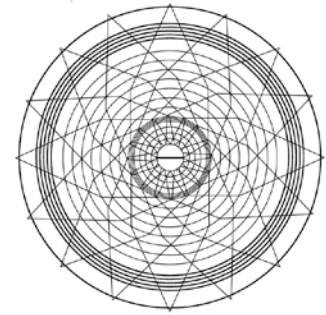


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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*



USES OF SOCIAL MEDIA IN JOURNALISM BY THE JOURNALISTS OF BANGLADESH

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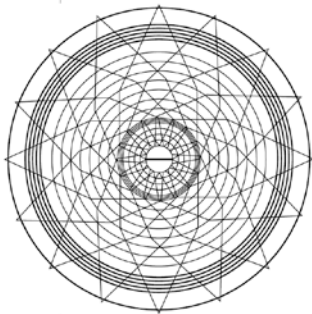
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Abstract:

Technological advancement has been contributed significantly to the development of journalism all over the world. Sourcing and disseminating of information have been made easier by the delicate touch of social media. Social media is being considered as one of the divine blessings to the journalists to disseminate and share news events, as well as to get immediate feedback from the audiences. The study considered Facebook as the unit of the research, as it is the most popular social media among the journalists of Bangladesh. The main objective of the study is to dig out how journalists of Bangladesh use Facebook in their regular journalism practices. The study is a qualitative study supplemented by quantitative data. On the basis of survey data, the study examines different uses of Facebook by the journalists of Bangladesh in their regular journalism practices. The study revealed that journalists are mainly using Facebook to disseminate their reports published or broadcasted in different newspapers and television channels to their audiences. The result also indicates that reports which are not published or broadcasted in media due to various reasons, are getting space in social media shared or uploaded by the journalists. It is also found that the journalists of Bangladesh consider Facebook as one of the most powerful tools to get immediate feedback from the audience. Furthermore, the findings of the study pointed out that Facebook helps journalists to develop sources and getting clues for news occasionally. Moreover, the findings revealed that ethical practice is in danger while practicing journalism on Facebook. On the basis of the results, the study concludes with the remarks that social media is going to be an alternative effective medium for the journalists of Bangladesh to share news and getting immediate feedback from the audience.



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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

Keywords: social media, journalists, Facebook, journalism, Bangladesh, journalism ethics

1. Introduction

Keeping pace with time and development, technological changes have taken place all over the world. Human beings are inspired by technological engagement in every sphere of their lives. Various professional fields, like other sectors, are developed also with the delicate touch of technology. Journalism is not an exception. Journalists are now using various information and communication technologies to exercise the profession efficiently. In line with global practice in utilizing technology, contemporary journalism of Bangladesh inevitably experiences significant changes in producing and delivering media content.

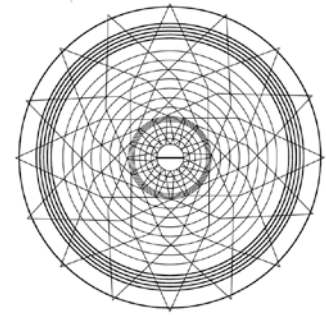
People around the world use Facebook as the most preferable social networking site. A survey conducted worldwide on the major social networking sites on April 2018. By number of active accounts, Facebook ranked first in the survey (Statista-The Statistics Portal, 2018). Journalists, being social media users are using Facebook in several perspective of journalism practice. Nowadays, social media is not only a popular source to journalists (Bunz, 2010) but also becomes an essential part of online news distribution and consumption. News sharing has been simplified and facilitated by the use of social media for their easy-to-use tools for posting content (Kümpel, Karnowski & Keyling, 2015).

In the last two decades, the nature of journalism has been changed significantly by the development of social media. It already has a considerable impact on the practices in mainstream journalism, such as news gathering and sharing throughout the western countries (Fahad, 2014). The contemporary journalism practitioners of Bangladesh experiences significant changes in their working practices. Social networking sites like Facebook, Twitter, Instagram, LinkedIn, Google+, Viber, Imo etc. have gotten a reputation as places of sharing various news (Rahman, 2016). The users routinely post details of their daily work and experience. Journalists use Facebook and similar sites to get help of finding sources, spreading news stories and receiving feedback from the audiences. Using these sites journalists get a tremendous opportunity to promote themselves with their work on the web (Rogers, 2017).

As like as the western perspective, social media is also getting very popular in the developing country like Bangladesh. Journalists of Bangladesh are using social media, especially Facebook in their daily journalism practices like sharing news, getting feedback etc. (Rahman, 2016). However, hardly any research could be found in Bangladesh perspective about the various uses of social media in journalism by the journalists. The present study is an attempt to know about the professional exercise of journalists in using social media, especially Facebook in the context of Bangladesh. Facebook helps journalists get news clues from known and unknown sources. Sometimes just because of journalistic identity on Facebook profile, people get

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Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



encouraged to deliver different clues or documents of information to them. Furthermore, occasionally these sources seek help to create awareness or just to solve the problems of society (Rahman, 2016). In that case journalists get opportunity to serve more to their interest. Along with the journalists, audiences also have the opportunity to share information, news and views amongst themselves more easily than earlier with the blessings of social media. They can receive any kind of news articles or news alerts on their smartphones in a rapid way. Social media give audiences a chance of adding content and opinion to the news, which leads them to feel, engaged with overall social process (Olmstrad & Barthel, 2015).

2. Objectives of Research and Research Questions

The primary objective of the study is to reveal the nature and purposes of social media uses by the journalists of Bangladesh. With the main objective, the study has some specific objectives, which are:

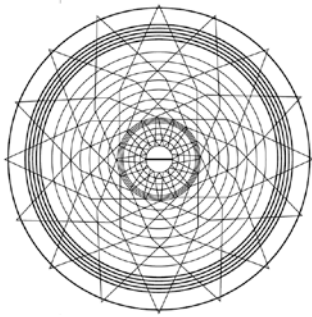
1. To identify the use of social media by journalists of Bangladesh in their journalism practice;
2. To observe how journalists use social media in sharing news and getting feedback;
3. To discover how journalists are using social media in developing and maintaining sources;
4. To find out how far journalists could maintain ethical guidelines in Facebook while using this site for journalism.

To fulfill the aforementioned objectives the present study is an attempt to answer the following research questions:

- 1) How do journalists use social media in their regular journalism practice?
- 2) Why do journalists share their reports through social media?
- 3) How do social media help journalists to receive feedback from the audiences?
- 4) How do they develop and maintain their sources by using social media?
- 5) How far journalists are maintaining ethical guidelines while using Facebook in journalism?

