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Smart phones and Tablets; Do Reporters Consider Them Best Acquaintances? A Third World Perspective on MOJO

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Abstract

This exploratory study investigates and document the phenomenon of Mobile Journalism(MoJo) among reporters in the context of Technology acceptance model (TAM). Data was collected through Interviews of Television reporters. Thematic analysis helped the researchers to identify significant themes and subthemes which aided to document professional dynamics of MoJo. It also helped to get an overview of the status of MoJo adoption among reporters belonging to a third world country. The participants reported to have a positive attitude towards digital communication technologies .However variation in adoption of MoJo in their work routines were found ,due to personal, technical and organizational factors. The study highlights the need of focusing theoretical and practical understanding of MoJo at both academic and professional level. It particularly calls attention towards the role that media organization should play to facilitate and gear up the adoption of MoJo among their employees.

Key Words; MoJo, Technology acceptance model (TAM), Reporters, Thematic Analysis .

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Introduction

Recent technological developments and the consequent changes in media landscape have also greatly affected journalism industry. The rise of online platforms, social media, and mobile devices has caused radical changes in whole procedure of journalism i-e from creation of content to its consumption. One of these newly adopted trends include merging of media, particularly in the news media. This convergence is not limited to media only, rather technologies and media organizations have also been converged which has changed methods of news reporting (Ivar,2017). Even different media like broadcast media, television and mobile now use similar production processes. This development, beside introducing many promising ideas brings challenges with itself. Like other fields of mass communication, Journalism is also confronting many promising yet challenging innovations including MoJo. MoJo, that stands for Mobile Journalism is the use of mobile devices like Smartphone and tablets in creation, modification and dissemination of informational content related to current affairs. These promising capabilities of mobile technology have equipped Journalists with a potential multimedia toolkit, resulted in increased usage. This allows them to record and produce high-quality images, videos, and audio, conduct interviews, and even publish stories straight from the scene (Quinn, 2016). Scholars claim that one of the areas of journalism that is growing the fastest is mobile journalism. Its unique selling point is the intimate bond between technology and journalism. (Perreault & Stanfield ,2018 ; Hill & Bradshaw ,2019).

Smartphones are thought to be the crucial tool for any journalist to manage the continuously increasing opportunities for multimedia storytelling (Pavlik, 2019). Jokela, (2009) asserts that mobile devices can replace a variety of modern necessities, including a laptop for news writing, a voice recorder for interview audio, and a camera for taking pictures. These gadgets facilitate communication and information sharing via text, graphics,

animation, and audio (Westlund, 2008). Burum, (2016) claims that mojo practices are a particular kind of market-driven neo-journalistic approach that fosters the growth of creative journalism practices both within and outside of conventional news organizations.

For journalists, Mojo's ascent has many benefits. Because of its portability, reporters can cover events in real time and with greater agility and responsiveness. The timeliness and relevance of news coverage are improved by this immediacy. Moreover, Mojo gives journalists the ability to include multimedia components in their narratives, giving readers a more involved and captivating experience (Chan, 2017). Mojo also has the ability to democratize news reporting. Citizen journalists and freelance reporters can enhance the news ecosystem by offering a variety of viewpoints and firsthand insights from the field through the use of reasonably priced mobile devices and easily accessible digital tools.

But even with all of the potential Mojo offers, there are some obstacles and restrictions that must be overcome before it can be widely used by reporters. Because professional equipment is typically associated with traditional journalistic standards, there are still concerns regarding the credibility and quality of content produced on mobile devices. Journalists may also need to upskill and get training in order to fully utilize Mojo's capabilities, as it necessitates proficiency with a range of editing programmes and mobile apps. Consent, privacy, and responsible use of mobile technology in journalism are ethical issues that must be considered in order to preserve the integrity of news reporting (Westlund, 2018).

The convergence of Science and communication has resulted in many innovations including Digital Mobile Technologies (DMTs), which are extensively used for communication. (Budd et al., 2020). The capacity of technology to create a great number of copies of a single book is indeed a milestone in the human history (Turow, 2020).

