcher argues that the social media especially journalists' Facebook usage even for professional purpose is questionable how objective and socially responsible attitudes they gain from the Facebook friends or followers. This can also affect the quality of the media outlets that these journalists produce. Holton (2008) explains the world wide coverage, availability for those who in need. But they differ in the degree to which they convey social presence. In addition, Fulk (1992) argue that individuals are different in terms of their use of social media. As they argument, some of the individuals stem from differing individual skills, personal favorites and communication task essential. Each individual has a narration of communications that at some level structures their insights of environment and events. Fult (1992) also consider that social influences effect on the meanings that individuals attach to symbols, attitudes and behaviors, as well as understandings of the events. Since human beings differ at the level they structure their interpretations of events, attitudes etc., messages disseminated on Facebook wall can be understood in different ways, conformably causing different results.

Kollock & Smith (1996) stated that the new media technology has influential impacts on specifically social responsibility of journalists. According to them, in many new media situations some particular behavior can be justifiable and reasonable for an individual, but this can cause poorer outcome for all. These kinds of situations are defined as social responsibility dilemmas. Even there are journalists who admit that as they have two Facebook account and use fake

identity in order to escape their professional accountability and values. On their fake Facebook account they discuss, post, like, share, and comment whatever they need. They act as an activist. The researcher over again affirms that the quality of the content diffused by journalists via Facebook post function differs from the content provided through face to face interaction. As Lori Kendall (2011) gives emphasis to how the participants of fundamental communities can cover their identities; while Kendall (2011) states that knowing the identity of those with whom you communicate is essential for understanding and evaluating a relationship.

In addition, Mrva (2012) discussed that in spite of the relative advantages of the social media and their compatibility with many aspects of the editing profession, they are supposed as being time consuming, distractive, and inappropriate for work and these costs can outweigh the benefits of their use. Interviewee 5 told the researcher that as the managers of the media complained in meetings that most journalists west their time on Facebook and make editing computers busy. By implementing Mrva (2012) argument, the researcher alleges that the interviewees' frequent use of Facebook throughout the working days distracts their concentration and leads to time wasting; this, in turn, might affect their social responsibility by ignoring the values they should expected to exercise on their day to day activities.

In the contradictory of the above interviewees some others argued that journalists should be considered as human beings who have their own personal opinion, feeling, needs and so on. Ilona (2017) argues that for journalists, it is not easy to be successful and credible on social media if one completely separates one's professional and personal content there. According to this scholar, journalists should be likely to think systematically what to say on their personal Facebook and with whom. The interviewees think that people much have a preference of following other individuals than media institutions because they need communicate informally and want to know personal information. By remembering the I12 argument in the above analysis section for example this thesis get the result that there are some journalists who want to consider themselves as other ordinary Facebook users. "I think, people want to know about the journalists' personal life, although it depends on the journalist's decision exactly what to share for the public or not. If someone wants to be my Facebook friend or follow me, I think he doesn't want to get only about my work related information. I suppose I have to present an illusion of privacy. Of course, I believe what to share but, on the other hand, I present my outlook as a persona." I12 said.

Scholars Hanusch & Bruns (2016) who made their research on journalists' social media usage state that most journalists who use twitter tend to disseminate personal information on their personal Twitter plat form. Also, about a third of journalists use the common indication "views my own" to show the message is their own thought which means it is not behalf of their media organization on their profile, and mixing professional and personal life is drastically common. According to the scholars, this shows that journalists' aspiration to come out to be more than just a journalist, or at least make the audiences know a hint of their personal lives.

4.2.2. The emphasis of contents on journalists' personal Facebook page messages

The analyzed quantitative and qualitative data make clear that the content of journalists' personal Facebook page focus on politics and humor. This participation is not depend on the fact or verification because the data shows that the messages posted, liked, commented and shared on the journalists personal Facebook page are (43.9%) opinions. Lee (2015) claims that using social media could be considered as a "double-edged sword" Journalists those who use social media actively and communicate with audiences by means of social media are personally preferable by their followers but, from a professional viewpoint, appear less professional than those journalists who are less active on social media.

