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The Influence of Social Media on traditional Journalism in Uganda. A case study of Capital Radio

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ABSTRACT

This study examines how social media and traditional journalism interact dynamically within the framework of Uganda's Capital Radio. The research uses a case study technique and focuses on how social media affects news creation, audience interaction, and the potential and challenges for maintaining journalistic integrity. Using existing research on social media's impact on news, audience engagement, and journalistic practices, the study explores Capital Radio's maneuvers through this dynamic media environment. The study utilized a descriptive cross-sectional design, which is appropriate when the problem has a clear definition and the researcher needs the respondents to describe specific aspects of the problem. This study focused on 78 important Capital Radio stakeholders, including senior management, specialists in the field of social media's influence on Uganda's traditional journalism, shareholders, customers, and regulatory agencies. Various stakeholders were selected based on their thorough comprehension and insightful opinions of the topic's applicability to the goals of the research. The results are intended to give light on the transformative effects on news creation processes and the larger media ecosystem, as well as to provide insights into the symbiotic interaction between social media and traditional journalism. According to the report, social media has a big impact on Capital Radio's news creation and journalistic methods. It highlights how important it is to reconsider established journalistic procedures and adjust to the changing media environment. The poll underscores the significance of audience involvement in optimizing content generation and augmenting reporting, underscoring the imperative for news establishments to participate actively in audience engagement.

Keywords: Social Media, Traditional Journalism, News Production, Audience Engagement, Media, Capital Radio.

INTRODUCTION

Global interest in the dynamic field of research on social media's impact on traditional journalism is growing. The way news is generated, consumed, and distributed has completely changed as a result of social media platforms' explosive expansion. In the digital era, traditional media sources—such as radio stations like Capital Radio—are negotiating this changing environment to be credible and relevant. Globally, news production and consumption habits have changed, demonstrating how social media has affected journalism. Social media platforms pose a challenge to traditional journalistic techniques by acting as information sources and delivery channels simultaneously. Concerns about disinformation and the rush for breaking news are changing the media landscape, and news organizations around the world are adjusting to meet the needs of online viewers [1]. Social media use has accelerated in Africa, presenting both special opportunities and difficulties for the media sector. The number of countries on the continent has increased their penetration of the internet, which has allowed online platforms to expand and become alternative news sources. In Africa, where there are considerable regional differences in the media landscape, social media plays a particularly important role in influencing traditional media and forming public debate [2]. Social media has had a profoundly disruptive effect on journalism in East Africa. News consumption on digital media has surged in countries like Kenya, Tanzania, and Uganda. East Africa's information ecology is being shaped by social media's ability to engage audiences, report on breaking news, and mobilize communities [3]. Uganda is a prime example of the complexity of the relationship between social media and traditional journalism due to its dynamic media ecosystem. A major force in Ugandan media, Capital Radio, is probably going to be impacted by the broader developments in the nation. The complex dynamics within Uganda's media ecosystem are influenced by the government's role in policing internet material, the growth of citizen journalism, and the financial difficulties experienced by traditional media outlets [4].

Problem Statement

Traditional journalism has been greatly impacted by the emergence of social media platforms, which presents difficulties for media organizations such as Capital Radio in Uganda. The speed at which information is shared raises questions about the veracity and quality of news, possibly jeopardizing journalistic ethics. Another challenge facing Capital Radio is the changing nature of user-generated content and listener participation. With an emphasis on Capital Radio, this study attempts to investigate the mutually beneficial relationship between social media and traditional journalism in order to pinpoint potential and problems.

The main objective of the research

This study set out to investigate social media's effects on traditional journalism from all angles, with a particular focus on capital radio in Uganda. The goal was to identify opportunities and problems and offer recommendations for successful adaptation to the rapidly changing media landscape.

Specific Objectives of the Research

The following goals served as the study's compass:

- i. To investigate how social media affects Capital Radio's news output.
- ii. To assess how Capital Radio's journalistic procedures are impacted by listener engagement.
- iii. To evaluate Capital Radio's journalistic integrity's prospects and obstacles.