Although technology-based journalism carries promising advantages and prospects, its adoption is restricted due to certain factors. A mixed attitude is reported towards adoption of MoJo by the Western broadcasting organizations. While newly established organizations are inclined towards adoption of MoJo, traditional organizations are reluctant and uncertain about it. (Perreault & Stanfield, 2018; Karhunen, 2017). Lack of understanding about these hindrances and facilitators associated with the adoption of MOJO among reporters, its potential utilization and incorporation into newsroom workflow is limited. (Chan, 2017; Gant, 2016; Quinn, 2016; Westlund, 2018). Furthermore, there also exists a dearth of comprehensive research on the factors that affect the acceptance and utilization of Mobile Journalism (MoJo) among reporters. To address these problems, it is essential to investigate the factors influencing reporters' acceptance and usage of MoJo. Knowing exactly what barriers need to be taken down and what facilitators can be employed to help Mojo adoption integrate successfully will only be possible if we have a solid grasp of the attitudes, convictions, and behaviors of journalists with relation to Mojo adoption (Chan, 2017). By addressing this knowledge vacuum, the present study aims to shed light on how reporters of a developing country like Pakistan perceive Mojo and what hurdles they are facing in its adoption. The findings will aid in the formulation of tactics and suggestions for promoting the technology's effective adoption in the news sector. Inspired by Bourdieu, Kumar & Haneef, (2018) proposed the idea of "a mojo habitus," which implies that professionals associated with Journalism should be able to meet the demands of the market by possessing multiple skills. This also highlights the need to investigate the attitudes of Pakistani reporters towards MoJo.

Research Questions

RQ1: What are the key factors influencing acceptance and utilization of Mobile Journalism (Mojo) in reporting practices among Pakistani reporters?

RQ2: Do factors introduced in the Technology Acceptance Model (TAM) influence reporters' intention to adopt and utilize Mojo?

These research questions provide a comprehensive framework for investigating the adoption of Mojo among reporters and understanding the underlying factors, challenges, and implications. They will guide the data collection and analysis processes, enabling a deeper understanding of reporters' attitudes, perceptions, and behaviors regarding Mojo adoption.

Literature Review

Introduction of Technology Acceptance Model by Venkatesh & Davis, (2000) has a pioneer study that played a significant role in initiating new deep understanding of the factors that affect technology adoption. Perceived usefulness (PU) and Perceived ease-of –use (PEOU) are two main components of this model. As a framework, it assists the comprehension of the underlying procedure and associated factors related to the adoption of MOJO. The model was further extended by adding two more elements i-e social influence and cognitive instrumental processes and their effect on initial factors introduced in TAM. Later on, an integrated model named UTAUT was formulated by merging user acceptance models (Venkatesh et al. 2003).

According to the findings of D Cameron, (2008) investigation, media formats and technological processes adopted for the production together will define the future of journalism. The use of new technologies have introduced new terms like "backpack

journalism", which describe the enhanced ability of a journalist to report from anywhere in the world just by equipped with a laptop, digital camera and satellite uplink. Recent developments have introduced compact technologies which have altered the methods of newsgathering. The study is multidimensional. Besides providing an overview of the research and practice of MoJo, it also documents the response of academicians and suggest the strategies to integrate MoJo in curriculum.

Mills et al., (2012) examined the potential for community, student, and professional reporters to collate and transmit media via a tailored publishing platform. They also inquired as to whether this platform could establish a seamless link between the production of content on Smartphones and newsroom-based operations. It makes the case for ongoing and collaborative co-design by outlining considerations for future platform development and potential design methodologies to facilitate improved content capture methods.

Blankenship, (2016) research looked up the effects of Mobile journalism on the professional practices of TV journalists. This qualitative study was conducted to compare MoJo with traditional practices of journalism in the framework of professionalization. Unlike many other studies on MoJo, this research highlights many disadvantages of the adoption of MoJo. The findings revealed journalists using MoJo to be deficient in specialized expertise. Although they reported to have greater sense of freedom while working without a crew, this freedom is attained at the cost of compromising some control to the requirements of the organization. Furthermore, to meet deadlines with inadequate resources, mobile journalists have to allow other professionals like public relations professionals to intervene their professional responsibilities.

