CHAPTER IV

FINDINGS AND ANALYSIS

4.0 Introduction

In this chapter, the analysis and interpretation of data collected were presented to make this chapter more scientific. The researchers followed the sequence of the questionnaire as used in this research. The data was collected from the editor and journalists of Sinar Harian. The proposed theoretical framework assessed the findings to provide an answer to the research's questions.

4.1 Survey Results

The research first started by collecting the general characteristics of the respondents. It was vital to find out the demographic characteristics of the respondents so that the researcher can determine whether the data collected in any way affect the overall objectives of the study.

4.1.1 Section A: Demographic Profile

Table 1: Profession

		Frequency	Percentage	Valid Percent
Valid	Journalist	31	72%	72.0
	Editor	5	12%	12.0
	Others	7	16%	16.0
	Total	43	100	100.0

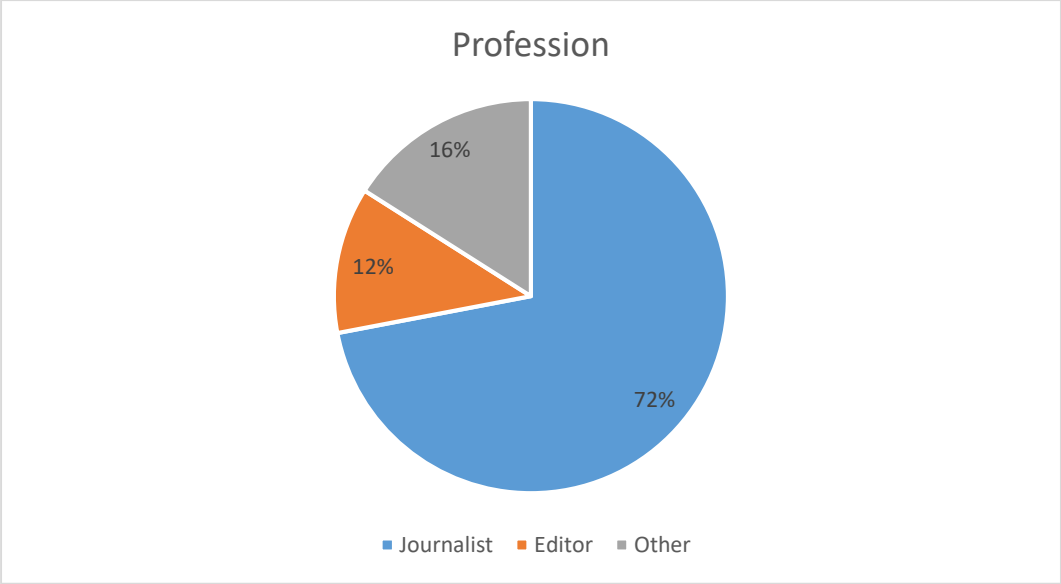

Figure 2: Profession

Table 1 and Figure 1 summarizes the participant's demographic profiles. Majority of the respondents are journalist, with 31 participants or 72%, editor with 5 participants or equal to 12% and others which is include marketing, videographer, content producer and other witch 7 participants that equal to 16%.

Table 2: Frequency - percentage of the respondents working experience

Working Experience	Frequency	Percentage
Less than 2 years	4	9.3%
2-4 years	9	20.9%
5-9 years	17	39.6%
10-19 years	13	30.2%
20 years and above	0	0%
Total	**43**	**100%**