Jecker (2004) states that professionalism provides qualities like being knowledgeable and skillful; unselfish; respectful; honest; compassionate; committed to excellence and on-going professional development; and showing a responsiveness to the needs of society that supersedes self-interest. The social responsibility theory also encourages in creating professionalism in media by setting up a high level of accuracy, truth, and information.

However, journalists' personal views, especially on current political issues, challenge the value of their journalistic profession. They expressed differing views on the abduction of students and the assassination of higher officials. Some have openly expressed their admiration for the killer. Some were condemning the murderer and praising the murdered. On their personal Facebook page, subjective and inaccurate information was revealed in a political context in which the results of the investigation were not disclosed, and the killer was not identified.

According to this researcher active users of social media for personal purpose are less professional quality or their professional objectivity lay under question. Despite the fact that,

verification and objectivity are the main disciplines of journalism disseminating personal opinions violates professional ethics.

4.2.3. Journalists' Facebook usage effect on professional ethics and standards

Both the quantitative and qualitative analysis stage discovered that participants express their personal opinions on their Facebook page; they engaged in Facebook discussions, but try not to expose their attitudes.

As the latter describe, their participations in the discussions encompass either answering on their readers' questions or clarifying misunderstandings about their outlets. The researcher claimed that their drawing in dialogues do not directly affect objectivity of their media outlets, but indirectly. Sophio (2015) also argues that this kind of journalists' personal Facebook usage has negative effect on their profession and media product. The main argument was that clarifying misunderstandings and adding more information may affect the ways the readers reinterpret their publications. Statement regarding what is fact and what is not may assist the readers to perceive these participants as parts of the stories. In addition, their publications should be produced in that sufficient way when further clarification of the facts is not needed. The most significant findings in term of this subject matter are connected to other two participants. The latter uncovered that they periodically express personal opinions on issues like regional and national events such as June 15, 2019 assassinations targeting Ethiopian high level officials and abduction of Denbi Dolo university students on Facebook. Regardless of these respondents claim to be objective in their professionalism and take those to the ethical dilemmas, the researcher stated to what extent their personal postings affect the objectivity of their actual content. The main statement was that Facebook creates combination of objectively covered stories and flow of the personal thoughts, possibly about the similar issues. In assessing this topic, the blurred boundaries between personal and professional life on this social media network was discussed.

 The readers who are also Facebook friends of these participants are able to read their articles written in an impartial way and simultaneously learn their indirectly or directly uncovered personal feelings. Apparently, these factors affect the ways the readers interpret content of their publications. Hence in this way these interviewees' either directly or indirectly exposed opinions do influence the objectivity of their media messages at a significant level. At the end, the findings concerning how the participants separate their professional and personal lives on

Facebook have been reviewed. Nine participants admit that they do not separate their professional life from their personal life. Accordingly those two different spheres of life are combined on their personal Facebook pages. Two participants have two Facebook profiles- one for work-related purposes, and another for personal reasons. In addition, there are participants claim to be mostly professional on Facebook; while the rest two claim to be solely personal.

The researcher argued that the combination of personal life on Facebook directly affects neither the reliability nor impartiality of their publications; rather it might influence the relationships between them and their Facebook connections, even between them and the media organization they work in. Letting the Facebook friends take steps in their personal lives, may affect the ways the readers recognize their media outlets. Lastly, it is significant to recall those five interviewees who periodically make public their personal opinion on Facebook. It was argued that the imbalance firstly between their professional and personal lives on this social media plat form, and secondly the blurred boundaries between their media publications and personal postings can somewhat influence the ways their readers interpret their journalistic works.