3. Statement of the problem

Journalists all over the world are using social media to exercise their profession nowadays. However, different studies conducted in developed country perspective found mixed outcomes in this regard. A study conducted by Kitterman (2012) found that some journalists think that overall social media has had a positive role in their regular journalism practices though some of them strongly refused to use social media in journalism from the ethical point of view. Uses of social media in journalism have risen at the beginning of this decade and still some journalists are not interested to use this platform to engage their audiences in the story (Kitterman, 2017). A study conducted by the Pew Research Center about the access and share of local news by



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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

the American journalists found that journalists faces some challenges while collecting information through social media as well as sharing news (Olmstrad & Barthel, 2015). However, there is no scientific evidences in Bangladesh which could help the policymakers to take country-specific policies regarding the use of social media in journalism by the journalists of Bangladesh. So, it is essential to figure out the scenario of using social media by the journalists of Bangladesh in journalism to ascertain its pros and cons.

Fisher (2011), found in his study that, recently a significant number of studies have been conducted to find out the patterns of using social media like Facebook, Twitter etc. in journalism all over the world. Social media is being used as a platform of news source, news sharing, communicating other journalists, getting feedback from audiences not only in developed country but also in the developing ones. So, it is vital to find out the uses of social media in journalism by the journalists of Bangladesh. In western country perspective, there are many examples of journalists who are using social media like, Facebook. Twitter etc. as a way of showcasing their reports. In case of news sharing, achieved tremendous popularity in journalists (Fisher, 2011).

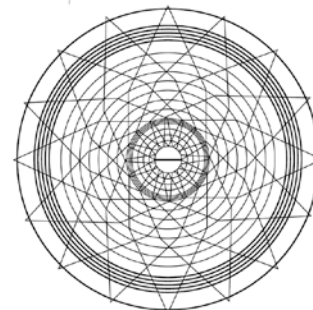
Without any doubt, social media have had some positive uses in journalism but there are also concerns about their impact on efficiency and the disruption it could have on journalists' working patterns (Ahmad, 2015). Social media have been created a dependency among the journalism practitioners and many of them are unable to do their job without the help and support of social media (Ahmed, 2015). To engage audiences with the story, journalists use social media as a platform in Bangladesh. Some researches of Bangladesh perspective indicate that, the absence of social media created a barrier for the journalists to perform their work effectively (Colhoun, 2015). This finding indicates a growing culture of using social media in journalism practices in Bangladesh. So it is really important to find out different uses of social media in journalism by the journalists of Bangladesh. Unfortunately there is hardly any empirical studies could be found about that. The present study will shade some lights in this knowledge gap.

4. Review of Literature

Most of the journalists in the world are using social media for their professional purposes. Journalists are adopting social media rapidly and its uses in journalism are increasing day by day. In a study Gulyas (2013) found that journalist's professional practices are influenced by different variables of Facebook uses. Journalists are using Facebook in the processes of news selection, news presentation and news distribution (Paulussen, 2016). The significant use of social media by journalists are publishing and promoting different content. Findings of a recent study (Cision Social Journalism Study, 2012) indicate that online journalists use social media more than print media journalists. They also have higher levels of knowledge. In many countries broadcast journalists are the highest users of social media. Journalists who are younger (18-27), use social media more than their senior counterparts (46+).

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*



Roger Dickinson (2011) studying on the working practices of local journalists in east midlands region of England suggests that social media may have the potentiality to accelerate the changes in journalism practices. Applying interview method the study examined the latitude and characteristics of social media use in local news.

Matthew Powers and Vera-Zambrano (2015) examined the use of social media by the journalists in France and United States. They found that social media usage by the journalists is influenced by the work practices and interactions with peers. Gathering information, monitoring sources, and developing story ideas are the typical examples of similar routine tasks in social media by the journalists in both countries. Another finding of their study shows that American journalism incentivizes individual journalists to orient social media use toward audiences but French journalism motivates news organizations to use social media (Powers & Vera-Zambrano, 2015)

However, the scenario of Bangladesh is a little different. Most of the people of the country use Facebook as a social media and journalists also use Facebook most for regular journalism practices (Rahman, 2016). As like as the western perspective, social media is also getting very popular in the developing country like Bangladesh. People irrespective of all segments and professions are using Facebook as one of the most well-liked social media in the country. According to a joint report of *We are Social and Hootsuite*, there are almost 30 million registered Facebook users in Bangladesh¹ who share comments, status, pictures, music etc through it. If we take a look about the beginning scenario of Facebook users in Bangladesh, we can see that in 2006 only 96 thousand people use Facebook in Bangladesh (BTRC, 2018) whereas in 2018 the number has been increased to 30 million (The Financial Express, March 3, 2018). In every 12 seconds, one new user joins Facebook in Bangladesh which is more than the birthrate of Bangladesh (Shams, 2017). According to the very recent data of Statcounter, among all the social media users in Bangladesh, 89.04% people use Facebook (Statcounter, September 2018). The Following table shows the percent of different social media users in Bangladesh in September, 2018.

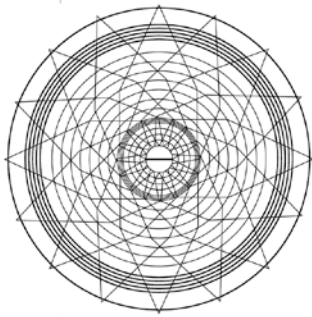
Table 1. Percent of different Social Media Users in Bangladesh (%)

Name of the Social Media	Percentage of Users (%)
Facebook	89.04
YouTube	7.62
Twitter	1.29
Pinterest	1.21
Tumblr	0.22
Google+	0.2
Others	0.42

(Statcounter, September, 2018)²

¹ <http://thefinancialexpress.com.bd/sci-tech/social-media-users-30-million-in-bangladesh-report-1521797895>, Retrieved at: October 16, 2018

² <http://gs.statcounter.com/social-media-stats/all/bangladesh>, Retrieved at: October 16, 2018



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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

Keeping the eyes on the popularity of social media in Bangladesh, there is a widespread debate whether social media, more specifically Facebook threatens the popularity of traditional media in Bangladesh. In an empirical study in Bangladesh perspective, Rahman (2016) found that, youth who are using Facebook reads printed newspaper less than those who are not using Facebook. The reason identified in the study that, Facebook users get all important news happening in the country in their news feed of Facebook from mainstream newspapers, so they think reading printed newspaper is wastage of time. The result indicates that people of Bangladesh are depended heavily on Facebook for satisfying their information need in comparison with the traditional media.