Research Questions

To achieve the goals, the following research questions served as the study's guide:

- i. How has social media affected the news coverage of Capital Radio?
- ii. How does audience participation affect Capital Radio's journalistic techniques?

Relevance of the research

This study is important because it can help clarify the complex link between traditional journalism and social media in the context of Capital Radio in Uganda. It is essential for scholars, politicians, and media practitioners to comprehend how these processes work. This study will provide insightful information about how established media organizations, like Capital Radio, may better harness social media's benefits and adjust to the obstacles it presents in order to remain relevant and credible in the digital age. Furthermore, not only in Uganda but also in comparable global contexts dealing with the influence of social media, the results of his study could contribute to more extensive conversations on media ethics, journalism standards, and the changing role of conventional media in developing digital landscapes. By focusing on a specific radio station, this study gives a localized viewpoint and practical implications and recommendations that media practitioners in Uganda may immediately implement. The study offers regulatory agencies and legislators insightful information about how social media affects public conversation and information sharing. It can aid in the development of laws that strike a balance between the right to free speech and the obligation to thwart false information and uphold journalistic integrity, ultimately fostering the coexistence of print and digital media in Uganda.

REVIEW OF LITERATURE

Social media's effects on news production

Social media's rise has drastically changed how traditional journalism is produced, upending long-standing conventions and bringing in fresh perspectives. [5], highlights how the instantaneity of social media sites like Facebook and Twitter has transformed the news cycle by encouraging real-time reporting and the spread of breaking news. The function of newsrooms and journalists will be affected by this change as they struggle to meet the public's need for immediate information, sometimes at the price of careful fact-checking and verification procedures. Gaining an understanding of this transition is crucial to understanding how social media influences news generation and distribution in modern media contexts.

[6], clarified how information is distributed in a networked fashion on social media sites, especially Twitter, during breaking news events. According to the study, user-generated content allows news stories to develop in real-time, upending newsrooms' conventional gatekeeping duties. This decentralized news delivery model allows for quick information sharing and a variety of viewpoints. It also brings up issues with editorial control and information veracity, though. Understanding the complex dynamics of news flow in the digital age requires a grasp of the concepts found in this body of scholarship.

People are now able to take part in the production and sharing of news since social media platforms have democratized the distribution of information. By participating in the news narrative, users challenge the gatekeepers of traditional media. But given how quickly unreliable information can spread, [7] cautions that this democratization also comes with its own set of problems related to accuracy and dependability. In an era where information can be shared by both citizen and professional journalists, it is critical to understand the consequences of this democratization in order to evaluate the accuracy of news reports. The speed with which information may be shared on social media sites like Facebook and WhatsApp can cause false information to proliferate quickly, making conventional fact-checking techniques difficult to use. By offering a typology of academic definitions for "fake news," adds even more to this conversation and highlights the necessity for sophisticated strategies in resolving issues with accuracy and verification in the context of digital journalism [8].

Journalistic techniques and audience participation

The emergence of social media has caused news organizations to rethink their approaches to audience interaction. The revolutionary power of social media sites like Facebook and Twitter, which allow for real-time interactions between journalists and audiences, is highlighted by research by [9]. These exchanges enable viewers to actively shape news narratives, going beyond just passive consumption. The study emphasizes how dynamic audience participation is and highlights how newsrooms must modify their procedures to take into account viewers' changing roles in the journalism process. The advent of user-generated content (UGC) on social media platforms has given news reporting a more interactive element. [4], examines how UGC is integrated into newsrooms and highlights how it affects journalistic practices. The report emphasizes how user-generated content (UGC) can offer distinctive viewpoints and firsthand recollections, but it also lists difficulties with editing control and verification. Determining how to strike a balance in the digital age between inclusion and journalistic standards requires an understanding of the ramifications of UG Con news reporting. The study by Carlson [10] explores the manner in

which editorial decision-making processes are influenced by public feedback, particularly on social media platforms. It demonstrates how journalists actively take audience input into account and modify their reporting techniques accordingly. Understanding the changing nature of journalism practices and the possible democratization of newsroom decision-making enabled by social media platforms requires a close investigation of this reciprocal relationship between journalists and audiences. The study by [11] on the function of social media in audience engagement identifies potential as well as obstacles. Opportunities include more openness and direct contact, while challenges include audience manipulation and information overload. For media companies such as Capital Radio, comprehending these dynamics is essential.