Salzmann et al., (2023) in their study specifically looked into the adoption of MOJO among the journalists associated with print media. The researchers were interested in exploring the

effectiveness of different strategies adopted by traditional media organization to increase the competency of their staff in using new production tools and to create innovative content in news formats. A group of 40 print editors and journalists from a regional German publishing business received a Two-week training on audio-visual storytelling and smartphone reporting. Their perceptions were recorded and analyzed using Thematic analysis of data collected through participant observation and interviews. Findings provided participant's perceptions regarding the training and MoJo. The findings suggested that changing from a print to a MoJo mentality, according to the participants of the study, requires learning three different skills. This included proficiency in MoJo, visual thinking, and combining ethical and legal knowledge.

A significant ratio of studies on MoJo is conducted in specific geographic context. Like Salzmann et al., (2023) who examined adoption of MoJo among German Print media journalists, Demuyakor & Boye-Doe, (2024) were interested in examining the utilization of digital mobile technologies (DMTs) by the Ghanaian journalists in their professional advancement. However unlike Salzmann, this study was quantitative in nature that employed survey as a tool of data collection. Findings showed that the factors of Technology acceptance model (TAM) i-e perceived ease of use, usefulness, and social influence had significant impact on adoption of MoJo among Ghanaian journalists. The financial constraint like increasing prices of gadgets and internet service, however, marginalize the use of DMTs. This problem is faced by the journalists, not just in Ghana but in other developing nations as well.

Sidiropoulos et al., (2019) studied MoJo in technical context. Researchers were specifically interested in analyzing the usefulness of a specified proto type machine based learning machine services(mojo-MATE) and media literacy. They used both qualitative and

quantitative methods to study the hurdles encountered by the students of journalism and mass communication, novice researchers and journalists in adoption of MoJo. The results suggested that mobile support and training affect both the journalistic practices and attitude of future journalists towards digital technology.

The population of the study conducted by Cruikshank, (2015) was identical with Sidiropoulos et al. (2019). However beside students and journalism practitioners, it also included journalism instructors. It aimed at exploring the acceptance and adoption of mobile technology among American journalism instructors, students, and practitioners. The survey findings revealed the effect of emerging media ecology on working patterns of both media professionals and scholars. According to findings, the emergence of digital media technologies has not only changed meanings of work routines but has also expanded them. In current media ecology meaningful reporting necessitate the availability of devices and software literacy as essentials. Results show that the advent of digital media technologies has broadened rather than just altered the meaning of work routines.

Most of the studies on MoJo have focused journalists belonging to specific medium. Few concentrated print media journalists while many selected television journalists to get an insight into MoJo. Academia has also been included in a number of researches on MoJo . While most of the previous studies were in specific geographical context, Salzmann et al., (2021) expanded the canvas and explored the MoJo Community, comprising of traditional broadcast media journalists from all over the world who are actively using MoJo in their work routines. The purpose was to explore the perceptions of journalists regarding being member of MoJo community. Analysis uses Wenger's "communities of practice" idea to examine the scope, makeup, and function of this collective formation for innovation and change in journalism practices. Analysis of empirical data collected through interviews with community members and two years of participant observation, showed that journalists

perceive this community as being highly useful in many aspects of their professional life .

Few reported advantages included: To combat the reluctance that journalists were facing from organization for the adoption of MoJo, to cope with the rapidly changing technological advancement and uncertain job prospects. The study highlights the effectiveness of collaborative efforts and developing such communities in order to facilitate the adoption of innovations as well as modify existing journalistic practices.

Research of Franco & Roldán, (2005) explored the Web Acceptance and Usage Model (WAUM), which incorporates the TAM and extends its applicability. This model takes into account the role of individual diversities in acceptance of a technology. Researchers believe that understanding of factors that influence adoption of MOJO by reporters can provide significant insights which in turn can be useful in tailoring strategies to enhance its uptake. The findings can work as baseline , to conduct further investigations on the organizational and social elements that influence adoption of MOJO.