As like as other segments of people, journalists in all over the world are using Facebook to perform professional activities as well as social life. Colhoun (2015) indicates that, journalists are using Facebook like the other citizens of Bangladesh and most of the journalists use social media as like as the backbone of their work. He also found, journalists who are working with broadcast media, produce broadcast productions and try to engage the audience through Facebook. Journalists of Bangladesh also use this social networking site as journalism practice platform (Colhoun, 2015). Similar to Bangladesh journalists from many countries use Facebook more than other social networking sites. Apuke (2016) revealed that journalists in Jalingo metropolis prefer Facebook to other forms of social media and this assist them in faster gathering and broadcasting of news (Apuke, 2016)

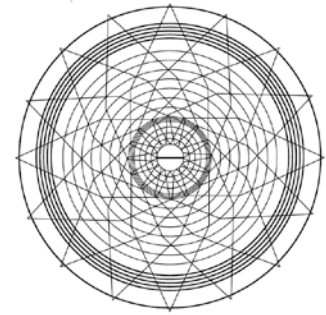
Paulussen *et al* (2016) conducted a study to determine the distinction between the role and uses of Facebook as well as to understand the relationship between Facebook and journalism. To analyze the digital journalism they used two theoretical approaches: the social shaping of technology perspective (SST) and the perspective of critical political economy (CPE). The result shows that as a social media Facebook is affecting in reshaping the selection processes, presentation and distribution of news in the digital media ecology. Another study (Bullard, 2013) was conducted to understand the utility of social media in attracting audiences and growing reader or audience interaction. The findings of the study indicates that social media is going to be an alternative platform of sharing news and getting feedback.

Alejandro (2010) applying survey method conducted a study entitled 'Journalism in the Age of Social Media' intending to find out the usage of social media in news operation among selected chief editors from different parts of the world. The finding of the study shows that social media helps journalists best in receiving news with speed and immediacy. Accuracy of news, verification of sources and less control over the information were also identified as some risks of the usage of social media in journalism.

A study entitled 'News Sharing in Social Media: A Review of Current Research on News Sharing Users, Content, and Networks' Anna Sophie Kümpel, Veronika Karnowski and Till Keyling (2015) provides a review of scientific, peer-reviewed articles regarding social media use for journalism by the journalists. The relationship between

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Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



news sharing and social media in the period from 2004 to 2014 was examined in study. Examining 461 articles the study found growing uses of social media in journalism by the journalists

To examine whether news media is being influenced by the information, pictures and videos presented in various social media in Bangladesh, Sheikh Adnan Fahad (2014) found that journalist are using social media for sharing news, gathering information or receiving news clues, community engagement, feedback from the audiences etc.

Though a good number of studies have been conducted about the uses of social media in journalism in western societies but very few studies have been conducted to unearth the situation of developing countries perspective like Bangladesh. The present study is an attempt to explore this gap.

5. Rationale of the Study

A number of factors have been prompted to conduct the present research:

First, literature review revealed that most of the researches published in the peer-reviewed journals covers the issues of social media and journalism practice are western oriented and very few researches focused on the uses of social media by the journalists in developing country perspective.

Second, it is tough to find out few researches which consider the phenomena of third world country like Bangladesh where a vast number of journalists are using social media, such as Facebook to share news, gather information and engage with others.

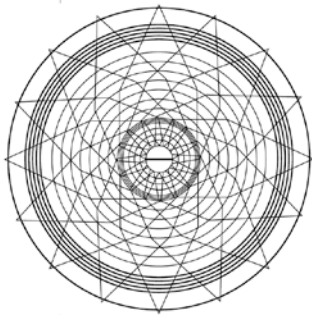
Third, to tackle the challenges of journalism practice in social media, like, share and upload fake news, policymakers and stakeholders should take necessary initiatives, but there is a lack of evidence which can guide the policymakers to make the evidence-based policy. It is expected that findings of the research will guide the policy stakeholders to take context-specific policy.

Fourth, last but not the least, this research will cover the untouched issues of social sciences in the context of Bangladesh. This pioneer work can help the future researchers for further exploration.

6. Methodology

Case-oriented qualitative research strategy has been applied to fulfill the objectives of the study. According to Yin (1994), case study method is pertinent when an issue of research fulfills three most important criteria. First, questions in the form of what, why, and how have been posed. Second, the issue is a contemporary phenomenon. Third, the research will have no or little control over the respondents. From this perspective, the case study has been chosen as the method of research.

The nature of the study is inductive. According to Goddard and Melville (2004), inductive approach starts with the observations and at the end of the research theories or generalizations are formulated as a result of observations. Neuman (2003) affirms that beginning with detailed observations of the world inductive research



[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

moves towards more abstract generalizations and ideas. Thus, an attempt has been made in this research to generalize the use of social media by the journalists of Bangladesh in journalism.

In the present study only one social media the Facebook has been considered as the unit of the study as most of the journalists of Bangladesh use this site for social networking (Rahman, 2016). The total respondent was 80. Since Bangladesh is divided into eight divisions, ten journalists from each division have been selected on the basis of random sampling method. Journalists who are working in metropolitan city of every division were considered as population of the study. Responses were voluntary. Though the number of female journalists in divisional level is very few in Bangladesh but while conducting interview, an attempt has been taken to ensure female journalists participation.

Both primary and secondary sources have been used to find out the answer of the research questions. Primary data relevant to the objectives of the study collected through structured interviews and Focus Group Discuss (FGDs) with the respondents. One set of questionnaires was used to collect data from the respondents. According to the suggestion of Berger (2000) both open-ended and close-ended questions were included in the questionnaires. Eight FGDs (one FGD in each division) have been arranged with the respondents to cross-section the findings of the survey. Secondary data were collected from different published and unpublished sources *i.e.*, published articles, books, periodicals, books, book chapters; manuals, unpublished dissertations, and Internet were browsed was used.

Different statistical analyses have been used not just for quantitative analyses, but for raw data counts to establish frequency and percentages solely to complement qualitative data. Unstructured and structured interviews with open-ended and close-ended questions helped the researcher to fulfill research objectives.

7. Result and Discussion

Uses of Social Media by the Journalists

The study is an attempt to find out the scenario of social media uses in journalism by the journalists of Bangladesh. It has been found that, 97.5% respondents are active in social media and almost 97.43% of them are using Facebook. Among the journalists who are using Facebook for social networking, 93.42% ensured that they are using Facebook for journalism (*Table 1*).