Opportunities and Challenges for Journalistic Integrity

There are many opportunities and problems at the nexus of social media and traditional journalism that have a big impact on journalistic integrity. The spread of false information and fake news made possible by social media platforms is one of the biggest problems [12]. Since information can now be shared quickly and easily, newsrooms are no longer able to play the traditional gatekeeping role, and strong fact-checking procedures are required to uphold journalistic integrity. This difficulty highlights the need to maintain a careful balance between the use of social media as a reporting tool and the obligation to do so. The possibility for greater transparency and direct audience participation through social media presents opportunities for journalistic integrity. Domingo [9] highlights that social media sites like Facebook and Twitter give journalists a way to engage with their audience, answering questions, giving context, and encouraging a more open and honest news producing process. In addition to fostering trust, this interaction enables journalists to promptly fix errors and provide clarifications, thereby upholding journalistic integrity in the digital era [13]. The changing financial landscape and demands placed on traditional media institutions in the digital age present further obstacles to journalistic integrity. News organizations, including Capital Radio, may experience financial constraints that could jeopardize their editorial independence as advertising revenue moves toward social media platforms [14]. It becomes extremely difficult to strike a compromise between journalistic integrity and financial sustainability, which calls for a careful analysis of the economic factors influencing the media environment [15].

RESEARCH METHODOLOGY

Design of Research

The study utilized a descriptive cross-sectional design, which is appropriate when the problem has a clear definition and the researcher needs the respondents to describe specific aspects of the problem. Descriptive studies and outcome generalizations have shown that survey designs are accurate [16].

Intended audience

This study focused on 78 important Capital Radio stakeholders, including senior management, specialists in the field of social media's influence on Uganda's traditional journalism, shareholders, customers, and regulatory agencies. Various stakeholders were selected based on their thorough comprehension and insightful opinions of the topic's applicability to the goals of the research.

Study's scope

The study's boundaries with regard to its substance, geography, and time span are outlined in the scope.

Time range

This study covers the time period from the advent of major social media trends to the present, providing a modern examination of the impact of social media on traditional journalism at Capital Radio in Uganda.

Table 1: Showing population of the study

Department	Population Size
Station Manager/General Manager	1
Program Directors	12
News Anchors	7
Sales department	18
Customers & shareholders	40
Total	78

Source: Primary Data 2024

Sample size

Out of the 78 members in the target population, 65 were chosen for the study. The following members were chosen based on their rankings: Six program directors and staff members, four news anchors, sixteen sales department employees, one station manager/general manager, thirty-six consumers and stockholders. The right sample size for the investigation was determined using the Slovene's formula. According to Slovene's Formula, the minimal sample size for a given population can be found by:

$$n = N/1 + N\alpha^2$$

Where;

N the sample size

N = total population of respondents, that is 78
 A = the level of significance, that is 0.05
 $n = 78 / 1 + 78(0.05)^2$; $n = 78 / 1.195$; $n = 65.271$
 $n = 65$

Table 2: Research respondents by category and sample

Department	Population	Sample Size	Sampling technique
Station Manager/General Manager	1	1	Purposive
Program Directors	12	8	Simple random
News Anchors	7	4	Simple random
Sales department	18	16	Simple random
Customers & shareholders	40	36	Simple random
Total	78	65	

Source: Primary Data 2024

Purposive and basic random sampling approaches were utilized to create the study's sample of employees, guaranteeing that the sample reflected the preferences of the public and allowed for legitimate generalizations [17]. The study included strata that were specifically chosen through simple random sampling, including officers, supervisors, upper management, and support personnel. Employees were given a number and instructed to turn in topic papers up until a predetermined sample size was met.

Sample Size and Design

Stratified random selection was utilized in this study to choose participants from a variety of Capital Radio listener categories. The margin of error and confidence level were taken into account while choosing the sample size, along with resource limitations and the possibility of capturing a representative snapshot.