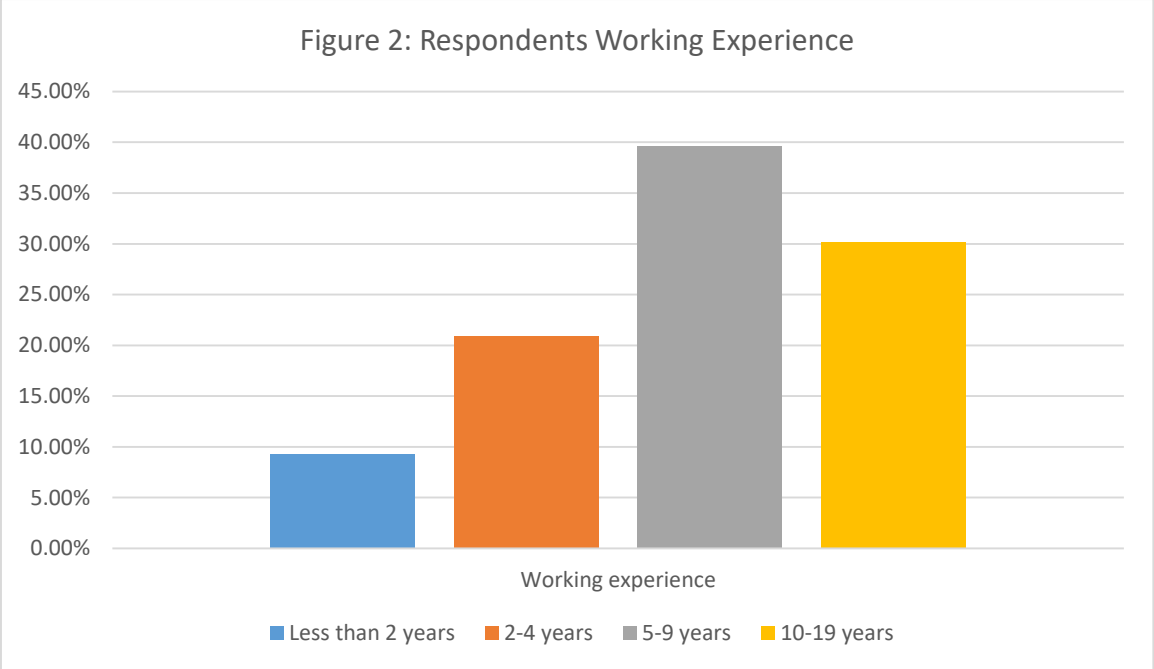

Figure 3: Respondents Working Experience

There were 43 journalist and editor that participated in this study. The respondents were asked to share their working experience in their field for the purposes of the study. As shown in Table 2, 39.6%of the respondents have been working between 5-9 years, 30.2% have been working for 10-19 years, 20.9% were between for 2-4 years and 9,3 % were less than 2 years.

4.1.2 Section B: Respondents Technology Adoption

Table 3: Technology Adoption

Question	Agree	Neutral	Disagree
I enjoy learning new technology that I can use in my work.	42	1	0
I am comfortable working with digital media technologies.	40	2	1
The more tools I am skilled with using, the better journalism I can produce/	42	1	0

Technology make my work more efficient.			
Social media, such as Facebook and Twitter, are important tools in my work.	36	3	4
Technology make my work faster.	37	4	2
Time using social media is time well-spend for me as a journalist.	35	6	2
My company has given me the training I need to work with digital media technologies.	24	4	15

Table 3 reveals that most employees who filled out the survey accepted new technologies. The survey's highest average level of agreement was with the question asking if respondents enjoyed learning new technologies they might apply in their work; all but one respondent answered in the affirmative. Even though large majorities reported being at ease with digital technology and believing that mastery of such tools improved the quality of journalism, many were concerned that they needed more time or training to become proficient in such tools. For the most part, people also acknowledged the benefits of more recently social media technology. Even as journalists attempt to make social media more compatible with social norms, its fast spread as a journalistic tool is supported by its relative simplicity, wide availability for observation and experimentation outside the newsroom, and low barriers to entry (Lasorsa, Lewis, & Holton, 2012).

Journalists' ability to use computers and the internet effectively has become increasingly important. Journalists need to adapt to shifting media structures and newsgathering procedures, which calls for a broader range of technical skills and the more traditional ones (Robinson, 2011). In addition to their traditional information-gathering functions, social media sites "point to how news organizations must change to be considered relevant and value-creating" (Skoler, 2009) in today's dynamic, networked society.