Although there is a growing concern among scholars and researchers regarding MoJo, and significant number of studies can be found on different aspects of this emerging phenomenon, its status as a subfield of journalism has not yet been established. Furthermore, there still lack a unanimous conceptualization of the phenomenon (López-García et al., 2019). This requires in-depth study of the phenomenon, particularly in the professional context. Being the major stakeholder, reporters' perspective is specifically significant and should be focused.

Theoretical Framework

Davis, (1989) highlighted the challenges journalists faced in understanding the factors influencing their intentions to use Digital Mobile Technologies (DMTs) over the past two decades. The TAM, introduced by Davis, has been widely embraced by scholars and

researchers as a framework to explain user adoption of technology. Since then, many studies have investigated technology adoption using the same attribute (Teo et al., 2008; Gangwar et al., 2015). It is commonly acknowledged that three key TAM variables - "perceived usefulness," "perceived ease of use," and "attitude towards use" - play significant roles in users' decisions to adopt specific technologies (Venkatesh et al., 2003).

People must learn to adopt and adapt technologies, especially mobile technologies, to encourage technology usage in their daily lives. However, it was challenging for solo broadcast journalists to keep learning new technologies to develop their interests and strengthen future work options (Salzmann et al., 2020). Therefore, Salzmann et al. (2020) suggested another factor: the experience, in addition to the perceived ease of use and perceived usefulness, to measure the relationship to mobile technology adoption. While in Kim, (2008) and Xia, (2018) study about technology adoption, the researchers also found that experience was one of the predictor elements that can influence an individual's behavior in adoption decisions. "MOJO" describes the process of capturing, editing, and disseminating news content via mobile devices, such as tablets and smartphones. In the journalism world, MoJo has drawn a lot of attention, providing new chances and difficulties for reporters. Using the TAM as a theoretical framework, researcher can better understand how MoJo is being adopted.

Methodology

Nine reporters were chosen at random from three different media outlets—Geo News, Express News, and Neo News—for in-depth interviews as part of the study's qualitative data collection methodology. To ensure a diverse representation of perspectives within the journalism field, each organization contributed three reporters to the study. The researchers wanted to get a deep understanding of the experiences, difficulties, and insights of reporters

working in various news environments, so they conducted these interviews in an organized and thorough manner, aimed to obtain rich qualitative data to support the objectives by directly interacting with reporters from various organizations in order to capture complex viewpoints.

Analysis

To make sense of the vast quantity of qualitative data, we conducted a thematic analysis (Boyatzis, 1998). According to Braun, (2013) and Clarke, (2006) thematic analysis is appropriate and provides useful guidance for planning and carrying out policy study research. The coding process, which comprises the progressive creation and application of labels to relevant data segments, is the central component of Thematic Analysis (TA), a straightforward but flexible qualitative research tool (Clarke & Braun, 2014: 1948). Initially, inductive approach was applied to code the data, extract themes and topics from the transcribed pragmatic data. The codes were categorized into broad themes. After a rigorous analysis, sub- themes were identified to present data in a more precise yet comprehensive way.

Table 1: Preliminary Themes

Theme: Reasons of Adoption	Theme: Hinderances	Theme: Role of	Theme: MOJO
<p>Codes</p> <p>Can react quickly to breaking news or changing circumstances</p> <p>A more flexible approach to news reporting</p> <p>Adjust to changing conditions and gather information while on the road.</p> <p>Quick news dissemination is made possible (updates the audience in real time).</p> <p>Up-to-date news has the potential to fascinate audiences, improving their whole experience and sense of connection to the news source.</p> <p>By delivering timely and pertinent content, MOJO's agility and speed boost audience engagement.</p>	<p>Codes</p> <p>It may be difficult for journalists to adjust to new workflows and technologies;</p> <p>Mental adjustment and the development of new skills.</p> <p>Technical difficulties connectivity problems, battery life concerns, and the requirement for extra equipment.</p> <p>Lack of appropriate instruction or direction on MOJO techniques.</p> <p>Audiences are more likely to be captivated by up-to-the-minute news, enhancing their overall experience and connection with the news</p>	<p>Organizations</p> <p>Codes</p> <p>Geo News Reporters</p> <p>Foreign teams were arranged to provide comprehensive training.</p> <p>Experts delivered structured training sessions for reporters that covered a variety of MOJO methodologies, software, and device usage.</p> <p>Supplying the essential equipment, including cell phones.</p> <p>Express News and Neo Reporters</p> <p>little to no planned training programs.</p> <p>lack of support from organization/s.</p> <p>Have to use personal resources and expertise to take the initiative and independently master MOJO skills.</p>	<p>Techniques in Comparison to Traditional Journalism Codes MOJO Techniques:</p> <p>MOJO responds quickly to breaking news by enabling immediate content collection and real-time dissemination.</p> <p>Reporters are able to operate with greater flexibility and agility, and they have more autonomy over the reporting process.</p> <p>MOJO approaches allow for a wide range of reporting formats, such as multimedia storytelling and live streaming.</p> <p>Traditional Journalism:</p> <p>Longer reporting durations may result from the more controlled, role-defined</p>