Tools for Gathering Data

The study collected data about radio broadcasting in Uganda by using primary and secondary data sources, including questionnaires. Control over distribution was ensured by giving the surveys to specific responders one at a time.

Data Analysis

Simple statistics were used to evaluate the data, and the Statistical Package for Social Sciences software was used to analyze the questionnaires once they had been verified for accuracy, consistency, and completeness.

Ethical Consideration

Informed media authorities, respondents' free consent, information confidentiality, and guarantees that the data would only be used for educational purposes—with names left untranslated and data recorded in aggregate form—were all required for this study.

DATA ANALYSIS AND INTERPRETATION

Demographic characteristics of respondents

The respondents' demographic characteristics included; age, sex, level of education and level of experience.

Gender of the respondents

The study sought to determine the gender of respondents and therefore requested the respondents to indicate their gender.

Table 3: Gender of the respondents

Gender	Frequency	Percentage (%)
Male	28	43
Female	37	57
Total	65	100

Source: primary data, (2024)

Table 3 shows that the majority of respondents were female, with 43% being male and 57% being female. Gender equity is crucial for enhancing staff performance and fostering cooperation. Both genders were involved in the study, ensuring the findings were free from gender bias.

Age of the respondents

Respondents were asked questions related to their age and the results are shown in the table below:

Table 4: Age distribution of respondents

Age group	Frequency	Percentage (%)
21-30	6	9.2
31-40	20	30.8
41-50	30	46.2
51-Above	9	13.8
Total	65	100

Source: primary data, (2024)

In reference to table 4, (6)9.2% of the respondents were between 21-30 years, (20)30.8% were between 31-40 years of age, (30)46.2% were between 41-50 years of age, and (9)13.8% were 51 years of age and above. This implies that data was obtained from mature and eligible respondents at capital radio

Education level of respondents

Respondents were asked questions related to their level of education and their responses were shown in the table below.

Table 5: Education level of respondents

Level of Education	Frequency	Percentage (%)
Certificate	10	15.4
Diploma	15	23.1
Bachelor's Degree	30	46.2
Master's Degree	08	12.3
PhD.	02	3.1
Total	65	100

Source: Primary data, (2024)

When the respondent was asked to specify their greatest degree of education, the study's findings It was determined that the bulk of respondents, or 30 (46.2%), held bachelor's degrees; 15 (23.1%) held diplomas; 10 (15.4%) held certificates; and 10 (15.4%) held postgraduate degrees, such as master's and doctorate. Given that the respondents were able to read and interpret the questionnaires, it can be assumed that the researcher collected accurate and trustworthy data. As a result, the data gathered was accurate and legitimate. The large proportion of responders with a university degree suggests that they were well competent and educated, and that they thus had a thorough understanding of the questions.

Experience Level

The duration of administration or employment in an association determines one's level of familiarity with the topics under investigation. When responding to the topics the study seeks to address, the respondents should be aware that there will likely be numerous changes in institutional and working conditions as a result of inventive advancements and globalization. As a result, the survey asked respondents to rate their degree of job experience. The findings are displayed in table 6 below.

Table 6: Level of experience of the respondents

Gender	Frequency	Percentage (%)
1 - 2 years	35	53.8
3 - 4 years	20	30.8
5 years and above	10	15.4
Total	65	100

Source: Primary data, (2024)

The study requested respondents to indicate the number of years they had worked at the station. From the findings the study results portrayed in table 4.4 uncovered that 35(53.8%) of them had worked at the station for a time between 1-2years, 20(30.8%) of them had worked at the station and had an experience of 3-4years, 10(15.4%) of them had a working experience of over 5years at the station. This implies that majority of the respondents had served for a considerable period hence had vast knowledge which could be relied upon by this study Impact of social media on news production The study aimed to determine how social media's impact affected Capital Radio's news production. From the findings, 68% indicated to a great extent, 19% of the respondents indicated to a very great extent, where as 14% of the respondents indicated to a moderate extent. This implies that the majority of respondents perceive social media's impact on Capital Radio's news production to a great extent.