Table 4: Technology Adoption

Question	Agree	Neutral	Disagree
Technology enhance research and analysis to my work.	39	3	1
Technology help me facilitate productive collaboration among professionals.	35	8	0
How do you feel about this statement "Technology has made the news media industry change too fast".	42	1	0
How do you feel about this statement " My organisation is making the best use of technology"	33	7	3
How do you feel about this statement "Technology can increase transparency".	28	11	4
How do you feel about this statement "Technology can give greater control of media organizations and journalists"	22	16	5
How do you feel about this statement "Technology can help citizens voice to be heard"	37	4	2
How do you feel about this statement "Technology can create a multitasking journalist"	34	6	3
How do you feel about this statement "Technology can make news content more interactive and interesting".	35	7	1

Technology can help to increase plurality of the news.	32	8	3

Expectations are formed in various ways by new media techniques and tools, ranging from beneficial effects on the practical aspects of newsgathering (such as the ability to work more quickly or to improve research and analysis methods) to more complex issues relating to structural changes that facilitate conversation, involvement, openness and accountability (Gillmor, 2004). On a five-point scale, respondents were asked to rate their level of agreement with a number of statements. Table 4 shows that respondents generally had a favourable outlook on how new technologies would affect their work. In the newsroom, new technology is seen as beneficial because of its effects on speed, efficiency, depth of study, and collaboration.

Most journalists agree that internet technology and related techniques can improve news reporting in term of pluralism. The respondents also agree that new media have a democratizing effect by giving users a voice and encouraging professional-user conversation (Papacharissi, 2002). The 'news package' (Boczkowski, 2004; Deuze, 2004) is an idea that advocates for a more dynamic, interactive, and multimedia approach to reporting and delivering news, and it is generally accepted that this approach will improve the value of journalistic information.

4.1.3 Technology Resistance

Table 5: Resistance to the technology development among respondents

Question	Agree	Neutral	Disagree
Technology has increased my work volume.	40	3	0
Technology has led to a lack of motivation when doing work	2	18	23
Technology has led to inadequate skills among journalists.	1	7	35

Finding shows that journalists in Malaysia are worried about high workloads due to the country's economic crisis with 40 respondents. Journalists are not said to have a significant issue with self-censorship concerns or training and skill issues, which were in their thoughts in the past (Table 5). Journalism is rapidly evolving (Fenton, 2017). "The very basis on which the industry has grown and survived is being rewritten", including technological and economic factors. Many attribute this shift to the dynamic nature of technology, although rational explanations have given way to claims of a mutually beneficial partnership relating to the "phenomenon of work" between technology and journalism (Domingo, 2008). Although the impact of technology on newsgathering cannot always be predicted, the new technological infrastructure at journalists' disposal does have a noticeable impact on editorial practice and roles.

4.2 T-test

Table 6: T-test in finding differences between the technology adoption of respondents according to their profession

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Technology Adoption	Equal variances assumed	.435	.513	.313	41	.756	.04878	.15599	-.26624	.36380
	Equal variances not assumed			1.432	40.000	.160	.04878	.03406	-.02006	.11762

Table 6 shows the T-test result in finding significant difference between the technology adoption of respondents when grouped according to their profession. Since p-value is more than our chosen significance level $\alpha = 0.05$, the researcher accepts the null hypothesis, and conclude that the that the mean of the technology adoption for editor and journalist is not significantly different. Based on the results, the researcher states the following:

- There was no significant difference in the mean of the level of awareness between editor and journalist ($t_{40.000} = 1.432$, $p > .05$)

Table 7: T-test in finding differences between the technology adoption of respondents according to their working experience

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Technology Adoption	Equal variances assumed	.838	.369	.459	24	.650	.05229	.11383	-.18265	.28723
	Equal variances not assumed			.416	12.617	.684	.05229	.12572	-.22016	.32473

Table 7 shows the T-test result in finding significant difference between the technology adoption of respondents when grouped according to their working experience. Since p-value is more than our chosen significance level $\alpha = 0.05$, the researcher accepts the null hypothesis, and conclude that the that the mean of the technology adoption for working experience among journalist and editor is not significantly different. Based on the results, the researcher states the following:

- There was no significant difference in the mean of the level of awareness between editor and journalist ($t_{12.617} = .416$, $p > .05$)

The finding in Table 6 and Table 7 shows no significant difference in the technology adoption according to the profession and working experience of the journalists and editors.