4.2.4. Ethical dilemmas journalists face using personal Facebook page

In general, it is unquestionable that Facebook benefits journalism as a profession and journalists as individual. In the process of searching background information, contacting sources, inform journalists what is going on, diffusing messages, promoting their work and themselves, making conversation social media have become a preferable, and to some even crucial, tool. However, when relating the findings of the in-depth interview and content analysis the researcher found that in their personal Facebook usage journalists struggled with some kinds of ethical dilemmas.

Factual or opinionated

Journalists expected to produce messages that can be verified or can be proven true or false. It means they should be devoted to investigate and provide messages which are facts. And the messages have to have unbiased contents which contain information but do not tell what the journalists think or believe about the issues. On the other hand, journalists personal Facebook page provide their personal opinions which are messages that express a journalists' personal feelings, attitudes, or beliefs. They are neither true nor false. They are one person's view about a topic or issue. Based on the assassination of higher officials and the abductions of Denbi dolo

university students the messages of AMMA journalists' personal Facebook page are discussed and analyzed.

According to Ilona (2017) this kind of dilemma refers to the norm of factuality and verification. From the quantitatively collected data findings *(see table 2)* indicate that 43.9% of journalists' Facebook messages are opinions which lead the researcher to assert objectivity is not thought to be essential of journalists' personal Facebook accounts. Furthermore, some interviewed journalists use Facebook primarily to argue with other users and to share their opinions. They think that the mainstream media have no opportunity for their opinions and on social media they are willing to voice their opinion. The interviewees explained this by explained that on Facebook they are not exclusively a professional but also an authentic person. "It seems fun! I can't be only a journalist, rather I am an individual who have my own idea, feeling, attitude and opinion. That is why I have a personal Facebook page" said Interviewee 6. These Facebook opinions can be seen as a way of expressing online.

The analyzed data (Table 2) also demonstrates that there is a significant difference between the amount of 'opinion and fact' journalists' messages that were sent out. Stanley J. and Dennis K. (2012) stated that for social responsibility theory objectivity and accurateness is necessary. In journalism profession and media ethics responsibility is also its most innovative feature. For that reason, journalists have to prioritize cultural pluralism and become the voice of all the people. Rather not for some political or other groups.

In this lens, journalists' personal views, especially on current political issues, challenge the value of their journalistic profession. They expressed differing views on the abduction of students and the assassination of higher officials. Some have openly expressed their admiration for the killer. Some were condemning the murderer and praising the murdered. On their personal Facebook page, subjective and inaccurate information was revealed in a political context in which the results of the investigation were not disclosed, and the killer was not identified.

Stanley J. and Dennis K. (2012) also argued that media should accept and fulfill obligations mainly to be met by setting high or professional standards of in formativeness, truth, accuracy, objectivity, and balance. Thus, the researcher's argues that the journalists' focus on personal opinion rather than reality on their Facebook page deviate from professional values, casts doubt on their profession. It goes against their professional principles.

Professional or personal

It is about what journalists write, post, share, like, follow, and display on their personal Facebook page. And it is also about their social media usage for personal or professional purpose. Villegas and Álvarez (2016) specified that there are dilemmas associated with the journalists' social media usage. Because, loss of the boundary between personal and professional life can have a negative effect on the relationship between journalists and the media institution they work in and their professional ethics too. That is why including AMMA media organization provide their journalists with clear guidelines on what is and what is not considered to be appropriate personal use of social media. As AMMA Journalists' Social Media Usage Guide line (2012) it is to safeguard the statuses of the journalistic profession and the media organization.

As result exposed in the analysis section there is a significant difference concerning the distribution of journalists' personal Facebook usage than professional usage. The Facebook by its nature requires engaging in. Journalists' post exposed their political, religious, social, ethnic, cultural and other personal messages.