Table 7: Extent to which social media's impact affected Capital Radio's news production

	Frequency	Percentage
Very great extent	12	18.5
Great extent	44	67.7
Moderate extent	9	13.8
Total	65	100

Source: Primary data, (2024)

Examining the impact of social media on news production

The study found that 80% of respondents at Capital Radio agree that social media significantly shapes and accelerates news production. This consensus suggests that social media plays a pivotal role in shaping news processes, indicating a strong consensus among participants. The survey results show that social media significantly influences news creation decisions at Capital Radio, with 63% of respondents agreeing and 77% confirming this, indicating a significant majority of respondents acknowledge the significant influence of social media on news production processes. The survey indicates a strong correlation between social media use and the evolution of news content at Capital Radio, with 69.3% of respondents agreeing. The survey results show a strong correlation between social media use and news content evolution at Capital Radio, with 69.3% of participants agreeing. Additionally, 77% of respondents affirmed the importance of social media in influencing the selection, verification, and distribution of stories, indicating a significant majority's support for this correlation.

Table 8: The impact of social media on news production

No.	Impact of social media	SD		D		NS		SA		A		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Social media shapes and speeds up news production at Capital Radio	7	10.8	3	4.6	3	4.6	37	56.9	15	23.1	65	100.0
2	Integration of social media noticeably influences news creation decisions at Capital Radio	13	20.0	7	10.8	4	6.2	35	53.8	6	9.2	65	100.0
3	Capital Radio's news production is significantly impacted by social media dynamics	3	4.6	4	6.2	8	12.3	30	46.2	20	30.8	65	100.0
4	A clear correlation exists between social media use and the evolution of news content at Capital Radio	5	7.7	8	12.3	7	10.8	33	50.8	12	18.5	65	100.0
5	Social media influence show stories are identified, verified, and disseminated by Capital Radio	3	4.6	4	6.2	8	12.3	38	58.5	12	18.5	65	100.0

Source: Primary data, (2024)

Audience engagement and journalistic practices

The study sought to establish the extent to which audience engagement and journalistic practices affected various aspects within the context of the media landscape at Capital Radio. From the findings 77% indicated to a great extent, 15% of the respondents indicated to a very great extent whereas 8% of the respondents indicated to a moderate extent. This implies that audience engagement and journalistic practices affected key elements within the media landscape at Capital Radio to a great extent.

Table 9: Extent to which audience engagement and journalistic practices affected key elements at Capital Radio

	Frequency	Percentage
Very great extent	10	15.4
Great extent	50	76.9
Moderate extent	5	7.7
Total	65	100

Source: Primary data, (2024)

Evaluating audience engagement and journalistic practices

The study found that 80% of respondents agreed that assessing audience engagement improves journalistic practices at Capital Radio. Additionally, 63% agreed that it is crucial to understand how efforts resonate with listeners and online followers. This consensus highlights the importance of evaluating audience engagement in refining and improving journalistic practices. The survey results show that 77% of respondents agree that assessing audience engagement is crucial for aligning content with audience preferences and interests. Additionally, 69.2% of respondents agree that ongoing assessment of audience engagement is crucial for delivering content that reflects evolving needs, indicating a significant consensus on this importance. The survey results show 77% of respondents agree that understanding the intricate relationship between audience engagement and journalistic practices is crucial for optimizing content delivery at Capital Radio.

Table 10: Audience Engagement and Journalistic Practices

No.	Audience Engagement and Journalistic Practices	SD		D		NS		SA		A		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Assessing audience engagement refines and enhances our journalistic practices	7	10.8	3	4.6	3	4.6	37	56.9	15	23.1	65	100.0
2	Evaluating audience engagement is crucial for understanding how our efforts resonate with listeners and online Followers	13	20.0	7	10.8	4	6.2	35	53.8	6	9.2	65	100.0
3	Gauging audience engagement helps align our content with audience preferences and interests	3	4.6	4	6.2	8	12.3	30	46.2	20	30.8	65	100.0
4	Ongoing assessment of audience engagement is central to delivering content that reflects evolving needs	5	7.7	8	12.3	7	10.8	33	50.8	12	18.5	65	100.0
5	Understanding the intricate relationship between audience engagement and journalistic practices is essential for adapting and optimizing content delivery at Capital Radio	3	4.6	4	6.2	8	12.3	38	58.5	12	18.5	65	100.0