Table 8:T-test in finding differences between the effect of technology changes of respondents according to their profession

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Effect of technology	Equal variances assumed	1.525	.224	.541	40	.591	.20000	.36946	-.54670	.94670
	Equal variances not assumed			2.449	39.000	.019	.20000	.08165	.03485	.36515

Table 8 shows the T-test result in finding significant difference between the effect technology of respondents when grouped according to their profession. Since p-value is more than our chosen significance level $\alpha = 0.05$, the researcher accepts the null hypothesis, and conclude that the that the mean of the technology adoption for editor and journalist is not significantly different. Based on the results, the researcher states the following:

- There was no significant difference in the mean of the level of awareness between editor and journalist ($t_{39.000} = 2.449$, $p > .05$)

Table 9: T-test in finding differences between the effect of technology changes of respondents according to their working experience

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
A02	Equal variances assumed	9.267	.006	-1.287	23	.211	-.25000	.19427	-.65188	.15188
	Equal variances not assumed			-1.732	15.000	.104	-.25000	.14434	-.55765	.05765

Table 9 shows the T-test result in finding significant difference between the effect of technology changes of respondents when grouped according to their working experience. Since p-value is less than our chosen significance level $\alpha = 0.05$, the researcher rejects the null hypothesis, and conclude that the that the mean of effect of technology on journalist and editor working experience is significantly different. Based on the results, the researcher states the following:

- There was significant difference in the mean of the effect of technology on journalist and editor working experience. ($t_{15.000} = -.1.732p < .05$).

The finding in Table 8and Table 9 shows no significant difference of the effect of technology according to the profession. However, for the effect of technology changes based on journalist and editor working experience, there are significant differences. More experience workers seem to have more effect on technology changes rather than to less experience.

4.2 Interview Result

4.2.1 Ideal Journalist

Researchers conducted semi-structured interviews from various roles and departments at Sinar Harian to collect this data. Those who all have some background working in the field of journalism, Researchers began each interview by asking participants to define the ideal journalist. It was designed so that researchers may test the hypothesis that includes what they find as an ideal journalist and what criteria they have.

Many people working in the news industry now consider or at least see the usage of multimedia as essential to their professional development and the quality of their journalism. In the interview, one Journalist defined the "ideal" as someone who can both report on a story and put their thoughts into words by:

> *Fill it with some narrative. Transform it into a TV script format by making a few minor adjustments. Grab your video camera, take some video, and snap an attention-grabbing photo to print on paper. Be unbiased and report fairly need to take into consideration.*

The stated objective has been accepted, but its execution has spread more slowly than its advantages, mostly due to its perceived complexity and conflict with other requirements. The same journalist said, "*I am not in a position where I do all that*" since managing all those responsibilities "*is difficult and extremely different and leads to enormous challenges*." Another journalist responded that in this digital world, journalists must have a good reputation and write newsworthy topics using social media to be an ideal journalist:

> *If you are a journalist, especially if you are an expert in your field, you are a source that individuals turn to for information. Therefore, a good reputation as a provider of this service is necessary. And one way to do that is to write about newsworthy topics that have appeared in other newspapers or noteworthy events that might generate an article using various medium such social media. In a sense, you might say that I am providing an information service to readers interested in my topics.*

Regardless of their position or involvement with a news organization, ideal professional journalists create 'hard news's unbiasedly and fairly. Engaging in social media journalism is deemed low status because a foreign logic governs networked popularity. The rationale of the huge digital companies moving to take over journalistic functions is algorithmically enforced, with its ever-shifting goals veiled. Even as journalists attempt to make social media more compatible with social norms, its fast spread as a journalistic tool is supported by its relative simplicity, wide availability for observation and experimentation outside the newsroom, and low barriers to entry (Lasorsa, Lewis, & Holton, 2012).