This finding indicates that a significant portion of journalists are active in Facebook for journalism in Bangladesh perspective. It reflects the finding of Bunz (2010) study conducted on the western perspective. His study reveals that, most of the journalists use Twitter and Facebook as a source for journalism.

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

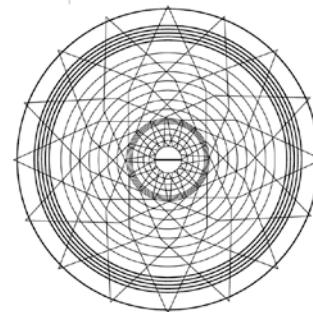


Table 2. Uses of social media by the journalists

		Number	Percentage (%)
Use social media	a) Yes	78	97.5
	b) No	2	2.5
	Total	80	100
Name of social media	a) Facebook	76	97.43
	b) Twitter	2	2.56
	c) LinkedIn	0	0
	d) Others	0	0
	Total	78	100
Use Facebook for social networking	a) Yes	76	100
	b) No	0	0
	Total	80	100
Use Facebook for journalism	a) Yes	71	93.42
	b) No	5	6.57
	Total	76	100

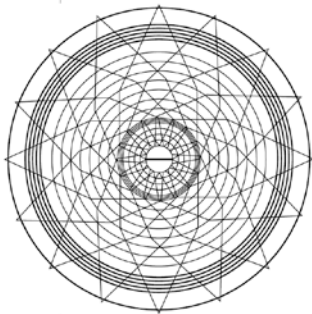
(Source: Interview data, 2018)

The present study has been conducted in the context of Bangladesh. Apuke (2016) also found similar finding in his study which is also supports the finding of present study. His study revealed that journalists in Jalingo metropolis prefer Facebook to other forms of social media (Apuke, 2016). As like as Apuke's study the present study revealed that Facebook is the most popular social media among the journalists of Bangladesh for social networking and almost 94% journalists use Facebook for regular journalism practice in Bangladesh.

7.1 Uses of Facebook for Journalism

The study has a focus on how many hours journalists of Bangladesh are investing in Facebook for journalism purpose. It has been found that almost 39% journalists are using Facebook for 2 to 3 hours in a day for networking purpose whereas nearly 36% for 1 to 2 hours. Around ten and half percent journalists ensured that they are using Facebook for more than five hours daily for networking purpose.

When it has been asked that, how many hours they are investing in Facebook for journalism purpose, almost 82% journalists confirmed that they are using Facebook around 1-2 hours for journalism purpose whereas only 16% journalists expressed that they are using Facebook 2-3 hours for journalism in a typical day. Though very few journalists uttered that they are using Facebook 3-4 hours for journalism but no journalist has been found who are using Facebook 4-5 hours and more than five hours

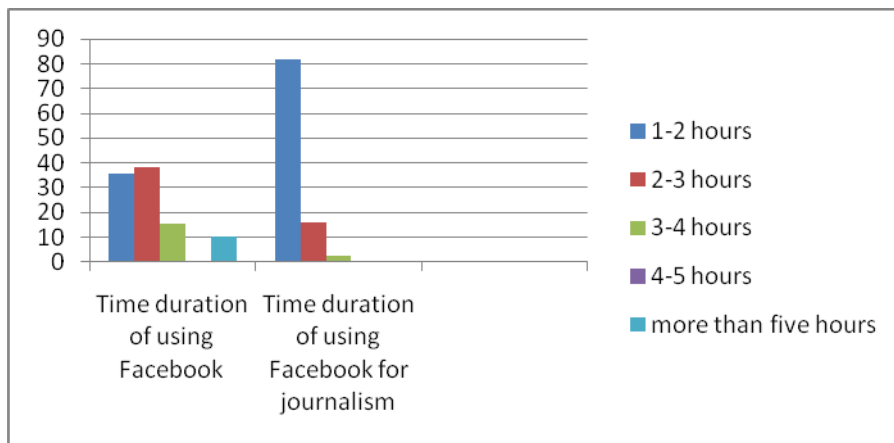


[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
 by the Journalists of Bangladesh*

in a typical day for journalism. This findings indicate that though uses of Facebook in journalism is going to be popular in Bangladesh context as like as western countries perspective, but still journalists are not indulging heavily on Facebook for journalism purpose.

Figure 1. Uses of Facebook for journalism in a day

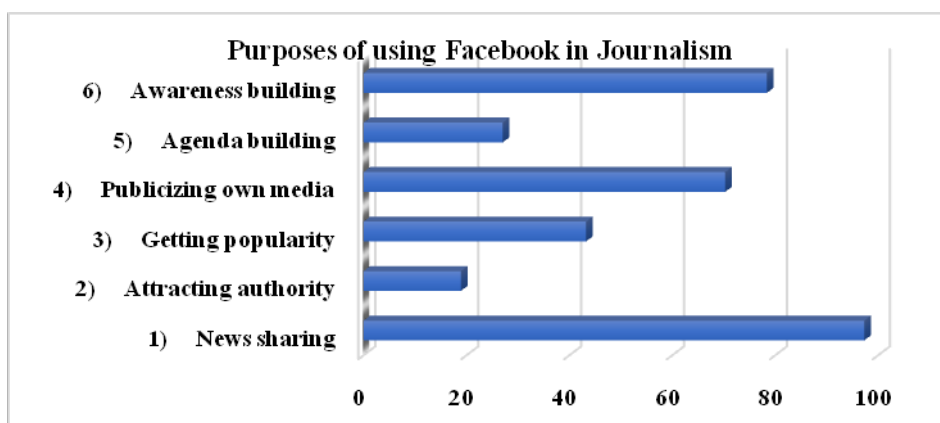


(Source: Interview data, 2018)

7.2.Purposes of Using Facebook in Journalism

The primary objective of the study is to dig out how journalists of Bangladesh use Facebook in their regular journalism practices. To find out that researchers identified six (6) main purposes for using Facebook - (a) news sharing, (b) attracting authority, (c) getting popularity, (d) publicizing own media, (e) agenda building and (f) awareness building. Respondents informed that more or less every purpose influenced them to use Facebook.

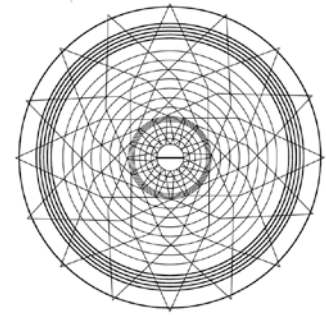
Figure 2. Purposes of Using Facebook in Journalism



(Interview data, 2018)

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



The study revealed that almost 97% percent journalists are using Facebook in journalism purpose for sharing their own news which is already published or broadcasted in their media outlets. Almost 78% respondents ensured that they are using Facebook for building awareness among their Facebook friends whereas around 70% journalists responded that they are using Facebook to popularize and publicize their own media houses (see detail in figure-2).

