

CHAPTER V

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

The research sought to investigate the impact of technology among journalist and how they adapt to the technology development in Malaysia. This chapter presents a discussion of the findings from this research and derives a conclusion based on the findings from the data collected. Finally, this chapter makes recommendations on possible areas for further research.

5.1 Summary of the Findings

This research focuses on the impact of the technology among journalist in Malaysia which. The basic research question was constructed as follows: “What are the impact of the technology evolution on journalist practice? How journalists adapt to technology evolution in newsroom?”.

5.2 Demographic Profile

Based on the previous chapter's findings, this part will discuss the respondents' demographics and backgrounds. The findings allowed the researchers to determine the survey's sample size and interviews conducted at Sinar Harian. According the result finding majority of the respondents are journalist, with 31 participants, editor with 5 participants and others which is include marketing, videographer, content producer and other witch 7 participants. The experiences that the respondents had while working in the field of journalism consists four different types of years. Working experiences that span below 2 years are represented by a total of 4 journalists, 2 until 4 years represented by a total of 9 journalists, 5 until 9 years represented by a total of 17 journalist and editor, meanwhile 10-19 years of working experience represented by a total of 13 journalist and editor.

5.2.1 Impact of technology and Technology Adoption

Cyberspatial-postindustrial philosophy is replacing physical-industrial philosophy in journalism, leading to a more open, collaborative, and distributed approach to reporting (Hermida, 2010). Well-documented works (Hermida & Thurman, 2008) highlight the journalistic community's attempts to normalise the possibilities and ramifications of internet technologies on the role and practices of journalists. However, studies show that journalism is now in a second, more demanding stage of development (Nguyen, 2010), where journalists

are challenged to compromise their gatekeeping power and make use of available integrated systems capital (Karlsson, 2011). Once the technology has been implemented, a complicated mutual translation process replaces the expected invasion of a technical determinant. It is also important to assess the pushback an innovation receives from different parties to understand its development path in-depth (Hemmingway, 2005).

For first research question study adopting technology and social media tools like Twitter alters news gathering and reporting and impacts journalistic culture and practice. It shows that shifts occur within the news industries and tend to become “rationalised” or “normalised” through the values and norms of the dominant journalistic culture. The dominant journalistic culture in Malaysia is a journalistic culture that is characterised by strong ties with political and economic pressure (Mustafa & Sannusi, 2017). As a culture centred on information sharing, connection, and the shared expertise of many opinions becomes more prevalent, traditional journalism that relies too heavily on the same sources, experts, and analysts is becoming increasingly irrelevant. The conversation will have a larger role in future news reporting. It also allows the organisation to increase training on technology use. Community members can use social media as a new tool to advise, correct, applaud, criticise, and otherwise try to influence coverage decisions. Journalists also can use new technology to communicate directly with community members. In addition to the survey, interview result stated that the use of social media is very important by journalist in order to combat with the current technology advancement. The use of technology not only can be used to disseminate the information but also for checking the facts and information received from sources.

Regarding the second research question both in survey and interview it was found that many respondents accept the changes brought by using new technology and give a positive impact to their journalism practice. In general, differences in advantage, integration, and complexity difficulties significantly impact how people react to change. Some journalists are reluctant to adopt changes that challenge journalistic autonomy and judgement, harm the quality of the news product, or have been poorly communicated by the company’s leadership. However, some of them generally view changes that are beneficial to the news product and consistent with their understanding of journalism favourably. As shown by the results, journalists are amenable to various changes that they see as beneficial to their profession and preferable to the status quo. Professional media can adjust to losing the exclusivity and control of the news, but most journalists would not dare to imagine losing influence and importance.

5.3 Limitation of the Study

The limitation can be seen through the sample size. For this study, the sample size itself is relatively small, and the participants only focus on the journalist from one organisation only. This situation may limit the generalizability of the findings. Next, the research was conducted during the period, so it might be an unavoidable problem like internet problems and might cause the data collection to slow down. This is because the questionnaire was spread online and the interview was conducted to those who willing to participate.

5.4 Recommendation

This research discusses the issue related to the impact of technology development in journalistic practice. Remarkable observation has been given to the impact, including the adaption of journalists toward technology. The increasing use of technology should be considered a development in the journalism field; it is vital that every journalist or journalist to be to have at least able to adapt to the use of new technologies and social media such as Twitter and also need to be able to multitask. Future studies were recommended that would be beneficial to conduct similar research with regional and national news organisations to better understand what works and why some situation happened.

5.5 Conclusion

From this study, the researcher has completed the method of the research to seek all necessary findings. To obtain the information and the data of the study the researchers had used a set of the questionnaire in the Google form and also interview which is divided into two objectives, to observe the impact of technology among journalist in newsroom and to examine the evolution of technological adaptations in newsroom.

This research acknowledges that journalists can adapt to the technology change and how it impacts their journalism practice. In this era, where it is required that any journalist needs to have a minimum level of technology literacy and the ability to identify, write, and publish stories based on accurate facts and information. From the research analysis, transparency and responsiveness focus on journalists' work. While as a general observation, adequate technology knowledge is stated by journalists and news workers. Nevertheless, they still show interest and the need to enhance their skills in these fields is needed. This void demands a worldwide change in journalism practices regarding on technology advancement.