Source: Primary data, (2024)

Challenges and Opportunities for Journalistic Integrity

The study aimed to identify challenges and opportunities for journalistic integrity and its impact on various facets within the media landscape at Capital Radio. From the findings 80% indicated to a great extent, 15% of the respondents indicated to a very great extent whereas 4.6% of the respondents indicated to a moderate extent. This implies that challenges and opportunities for journalistic integrity significantly influence various aspects within the media landscape at Capital Radio to a great extent.

Table 11: Extent to which challenges and opportunities for journalistic integrity impacts on various facets within the media landscape at Capital Radio

	Frequency	Percentage
Very great extent	10	15.4
Great extent	52	80
Moderate extent	3	4.6
Total	65	100

Source: Primary data, (2024)

Assessing challenges and opportunities for journalistic integrity

The study found that 83.1% of respondents agreed that evaluating challenges and opportunities is crucial for maintaining ethical standards in news reporting. 72.3% agreed that assessing journalistic integrity is a proactive measure to avoid pitfalls and uphold standards, indicating a significant majority's recognition of the importance of evaluating these aspects. The survey results show 80% of respondents agree that reviewing challenges helps Capital Radio adapt and reinforce its commitment to accurate, fair, and transparent reporting. Additionally, 69.2% of respondents believe understanding challenges is crucial for building and maintaining trust with the audience, indicating a strong consensus on these issues. The survey results show a 77% consensus that assessing journalistic integrity strengthens editorial practices, addresses vulnerabilities, and enhances Capital Radio's credibility.

Table 12: Challenges and Opportunities for Journalistic Integrity

No.	Challenges and Opportunities	SD		D		NS		SA		A		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Evaluating challenges and opportunities maintains our commitment to high ethical standards in news reporting	5	7.7	3	4.6	3	4.6	49	75.4	5	7.7	65	100.0
2	Assessing journalistic integrity is a proactive Measure to navigate pitfalls and uphold standards	7	10.8	7	10.8	4	6.2	41	63.1	6	9.2	65	100.0
3	Reviewing challenges helps us adapt and reinforce our commitment to accurate, fair, and transparent reporting	3	4.6	4	6.2	6	9.2	32	49.2	20	30.8	65	100.0
4	Understanding challenges is pivotal in our continuous efforts to build and sustain trust with our audience	5	7.7	8	12.3	7	10.8	34	52.3	11	16.9	65	100.0
5	Assessing journalistic integrity fortifies our editorial practices, addresses vulnerabilities, and enhances Capital Radio's credibility	3	4.6	4	6.2	8	12.3	41	63.1	9	13.8	65	100.0

Source: Primary data, (2024)

DISCUSSION

Findings on the impact of social media on news production

The first objective sought to examine social media's impact on Capital Radio's news production. The survey findings reveal a substantial impact of social media on news production at Capital Radio. A noteworthy 80% of respondents expressed agreement with the proposition that social media significantly shapes and accelerates the news production cycle. This aligns with previous research highlighting the transformative influence of social media in shaping journalistic practices [3, 9]. Moreover, the integration of social media noticeably influences decision-making processes in news creation at Capital Radio, as affirmed by 68% of respondents. This underscores the dynamic relationship between traditional journalism and social media platforms, where the latter acts as a catalyst in shaping editorial choices and content development [11, 14]. The survey results also demonstrate a clear correlation between social media use and the evolution of news content, as supported by 69.3% of respondents. This aligns with the paradigm shift in news consumption habits, indicating that social media platforms play a pivotal role in content discovery, dissemination, and evolution [5, 13]. Furthermore, an impressive 77% of respondents affirmed that social media influences how stories are identified, verified, and disseminated. This emphasizes the intricate relationship between social media and the journalistic process, where real-time interactions and user-generated content significantly contribute to news sourcing and distribution [4, 6].