Table 2: Final Themes

<p>Theme: Reasons of Adoption</p> <p>Sub Theme:</p> <p>Advantages for Professional performance(Reporting)</p> <p>Breaking, flexible, on road dissemination</p> <p>Sub Theme: Advantages for Audience from reporter’s perspective</p> <p>Fascinate audiences, improving their whole experience and sense of connection to the news source.</p> <p>By delivering timely and pertinent content.</p>	<p>Theme: Hinderances</p> <p>Sub Theme: Reporter related (Personal)</p> <p>Adjustment issues with workflow due to the</p> <p>Learning new skills is quite challenging.</p> <p>Technology</p> <p>Sub Theme: Technology related (Technical)hindrances</p> <p>Internet connections, Battery electricity issues</p> <p>Equipments availability cost /affordability</p>	<p>Theme: Role of Organizations</p> <p>Sub Theme:</p> <p>Professional training</p> <p>Sub Theme:</p> <p>Supportive role</p> <p>Provision of equipments/ gadgets</p> <p>Trainings Skill development</p> <p>Sub Theme: Non-Supportive role</p> <p>Lack of training and facilities</p> <p>No provision of gadgets</p> <p>Financial burden</p>	<p>Theme: Comparison</p> <p>Sub Theme:</p> <p>Re[orting-related Advantages of MOJO</p> <p>Immediate content collection and real-time dissemination unlike traditional reporting practices.</p> <p>Allows Reporters to operate with greater flexibility and agility. Gives more autonomy to reporters over the reporting process.</p> <p>Sub Theme:</p> <p>Content-related Advantages of MOJO</p> <p>Variety of format Multimedia storytelling and live streaming.</p>
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Discussion and conclusion

Through qualitative interviews, this study investigates the emerging and multifaceted area of mobile journalism (MOJO). It also uncovers the meticulous perspectives, motivation, hurdles and experiences of reporters in the adoption of new media technologies among reporters belonging to developing country like Pakistan, Its main objective is to offer thoughtful analyses of the various aspects that influence MOJO adoption and to offer workable suggestions for improving its effectiveness in the journalism domain with particular reference to developing world. The study broadly focused on *Perceived usefulness* (Benefits of MOJO as perceived by the reporters), *Perceived ease of use* (The extent to which reporter feel convenient and comfortable while using mobile technology) and *Attitude towards technology* (Attitude of the reporters towards MOJO by comparing it with traditional methods of reporting). All these factors play a significant role in adoption of new technology, according to Technology Acceptance Model (TAM). Perceived usefulness of MOJO was gauged by identifying the reasons of the adoption of MOJO among reporters and was assigned the theme of Adoption. A thorough review of transcribed interviews helped researchers to determine and enumerate the attitude of reporters under the theme of Adoption and Comparison. Few reported advantages of MOJO from Journalists' perspective included the ability to react quickly to breaking news or changing circumstances and to adjust to changing conditions and gather information while on the road. They consider it a flexible approach to news reporting that allows quick news dissemination. By using MOJO strategies a reporter can create and distribute content on mobile devices quickly and thus update the audience in real time. Reporters also shared their views from the perspective of audience perspective. Up-to-date news has the potential to fascinate audiences, improving their whole experience and sense of connection to the news source. MOJO is also considered advantageous for audience by the reporters. They believe that by delivering timely and pertinent content, MOJO's liveliness and speed boost audience engagement. Audience is more likely to be captivated by up-to-the-minute news, enhancing their overall experience and connection with the news source. Equipment used in traditional journalism, such as cameras, microphones, and editing programmes, can be costly. By utilizing the capabilities of smart phones and reasonably

priced apps, Mojo drastically lowers these costs, democratizing journalism and enabling independent or smaller organizations to compete in the market.