The interviews made clear that most journalists have a clear view on what they want to share on Facebook. Some of them choose to construct a very personal profile, while others have a rather professional approach. However, most of them seem to balance both. Interviewee 7, who chose to open up about personal details, said "Facebook is full of details about my personal life. Especially because I feel that it is rather fleeting. Here, I write things about my partner or marital states and other details". On the other hand, Interviewee 2 connected the sharing of personal details with popularity; "I have more than 5000 followers and not only because I post in a professional way about journalism. You need to show something from yourself. They get an image of you, and that works." Interviewee 6 did not agree with this idea that he runs a complete professional Facebook profile; "My personal life is completely uninteresting and nobody's business." He said. But whether or not the journalists share elements of their personal lives, most of them have clear boundaries when it comes to posting about other people. Especially the privacy of family members and those who cannot speak for themselves is respected. Some of the journalists who chose to post in a professional way even mentioned that they have their own guidelines: do not write on Facebook what you would not write in a newspaper or in a magazine.

On the other hand, researchers who investigated journalists' social media usage in different context, Bossio & Sacco (2016) calcify journalists into three different groups according to how they present their professional and personal identity on social media. These different categories are:

1. *Transitional identity* which refers journalists who creating separate personal and professional social media accounts or using different platforms for personal and professional purposes.

2. *Branded identity* these are journalists who use social media only for professional life, not personal life at all.

3. *Social identity* these are journalists who blending professional and personal identities, which means they are using the same platforms for personal and professional purposes. According to the parameters of Bossio and Sacco (2016) most of the interviewed journalists in this thesis belong to the third group, and some of them stated that they use social media for both personal and professional purposes. Some of the journalists could be grouped into the first category who creating separate personal and professional social media accounts for personal and professional purposes.

CHAPTER FIVE

CONCLUSION, RECOMMENDATIONS, AND SUGGESTIONS FOR FURTHER STUDY

5.0. Introduction

The conclusion of this thesis brings together the main findings of this thesis. This chapter presents the conclusion of the research on the usage of social media especially Facebook among journalists and ethical dilemmas they face. Most importantly, the researcher argued how journalists' personal Facebook usage affects their journalistic profession. Facebook is the focus of this thesis because it is a comprehensive experience that is bringing a comprehensive impact on several disciplines, of which the profession of journalism is at the front position. The main findings and conclusions of the thesis are presented below.

5.1. Conclusion

The growing of new media platforms like Facebook has provided opportunities for individual journalists to become owners of their own media platform rather than names or initials under articles. Especially Facebook, because of its public and networked nature, is a suitable for an interactive usage. In this thesis the researcher has analyzed the reasons of journalists' personal Facebook channel usage, the ways of their personal and professional needs treated on their Facebook page and the matter of journalists' ethical dilemmas. By employing both the quantitative and qualitative research methods the results created a clear image of journalists' personal Facebook usage in AMMA.

As a result, the study exposes that, the interviewed journalists in AMMA have employed social media especially Facebook frequently and mostly in the office in working hours. Most likely the researcher affirms that the participants Facebook usage during the work time affects their daily activities, the media organization interest and professional responsibility. Regarding to this issue Sophio R. (2015) stated that this kind of journalists' behavior on Facebook distracts attentiveness that leads journalists to ignore their social responsibility. The purpose of social media use among these journalists in AMMA includes: to stay informed, to share personal opinions, to promote their work and themselves, and to communicate. Journalists access internet at workplace to use Facebook both for personal and professional purposes. In addition, the research uncovered interviewees' approaches towards using their personal Facebook account for person and professional motives. Journalists use their personal Facebook page for personal and professional purposes. Therefore, it could be said that Facebook is spend time with for journalists. To meet friends, and chatting and amusing are the fashionable activities journalists are proficient at if they use Facebook for personal purpose. Fortunately, journalists frequently employ Facebook in

order to discover and share news and information, to follow updates from media outlets, to find out what the people are talking about and to look an idea for further employ in their profession if they are to access Facebook for their professional purpose. In this case the analysis result shows that there is no a clear line between the utilization of journalists' personal Facebook page for personal and work related usage. The interviewed journalists in this thesis belong to the Social identity group. Because these are journalists who blending professional and personal identities, which means they are using the same platforms for personal and professional purposes. And some of them could be categorized under Transitional identity which refers journalists who creating separate personal and professional social media accounts or using different platforms for personal and professional purposes.