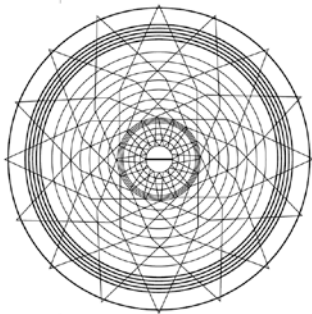
By examining 461 peer-reviewed articles Kümpel et.al (2015) found that most of the journalists use Facebook in journalism for news sharing purpose. The result of the present study reflects the findings of Kümpel et.al (2015) study. Bunz (2010) also found in his study that most of the journalists viewed social media as a relevant part of journalistic research which supports more than 27% journalists view in Bangladesh perspective that they are using Facebook in journalism for building agenda for their reported issue. More than 43% journalists also frankly spoken that they are using Facebook for journalism for getting popularity. They think that, getting more 'like' or 'share' gave them the feeling that their popularity is increasing day by day (interview data, 2018).

Being asked about why they prefer Facebook to share news they responded that the site helps to maximize efficiently and quickly the reach of audiences. Lampinen (2015) defined news sharing in social media as, 'The practice of giving a defined set of people access to news content via social media platforms, as by posting or recommending it'. The findings of the study reveal, through the sharing news in social media journalists intend to aware people, building agenda, getting popular as well as popularize their news media. Sometimes they also share news to attract the authority (FGD, 2018).

The study also found that journalists of Bangladesh are sharing news in various forms: Like, posting status, inbox message, sharing link and uploading pdf/ video/ audio/ photographs related to news. According to Mitchell & Page (2014), social media simplify and facilitate news sharing due to their convenient and easy-to-use tools for posting content. It helps both the media organizations and journalists.

7.3. Types of News Sharing in Facebook

The findings revealed that journalists mainly use Facebook to disseminate their reports published in different newspapers or broadcast television channels/radios to their audiences. The study indicates that journalists of Bangladesh share four types of news in their Facebook page. These are published news in their own media, news which are not published on media, news which are intentionally prepared for Facebook and published news in other media, photographs related to news. Result shows that every respondent (100%) who are using Facebook for journalism purpose,

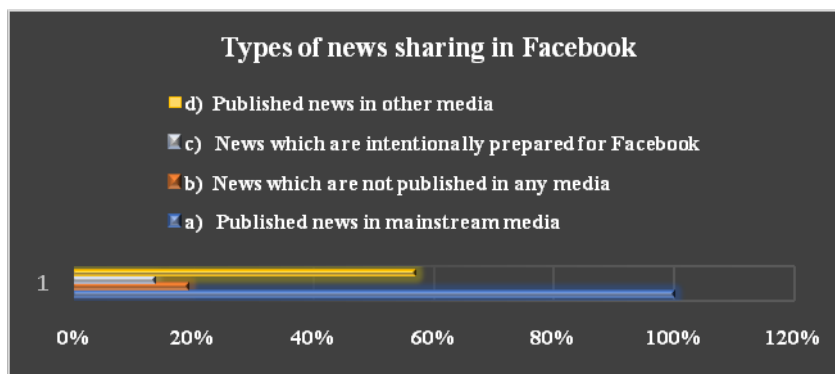


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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

share own published or broadcast news in their Facebook page. Almost 57% of them states that they are also sharing interesting news which are published in other media in their Facebook page and 18.92% ensured that through Facebook they also share those news stories in social media which are not published yet in mainstream media. It indicates that Facebook is going to be an alternative platform for news that is not getting space in mainstream media. Interestingly more than 13% respondents uttered that, sometimes they intentionally prepared news for Facebook and publish there (detail in figure-3).

Figure 3. Types of News Sharing in Facebook



(Interview data, 2018)

Md. Golam Rabbani, a staff Reporter of *Maasranga Television*, practicing journalism since ten years shared his opinion regarding sharing news in Facebook. According to Rabbani,

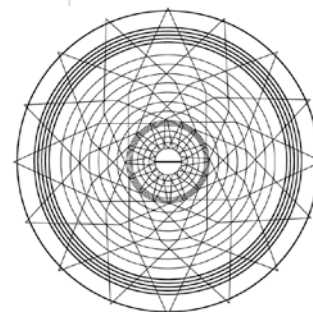
Golam Rabbani: A frequent sharer of news in Facebook

‘Mainstream media do not have enough space and time to publish or broadcast all the news coming from all over the country whereas social media are blessed with enough space and time to publish any news at any time. So as a journalist I have enough opportunity to publish those news which are already get placed in print or electronic media and also those news story which are not published yet in any mainstream media. Through sharing news in Facebook, as a journalist I am able to attract the attention of audience regarding any issue seems important to me. In my sense, social awareness is also possible through sharing news in Facebook’ (Interview with Md. Golam Rabbani, 2018).

As like as Md. Golam Rabbani, some other respondents also mentioned that mainstream media have some limitations of space and time. In that case Facebook offer them a platform without boundary, which encourage journalists to write and share news for their Facebook friends and fans. They think that, Facebook is also a divine gift for those news stories which are not getting space and time in mainstream

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



media (FGD, 2018). The result reflects the findings of Ismail (2012). In the context of Nigeria, Ismail found that journalist thinks that Facebook is an alternative platform for those news which are overlooked or ignored in the mainstream media.

7.4. Getting Feedback through Facebook

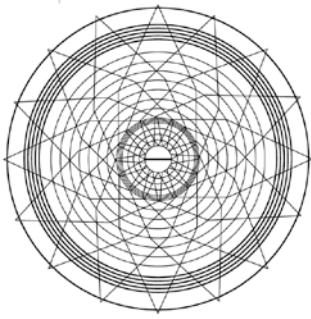
An objective of the study is to find out whether journalists of Bangladesh are considering Facebook as one of the most powerful tool to get immediate feedback from audiences. The result shows that among the journalists who are using Facebook for journalism, almost 95% of them think that they are getting feedback of the audiences from both mainstream and social media. 81% of them denote that they receive maximum feedback in Facebook (for more detail see *Table 2*).