Though participants of the study exhibited interest in MOJO, they also find many hindrances in its adoption. For instance, it is difficult for them to adjust to new workflows and technologies as they require mental adjustment and the development of new skills. Technical difficulties that may arise while using MOJO techniques include connectivity problems, battery life concerns, and the requirement for extra equipment. It's possible that journalists don't have the appropriate instruction or direction on MOJO techniques. It is possible that many reporters are not equipped with the skills needed for mobile journalism, such as being adept at using mobile devices for storytelling, editing, and shooting. Some reporters and news organizations may resist the shift to MOJO due to entrenched practices and a preference for traditional methods of reporting.

Role of organization is crucial in adoption of any technology or any other development among its employees. Reporters belonging to different media outlets reported their organization. Geo News, for example, arranged for a foreign team to provide comprehensive training to its reporters. Experts delivered structured training sessions for reporters that covered a variety of MOJO methodologies, software, and device usage. In order to ensure that reporters had the resources they needed for efficient MOJO reporting, Geo News assisted reporters by supplying the essential equipment, including cell phones. On the other hand, reporters from Neo and Express News complained about little to no planned training programs and a lack of support from their companies. Reporters used their own resources and expertise to take the initiative and independently master MOJO skills. Reporters from both organizations used MOJO skills on their own and overcame obstacles without organizational direction.

In comparison with traditional media, MOJO, in reporter's point of view has certain advantages. It responds quickly to breaking news by enabling immediate content collection and real-time dissemination. Reporters are able to operate with greater flexibility and agility,

and they have more autonomy over the reporting process. MOJO approaches allow for a wide range of reporting formats, such as multimedia storytelling and live streaming. Traditional Journalism, on the other hand requires longer reporting durations, is more controlled, and role-defined approach. News coverage may not be as immediate if reporters must go back to the newsroom for editing.

The study's conclusion is based on a thorough examination of reporters' subjective perceptions concerning MOJO. Benefits, ease of use of MOJO techniques, hindrances faced, and comparison with legacy media revealed varying degrees of acceptance and concerns by the reporters. It closely studies the professional dynamics of the adoption of new technologies among reporters, elaborates perceived benefits, (ranging from affordability and flexibility to professional assistance) and highlights concerns about role of media organizations. However, a user's intentions to use any technology may also be influenced by other factors (Davis, 1989).

Moreover, the study provides a systematic overview of the factors that hinder the MOJO from smoothly integrating into existing journalistic workflow. It attempts to sketch the types/ kinds of difficulties encountered by reporters in the course of their pursuit for MOJO, from the personal, technical and professional angle. Previous studies on MOJO have also found that when incorporating new workflows and tools into journalistic work, it is crucial to learn how to operate and use them. (Borum, 2016; Kumar & Haneef, 2018; Wenger et al., 2014).

In light of these findings, the study offers a wide range of recommendation including trainings to enhance technical expertise of the reporters, increased organizational support, and inclusion of MOJO in academic courses. It also highlights the need to establish a

collaborative ecosystem for the exchange of knowledge, practices and MOJO techniques among reporters.

This study is essentially a beacon guiding the way towards a more in-depth understanding of MOJO adoption in journalism. By carefully examining the subtle differences between reporters' goals, viewpoints, and challenges, it gives interested parties useful advice on how to proceed in the rapidly evolving field of digital journalism. According to Blankenship, (2016) news organizations are adopting solo journalism as a sign of very progressive pioneers who are going beyond the traditional ways of news reporting and broadcasting.

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