On the other hand, the participants also employ Facebook to engage in desiccations. Consequently, the interviewees are active users of Facebook in such a way that it is significant in their daily activity. As discussed in the research theoretical framework chapter about the new media theory the theorists argue in this digital era for journalists and journalistic activities things are good. However, the researcher argues that the new media especially journalists' Facebook usage even for professional purpose is questionable how objective and socially responsible attitudes they gain from the Facebook friends or followers. According to Kollock & Smith (1996) the new media technology has influential impacts on specifically social responsibility of journalists. According to them, in many new media situations some particular behavior can be justifiable and reasonable for an individual, but this can cause poorer outcome for all. These kinds of situations are defined as social responsibility dilemmas. Even some journalists admit that as they have two Facebook account and use fake identity in order to escape their professional accountability.

The analyzed quantitative and qualitative data make clear that the content of journalists' personal Facebook page focus on politics and humor. This participation is not depend on the fact or verification because the data shows that the messages posted, liked, commented and shared on the journalists personal Facebook page are 43.9% (*See table two*) opinions. In addition, they more concern about politics (46.2%) than others as the quantitative data indicates. (*See table two*)

The other thing is ethical dilemma journalists face regarding Facebook usage discussed in this thesis; the most significant findings in term of this subject matter are connected to other two

participants. The latter uncovered that they periodically express personal opinions on issues like regional and national events such as June 15, 2019 assassinations targeting Ethiopian high level officials and abduction of Ethiopian students on Facebook. Regardless of these respondents claim to be objective in their media content, the researcher stated to what extent their personal postings affect the objectivity of their actual content.

The main statement was that Facebook creates combination of objectively covered stories and flow of the personal thoughts, possibly about the similar issues. In assessing this topic, the blurred boundaries between personal and professional life on this social media network was discussed. The other significant finding of the data from in-depth interview and content analysis methods that participant AMMA journalists' personal Facebook usage making them struggled with Factual or opinionated and Professional or personal ethical dilemmas. Consequently, it should not be at ease to assume that this study or any other for that matter offers an ultimate answer on the impacts of journalists' personal Facebook usage on objectivity of content and profession itself.

5.2. Recommendations

The objective of this research was to examine the journalists' personal Facebook page usage and their Ethical dilemmas in AMMA context. Serious effort has been made by the researcher to address the research questions. Thus, based on the findings, the researcher forwards the following recommendations:

- Journalists' holding in their arms of social media is a big chance for media organizations and journalists in order to use the new media technology for their benefit. Though, so far, this is not happening in AMMA and in Ethiopia too. Including AMMA the media institutions are yet to be alert about the new media technology arena. Consequently, media institutions and media researchers had better address the use of social media for journalistic purpose. More importantly, giving journalists with regular training on wise use of the technology is essential.
- Social media is a recent global occurrence that is wide spreading speedy. The media organization should update their system including the editorial policies accordingly. Because the ethical issues related to the new technology should be researched and have solutions for better utilization.

- Journalists should be encouraged to be knowledgeable enough and to take advantage of social media for professional purposes.
- Relevant bodies make concentrated efforts to undertake the challenges of journalists in using social media for journalistic purposes.
- Basically, there are plans nearby to develop social media use of journalists. Consequently, media organizations have to develop a social media strategy for journalists' use of social media for journalistic purpose
- An attitude towards to social media especially Facebook has to be improved. The media are not a problem. Because, it is the matter of the users. Therefore, taking sides and presenting merely blaming and blessings would not bring any change in the media industry. Therefore, attention must be given to social media if at all media have a special treatment for the youth and technologically knowledgeable generations.