Table 3. Getting Feedback through Facebook

Receiving feedback from the audiences	Forms/Formats	Number	Percentage
	a) Yes	70	94.59
b) No	4	5.41	
Total	74	100	
Maximum feedback	a) Mainstream Media	10	16.66
	b) Social Media	60	85.71
	Total	70	100
Level of receiving feedback from the mainstream media	a) High	6	8.57
	b) Very high	4	5.71
	c) Medium	38	54.28
	d) Low	22	31.42
	e) Very low	0	0
	Total	70	100
Level of receiving feedback from the social media	a) High	36	51.42
	b) Very high	14	20.00
	c) Medium	12	17.14
	d) Low	4	5.71
	e) Very low	4	5.71
	Total	70	100

(Interview data, 2018)

Barisal District Correspondent of *My TV* Parvez Rasel, who has more than ten (10) years of experience in journalism, shared his views about getting feedback in Facebook.



[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

Parvez Rasel: Getting Inspiration from Facebook Feedback

Usually we are getting feedback about our news in Facebook through various options of Facebook like, comments, inbox messages, 'Like', 'share' and other forms of reactions. In the mainstream journalism it is quite tough to get feedback from audience. But when we share our published or broadcasted news or unpublished/broadcasted news in Facebook we get huge comments and feedback from the friends and followers about the news. Sometimes I received very inspiring feedback after sharing news that has social values. With the inspiration sometimes I also receive criticism from the audience. Even few days back an audience informs me that there is information missing in one my story which on that was in on air. I correct it within very short time and inform my office. Then they correct it and continuing on-air with the right information. Sometimes I also get additional information regarding my news story from the audiences through feedback. Facebook really helps me to get more feedback regarding my work.

(FGD, 2018)

The view of Parvez Rasel is also similar with the views of journalists from other parts of the country. Most of them think that Facebook open up a new horizon in front of them. Getting feedback from audience seems to them most significant reward of their devotion in journalism. We can share another observation regarding feedback through Facebook from a prominent journalist Abul Kalam Azad, Staff reporter of *the Daily Prothom Alo*, working in Rajshahi, Bangladesh.

Abul Kalam Azad: Facebook as a Tool of Getting Marginal People Feedback

'Facebook helps me to get feedback from marginal people of remote area of the northern region of Bangladesh. Through Facebook audience from any place can provide feedback for their concerned news story. Sometimes they share their feelings through messenger in Facebook' (FGD, 2018).

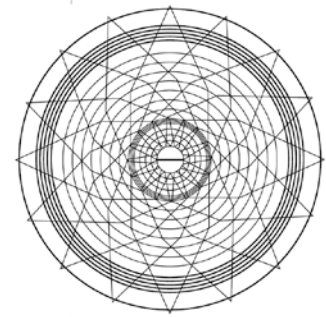
By the above findings it could be summarized that Facebook creates an open and unlimited opportunity for the journalist for getting feedback of their audiences from any place of the country where internet connection is available. .

7.5. Developing and Maintaining source through Facebook

The study revealed that Facebook helps journalists to develop sources and getting clues for news occasionally. A collaborative study of Cision and The George Washington University found that most of the journalists use social media, such as Facebook as a source for their news (Cision Social journalism Study - Global Report, 2012). The findings of the present study is also reflects the findings of the study above. The result indicates that almost 93% respondents who are using Facebook for

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Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



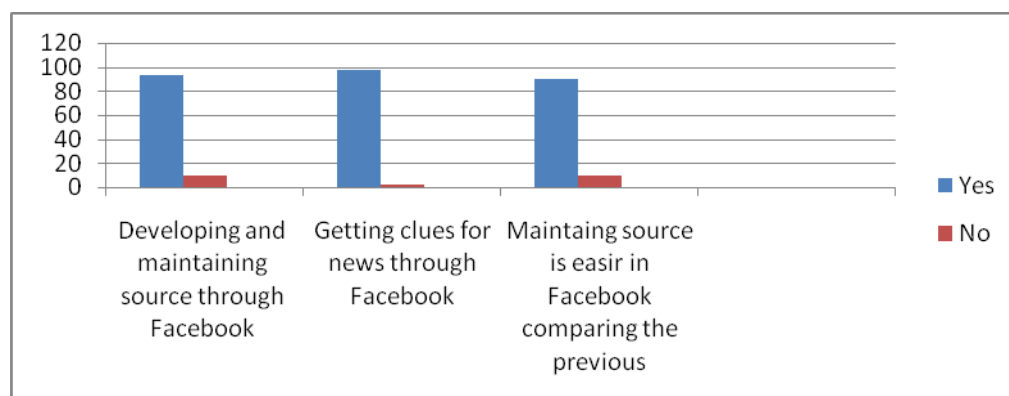
journalism thinks that Facebook helps to develop and maintain source more easily in comparison with previous (detail in figure-4). Let's hear a story from Abrar Shair, staff correspondent of *Channel 24* about maintaining and developing source through Facebook.

Abrar Shair: Source Development through Facebook

I have made a story about mango gardens of Nachole in Chapai Nawabganj. The farmers of Nachole produce mangoes with special care. They don't use any kind of insecticides or carbide to keep mangoes free from insects and harmful bacteria. In place of other chemicals harmful to human health they use organic or natural compost to produce those mangoes. They export those fruits in different countries of Europe. Earlier I have made another story on this issue. I shared this news in Facebook and received huge feedback from my friends and followers. I got a news clue from one of my followers in Facebook that some frauds are exporting mangoes from Satkhira and Dinajpur to Sweden by using harmful chemicals by the name of Rajshahi mango. I got some photos and screenshots of those mangoes and packets in Messenger. After getting all those information's again I made a news story with fresh flavor. This person work as a source for me and it develops through Facebook. Before he contacted me, I didn't even know him. I firmly believe that Facebook plays very important role to develop sources.

(Interview data, 2018)

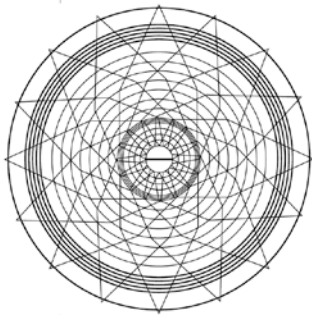
Figure 4. Maintaining and Developing Source through Facebook



(Interview data, 2018)

Similar story could be found from other journalists working in different region of Bangladesh. Joysree Bhadury, a staff reporter of *Bangladesh Protidin* shares her views regarding source development through Facebook. Joysree says,

Facebook is a vast platform for source development. It is very easy to connect and communicate with different people here. Without Facebook it's quite tough to connect



[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

and communicate with lot of concerned people who are expected to be a source. People from various sectors interact in Facebook which give journalists the chance to develop source according to their need. Through uploading, posting, sharing or messaging different status, information, photos or videos many sources can be developed in Facebook. This site helps journalists to communicate with subject experts even from abroad. Facebook is the easiest way to get sources from the entire world' (FGD, 2018).

