



“Facebook’ing News”: Evolving trends of Ambient-journalism in Botswana

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Def. of Key words

- ✓ Facebook - *a social media platform - interactive communication*
- ✓ Facebook'ing news - *distribution and consumption of news via Facebook*
- ✓ Ambient Journalism - *journalism that is produced, distributed, and received continuously via new communications technology such as *social networking, *microblogging ...*

Research Pathway

2009 - 2010

Online news audiences



2012 - 2014

Mobile communication and society



2015 - 2016

Convergence - (print, online and social networks)



Current Study

This paper explores the application of Facebook in Journalism – a current trend of ambient-journalism in Botswana.

Objectives of paper

- *To consider* the use of Facebook in journalism.
- *To present* local ambient - journalism trend
- *To suggest* good practices ‘for Facebook journalism

Literature Review

2006 /7

Dev. of digi techs

(Social media,
MySpace, Facebook
Twitter, etc.)

Changing news
coverage G20 protests,
Iranian street protests
(Newman 2009).

- News dissemination
(Thurman 2008;
Carpenter 2010).

- Journalists' roles
increases, newsroom
structures

change (Pavlik 2000;

Studies are limited
especially in the
African context
!!!!!!

**Social
media / mobile
devices**

Background

Mmegi **selected from a purposive sample** of top five local newspapers: Mmegi, Guardian, Gazette, Sunday Standard and Daily News. Ideal selection because;

- One of the oldest (over 30 years old)
- Highest circulated privately owned daily newspapers (11k - 22k)
- Introduced MmegiOnline since 2003 (<http://www.mmegi.bw/>)
- Active on Facebook (https://web.facebook.com/MmegiOnline?_rdr)



Methodology

3 methods of qualitative research



Mmegi news platforms

1. Documentary analysis

- Similarities and differences to content on similar days
- Relationship / connection across the 3 platforms



News audiences (students, public)

2. Focus groups

- Establish their preferred news platform
- Investigate their news consumption across the platforms
- Research their views for advantages and disadvantages of each platform



Mmegi Editor & journalists (x3)

3. Semi-structured interviews

- Understand the motivations for convergence
- Investigate their satisfaction with regard to their strategy



Findings & discussions

Similarities & differences across platforms...

- Full story on print
 - Replica of print Online
 - Briefs and blurbs on Facebook
 - Layout of content differs for each platform
1. The platforms have similar news content every week.
 2. Layout and design also include adverts

Findings & discussion

The Mmegi strategy: ‘voices of editor and journalists’

Mmegi Print

- Adverts to MmegiOnline and Facebook
- Host full news
- Accessible to local audiences
- Main advertising platform

MmegiOnline

- Gateway to Mmegi-on-Facebook
- Host information about Mmegi
- Online news stories
- Accessible to all audiences
- Links to advertisements

Mmegi-on-Facebook

- Gateway to MmegiOnline
- Host Facebook profile
- Accessible to Facebook users
- Host news briefs and blurbs



Findings & discussions

Audience's views and preferences....

- Facebook platform easily accessible for students, hence most preferred.
 - Both print and online accessible to public
 - Online & Facebook interactive
-
1. Civic journalism possible through digital platforms
 2. Print still read, but slightly costly yet saturated
 3. Online possible through workplace and university/college
 4. 3 Mmegi platforms a great complement for each other

Conclusion

Techs useful in newsrooms, influence new trends and practices that advance journalism processes: e.g. news dissemination, audience consumption of news, etc.

Contrary to what speculated, digital media impact press positively, encourage audience interaction with news, civic journalism and social responsibility.

Africa is not left behind with regard to adoption and consumption of new media in press. The Mmegi convergence strategy is evidence to this

Recommendation



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graph LR; A[Similar studies needed to study other social media and mobile news: twitter, WhatsApp, etc. in African context] --> B[Other related studies to evaluate the impact of news related content shared through new media technologies]; B --> C[ ]
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Other related studies to evaluate the impact of news related content shared through new media technologies



Thank you