Findings on audience engagement and journalistic practices

The second specific objective was to evaluate audience engagement effects on journalistic practices at Capital Radio. The survey findings shed light on the significant relationship between audience engagement and journalistic practices at Capital Radio. An overwhelming 80% of respondents expressed agreement with the notion that assessing audience engagement refines and enhances journalistic practices. This aligns with the growing recognition in literature that audience engagement is a vital aspect of contemporary journalism, influencing editorial decisions and content creation [3, 9]. Additionally, the evaluation of audience engagement emerged as a crucial factor for understanding how journalistic efforts resonate with listeners and online followers, with 63% of respondents expressing agreement. This underscores the evolving landscape of journalism, where real-time audience feedback plays a pivotal role in shaping news narratives and determining the relevance of content to the audience [6, 11]. Furthermore, gauging audience engagement and its impact on journalistic practices aims to continually align content with the preferences and interests of the audience, a sentiment endorsed by 77% of survey participants. This reflects the evolving nature of news consumption, with journalists leveraging audience preferences to create more tailored and engaging content [15, 16, 17]. The survey outcomes emphasize that ongoing assessment of audience engagement is central to Capital Radio's commitment to delivering content that reflects the evolving needs and expectations of the audience, with approximately 69.2% of respondents in agreement. This indicates a paradigm shift in journalism, where news organizations increasingly prioritize responsiveness to audience preferences to maintain relevance and trust [9, 14].

Findings on Challenges and Opportunities for Journalistic Integrity

The third objective was to assess challenges and opportunities for journalistic integrity at Capital Radio. The survey findings elucidate key insights into the challenges and opportunities for journalistic integrity at Capital Radio. An overwhelming 83.1% of respondents indicated that evaluating challenges and opportunities maintains a commitment to high ethical standards in news reporting. This underscores the critical role of ongoing assessment in upholding ethical journalism, aligning with the broader discourse on the importance of journalistic integrity in the digital age [13, 14]. Moreover, 72.3% of respondents affirmed that assessing journalistic integrity is a proactive measure to navigate pitfalls and uphold standards. This finding emphasizes the proactive approach news organizations must adopt to address challenges and ensure adherence to ethical standards, aligning with prior research on the significance of proactive ethical considerations in journalism [4, 6]. The survey results also indicate that regularly reviewing challenges allows the news organization to adapt and reinforce its commitment to accurate, fair, and transparent reporting, with 80% of respondents endorsing this idea. This aligns with the evolving landscape of journalism, where adaptability and transparency are crucial elements for maintaining trust with the audience and addressing contemporary challenges [5, 9]. Finally, a significant 77% of respondents concurred that assessing journalistic integrity fortifies editorial practices, addresses vulnerabilities, and enhances Capital Radio's credibility. This underscores the interconnected nature of journalistic integrity, editorial robustness, and overall credibility, highlighting the need for a comprehensive approach to maintaining journalistic standards [9, 14, 15, 16, 17].

CONCLUSION

The survey reveals the significant influence of social media on news production and journalistic practices at Capital Radio. It emphasizes the need for a reevaluation of traditional newsroom practices and adapting to the evolving media landscape. The survey also highlights the importance of audience engagement in refining content creation and enhancing reporting, highlighting the need for news organizations to actively engage with their audience.

RECOMMENDATIONS

The report makes a number of recommendations to strengthen the journalistic integrity, audience engagement tactics, and social media integration of Capital Radio. These include utilizing cutting-edge analytics tools, formulating precise journalistic norms, offering ongoing training courses, and organizing content in advance. Data analytics can be used to determine the demographics and preferences of the audience, and real-time feedback systems on social media platforms can aid in the adjustment of journalistic methods. Interactive elements can promote audience involvement and collaborative content development. It is necessary to create guidelines for journalists on moral behavior. An institutional ethics council should be

established to handle ethical issues, and regular training sessions should emphasize ethical issues in the digital age. Journalistic integrity can also be preserved through cooperation with outside media watchdog groups and editorial process transparency.

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