97.5% respondents also expressed that they found clues for news through Facebook in regular basis (for detail see figure-4). Similar results have been found in Alejandro (2010) study. Alejandro found that journalists are now depend on Facebook for getting news clues and related information in Facebook for making the news more exciting and trustworthy. Kajol Ghosh, News Editor of *the Daily Manab Zamin* shared his views regarding the importance of Facebook for getting clues for news.

Kajol Ghosh: Finds New Clues through Facebook

'Facebook is a store house of news clues. People from any remote places or from distant villages are now capable to share photos or information of any accident if they have Internet. Sometimes they share different mysterious pictures or videos which have news element. All these could be work as news clues for journalists. As a journalist first of all I verify those clues and then based on news values I investigate further to prepare story' (Interview data, 2018).

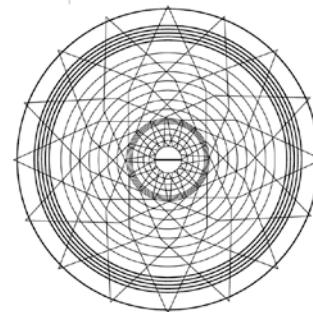
Along with these, 90% respondents who are using Facebook for journalism think that maintaining sources are easier in Facebook in comparison with the previous (for detail see figure-4). This finding also replicates the findings of the study conducted by Cision and The George Washington University (2015). They found that most of the journalists are using Facebook for maintaining sources because Facebook open a new window for the journalists to keep continuous communication with source. The respondents of the present also think that Facebook helps journalists to response quickly toward their sources and this site also ensures the availability of sources as well as maintaining relationship with them. Bulbul Habib, a district correspondent of *ATN Bangla* shared his view in this regard.

Bulbul Habib: Maintaining Sources through Facebook

Facebook not only facilitates in source developing and getting news clues but also it is the easiest option in maintaining sources. In real life it's not possible all time to communicate or take care of sources due to busy schedule. But Facebook makes that process easier in virtual world. When sources are active in Facebook, just a normal 'Hello' or 'Hi', asking them about their daily life or situation make them happy. Sometime wishing them in any special occasions or sharing greetings also helpful to maintain sources. Facebook also helps me to remember birthday of my sources and

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



my wish in Facebook makes a warm relation with them. Generally, sources are available in Facebook, so a normal chat or inbox message encouraged them to share more clues. It costs very low to interact with them. It is very easy to maintain an interactive relationship by journalists with their sources through Facebook.

(Interview data, 2018)

On the basis of above analysis and findings it could be summarized that Facebook is now an easy option for the journalists to maintain and develop news sources. It is also a blessing for the journalists to get clues for news. Respondents of the present study think that with the technological advancement and increasing rate of literacy mass peoples are very aware and sensitive about societal issues. From that ground an individual is working as a source for journalists in social media (FGD, 2018). Sometimes just after viewing any news story on Facebook, people become interested to share supplementary and diverse information or document regarding the story which also help it to enrich, develop, improve or make a follow-up of that report (FGD, 2018).

7.7. Practice of Ethical Guidelines in Facebook

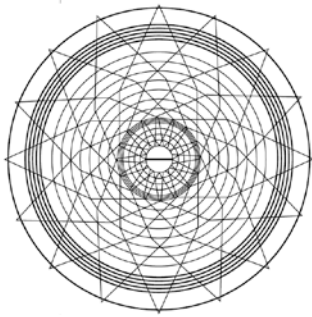
One of the major objectives of the study is to find out whether journalists are practicing ethical guidelines while using Facebook for journalism. Almost 97% respondents claimed that they are maintaining and practicing ethical guidelines while using Facebook for journalism, whereas near about 3% respondents said they are not very much careful about ethical issues while using Facebook for journalism.

Table 4. Practicing ethical guidelines in Facebook

Practicing ethical guidelines in Facebook	Forms/Formats	Number	Percentage
	a) Yes	74	97.37
b) No	2	2.63	
Total	76	100	
Violating Ethical guidelines in Facebook	a) Yes	56	73.68
	b) No	20	26.32
	Total	76	100

(Source: Interview data, 2018)

Almost 74% journalists who are using Facebook mentioned that violating ethical guidelines is a common feature while using Facebook for journalism (detail in Table 9). This is a great concern about the uses of social media in journalism in all over the world. Dickinson (2011) found in his study that journalists are excited to use social media in journalism but they are also anxious about the ethical concerns. In the traditional media there is a formal process to check the ethical issues in news but in social media none is responsible for checking ethical issues except the journalist by



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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

himself. The findings of Dickinson study imitate the finding of the present study about the concerns of ethical guidelines in Facebook by the journalists of Bangladesh. Abul Kalam Azad, a staff reporter of the Daily Prothom Alo expressed his opinion about ethical considerations in using Facebook in journalism.

Abul kalam Azad: Concerned about ethical practice in Facebook

Before the journey of Facebook, journalists usually went to field or visit spot for digging out the story or getting relevant information. Nowadays they are not interested enough to spot visit. They can easily collect information from Facebook. Such practices create a huge difference between those stories which are produced by visiting spot and those are produced through getting information from Facebook. Some stories get different looks; sometimes even information has been changed. Everyone becomes journalist due to the use of Facebook. Some issues which are not even ready to make public, those come in front before mature just because of irresponsible practice of Facebook use by the journalists. This is not actually a good practice of journalism in our country. Few months back one of my junior fellows shares a story in Facebook. The story was about a student. It was alleged that he threw away *Quran Majed*³ from the roof of his Hall. My junior colleague takes a photo of that boy and shares that in Facebook with story and without any evidences. After sharing the news in Facebook, villagers of that student burn his house and unrest has formed within Hindus and Muslims of that village. Then I asked my junior did you hear that allegation from any witness? His answer was 'no'. Though the journalist removed the story from his Facebook wall after that but due to unethical and irresponsible practice of journalism the student suffered a lot. So this type of practice is harmful for journalism. As there is no practice of accountability or maintain guidelines so some cases this can be dangerous for journalism.