4.2.2 Concern in Reporting News

However, there is still some resistance to technological progress, and this resistance's origin has stayed the same over time. Journalists continue to express worries about constraints on what they see as more crucial storytelling elements, which are almost always rooted in established journalistic practices. A journalist answered the interview question:

> *Sometimes using more tools reduces the reporting procedure. The amount of time a reporter has to spend crafting the story is ultimately reduced by having to tweet, take photos and videos, post online, and use Facebook.*

As one editor put it, the actual editing involves spending less time because of the "hoops to process the photos and put things online," which he dubbed "the actual editing." Staff reductions in newsroom, whether through layoffs, buyouts, or other means, are becoming common (Curran, 2010). New demands and content techniques are prompting a rethinking of educational standards and the skills taught to students. As shown in the table, most journalists agree that the ability to multitask effectively is emerging as a core competency for journalists in this digital era (Mensing, 2010).

4.1.3 Checking Facts Using Technology

Despite the convergence of the Internet, there are also a concern regarding the fast checking of the facts when there is too much information loaded as one journalist responded:

> *It is not that I automatically accept everything I read or that I accept everything an expert says. Journalists are trained to investigate and double-check every statement. She continued, "If your mother says she loves you, do not believe it*

unless you can get confirmation from at least two independent sources." The point of such a phrase is to make us doubt everything. A journalist is a skeptic by nature. Moreover, it would be best if you were as well.

It takes much time to do good reporting. It might be pricey as well. Consider the implications that the news is available to everyone for free on the internet. A good reporter deserves to be compensated for his efforts. Additionally, some "news" articles are created by journalists of companies who are more concerned with advancing a particular viewpoint than credibility (Cassidy,2007).

As news reporters, we must always check whether the information received is reliable; we will read it regarding the news portal or sources where it was published, and after that, we will publish an article citing the source as fast as possible.

The reporter decided to disseminate the news due to the necessity to convey information quickly and efficiently. This backs up and enhances Usher's (2014) results on the influence of immediacy in mediums with a short publishing cycle, such as radio news. Skill performance in validating information is significantly impacted by time pressure and the feeling of competition. Because multiple kinds of information disorder are mostly conveyed through digital platforms (e.g., social media), it is natural to conclude that fact-checking on these platforms, to some part, needs new skills and abilities for information verification.

4.1.4 Improvement in Journalism Practice

Journalists have essential responsibilities in our society, from reporting the news to interpreting it and providing context for political, social, and economic debates, especially in technology development. The space for improvement in skills is very needed. As one of the journalist said in the interview:

Like any other, the news industry requires employees to constantly improve their skills and cultivate an enthusiasm for reading to succeed. Only in this way can one achieve true journalistic achievement. As I know there are a lot of local and international institutions providing training for journalists, most of which are online and this could be advantages for who want to improve their skills.

Journalists must now look inward, recognise weaknesses, and train themselves to fill those holes. Supporting journalists in their quest for knowledge is crucial for newsroom managers and media owners because of the benefits of an upskilled staff. According to Anderson and Wiik (2013), concerns about journalistic independence and internal integrity are brought up by this. Many news managers need to realise that their companies are operating in unfamiliar territory and dealing with problems beyond the scope of their knowledge and experience. Due to these circumstances, leading change becomes even more challenging as management strives to prepare staff for the unknown while remaining adaptable and prepared for unexpected change.

According to other journalists, using encouraging and contemporary language in news writing can pique young people's interest and persuade them to turn to traditional media instead of social media as their primary source of information. In response to the query, one journalist said:

> *"The presentation needs to be adjusted slightly, but cautiously, to ensure that the terms used are not obscure. Young journalists today need to comprehend millennial preferences for news distribution because of evolving trends and technology".*

According to Kalogeropoulos (2019), journalism is both an employment and a positive role model that could influence young people. The public has access to various information sources, yet having more information does not constantly improve things because it might separate people's viewpoints and lead to social divisions. Although journalists are now subject to various difficulties, including legal action, they should persevere and work to keep telling readers the truth. The knowledge in society is to be increased by the information journalists share. For society to have access to the most recent knowledge and to think critically, journalists seek out material that is encouraging and instructional (Kalogeropoulos, 2019).

4.2 Conclusion

The researcher conducted a survey and interviewed respondents to gather data for this research. The results of this research are provided; the discussion will be presented in the following chapter. The researcher also provided answers to the questions based on the research question and the interview questions prepared before the interview.