5.3. Suggestions for Further Study

This study based on the related theories, the results of the practical data and by applying the findings of the similar study concerning how use of social media specifically Facebook challenges journalists objectivity and cause negative effects on professional ethics attempt conceptual generalization. The researcher believes that the similar results might occur in case of examination of effects of Facebook on Objectivity in Journalism and Journalistic ethics. As discussed, this finding based on new media and social responsibility theories. Even though, use of computer-mediated communication, User-generated content and Cyber psychology combined with Objectivity in Journalism and Journalistic Ethics will be fruitful to discover results of Facebook usage in similar processes. Applying these approaches in bigger projects may shed light on how online era changes and challenges the traditional understanding of journalistic profession. More importantly, how digitalization and in general new technologies alter the accepted principles of journalistic work.

This thesis exposed that social media specifically Facebook takes an important place in the journalists' daily routines. However, using this social media for journalists has its own professional impact and ethical dilemmas; it would be valuable to examine the impacts of other

social media networks on journalism profession. Thus, the further research is encouraged to study the mix of YouTube and Facebook employment impact on journalism ethics.

In addition, it would be significant to discover which of these platforms plays more important role in journalists' profession. Keeping the same demographics in mind, potential examination of which of these social media networks causes more either negative or positive effects on journalists' professional ethics would also be considerable.

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APPENDICES

Appendix: A. Appendix: Consent for participation in the study

I have received information about the project and am willing to participate ----------------------------------

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Participant's Signature ……………. Date………………..

Appendix: B. In-depth Interview Guide.

1. **In-Depth Interview plan**

Interview questions for Journalists, Editors and Media Managers

Information needed

- The purpose of Facebook usage of journalists
- The objectivity of their post
- The ethical dilemma they face
- The solution they indicate, etc.

The interview will takes place face to face

Interview guide

Direction: Please state your answers below each question

Theme: *Journalists' private Facebook page usage.*

Research Questions:

1. Why do journalists use social media for in the AMMA context?

2. What are the potentials and challenges of having a private Facebook page?

3. What are the interest conflicts of the media organization and the personal Facebook page messages of journalists?

4. How ethical issues related to social media usage in Amhara mass media agency treated?

 These are questions which the research will be focused on.

Thank you very much for taking the time to answer the questions.

1. Name _____

2. Gender_____

3. Age_____

4. Educational status_____

5. The department you working in _____

6. Job Title_____

7. Years of experience _____

8. Address; Email_____

1. How often do you use Facebook?

2. What do you use your Facebook account for? (Personal or professional) Where do you access internet?

3. Do you publish your subjective opinions about the issues you are reporting on? Why?

4. How do you maintain impartiality in your articles, programs while posting on Facebook your own consideration about the similar topic/s?

5. Do you post your personal opinions about the issues or people involved in those issues you are reporting about?

6. How do you measure the objectivity of the content that you posted?

7. What kind of problems do you face due to messages you post on your Facebook page?

8. How do you perceive in the similarities and/or differences between professionalism and activism?

9. Do you think social media has an impact on journalism profession? How?

10. What is your view of the content of the message you post on your personal Facebook page? Do you think your followers trust the information from your personal Facebook page? How do you validate?

11. As a journalist, in what ways are you more careful with what you write online than a normal user?

Appendix: C. Content analysis guidelines and categories

2. **Content analysis**

The objective is to answer the following research questions:

What the content of the messages on journalists Facebook page focus on?

Parameters

1. Politics (cod.1)   2. Religious (cod.2)   3 .Social (cod.3)   4. Other (cod.4)

Category	posts	Shares	Total
Politics			
Religious			
Social			
Other			

1. Information (cod.1)   2.opinion (cod.2)   3 .promotion (cod.3)   4. humer (cod.4)

5. Others (5)

Category	total	Percent
Information		
Opinion		
Promotion		
Humor		
Others		

Based on the above parameters journalists private Facebook page posted messages (texts, pictures, video, and graphics), profile pictures, shared messages (texts, pictures, video, and graphics) are analyzed.