(Interview data, 2018)

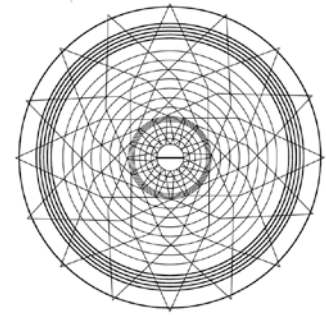
The study also revealed that ethical practice is in danger due to the lack of responsibility of journalists while using Facebook for journalism. Some respondents suggested that, before using this platform for journalism, journalists must be aware about the ethical practices and responsibilities for the society. Mamun-Or-Rasid a staff reporter of *the Daily Janakantho* expressed his concern regarding this. Mamun thinks that ethical practice is in danger in Facebook. He says,

When any prominent person posts any status, we journalists can use that for making a news story with relevant information Facebook gives such opportunity. But some irresponsible, so-called journalists most of the time just copying someone's

³ The holy book of Muslim

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
Uses of Social Media in Journalism
by the Journalists of Bangladesh



status or news and share it in their page. They just use others story with their own name. Facebook is an open platform and everyone has access there, so it's tough to prevent news stealing. Sometimes rumor become news because of ignoring ethical guidelines which at the end of the day create social unrest. That's why I believe ethical practice of journalism is in danger in Facebook (Interview data, 2018).

Why this lack of ethical practice in journalism in Facebook? Research revealed that most of the journalists of developing countries perspective like, Bangladesh do not have any training or orientation about ethics in journalism (Rahman, 2016). The findings of the present study also replicate the findings of Rahman (2016) study. Shiblee Noman, a bureau chief of *Jamuna Television* expressed his opinion about the lacks of ethical practice in journalism in Facebook.

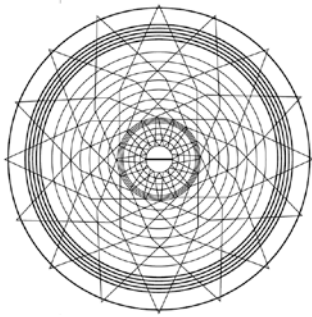
Shiblee Noman: Concerned about the Lack of Ethical Practice in Facebook

There are no gatekeepers in social media. So no surveillance or supervision is there. People from different arena gathered in Facebook and often try to influence others in favor of self-interest. Due to poor sense of responsibility in ethical area of journalism, mislead some journalists to violet ethical standards. Sometimes journalists intentionally or unintentionally used this platform to establish any agenda or disseminate any propaganda. Journalists, who are not aware enough about law and ethics of journalism, sometimes unconsciously reveal the name of suspected persons or victims, which can have destructive impact on their lives. Very often we see that, victim of rape become open face due to irresponsible sharing of news or comments, or may be suspects of murder or any other crime established as guilty of that crime due to the irresponsible news. Some journalists without any ethical knowledge often share unethical photos or videos which are against ethical journalism. So, lack of ethical sense can be dangerous for practicing journalism in Facebook' (Interview data, 2018).

On the basis of above finding on ethical practice in journalism in Facebook, the present study suggests media literacy for grassroots journalists who do not have any academic or professional knowledge about ethical issues. Rahman (2016) also revealed in his study that media literacy is essential not only for journalists but also for the mass people who are using social media for various purposes.

8. Overall Findings of the Study

Findings reveal that journalists of Bangladesh prefer Facebook to other social media to share news, videos and photos. Their goals extend to two essential motives are to share news for audience awareness and promote particular media using Facebook. Journalists share news in Facebook published in the news portal, in turn,



[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

the promote himself, get feedback and sometimes interact. They capitalize different options of status, comments, reactions, inbox messages, individual and group chat. Audience also responds sharing their thoughts and perception regarding news.

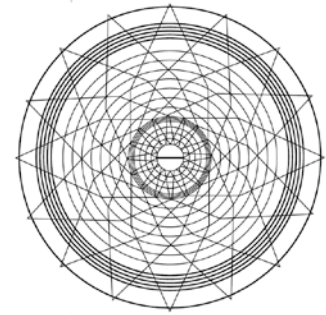
The findings indicate that, Facebook is a vital and supportive platform to develop and maintain sources. It also facilitates to get clues for news. Journalists of Bangladesh also feel that cultivating and maintain sources are easier on Facebook. Findings show that maximum journalists are aware of ethical dimension of using Facebook while doing journalism but at the same time they believe this platform could be dangerous due to unethical and irresponsible practices of journalism. The study also reveal that social media aids journalists to overcome the limitations of time and space of traditional journalism.

9. Conclusion

Social media is a unique platform for practicing journalism in a diverse way. On the basis of literature review and analysis of results it could be concluded that technological advancement helps journalists to improve journalism practices in various ways. As the most popular social media site, Facebook is being used by journalists of Bangladesh turning it to be the part and parcel of their life. Facebook has brought about many changes in the practice of journalism in Bangladesh as other countries of the world. In spite of opening up a new horizon for the journalists, lack of ethical practice in using Facebook could be detrimental to the profession itself and create harm to the society. It can be said that social media has already become an alternative and effective medium to the journalists for developing and maintaining sources, collecting information, sensing clues, sharing news, having feedback etc. The platform is eventually turning to be a forum for interaction and engagement with the media, its professionals and audience. However, practitioners should be more conscious and responsible while using Facebook for journalism purpose to bag the most from it.

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
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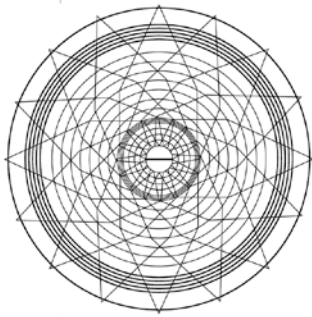
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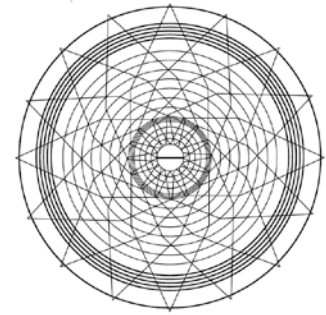
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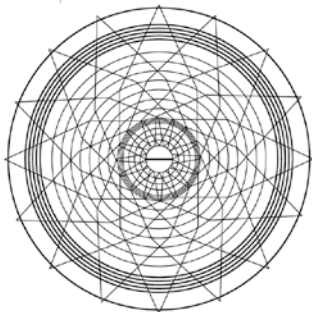
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Rahman M., Zannat S., Jyoti J. S.
*Uses of Social Media in Journalism
by the Journalists of Bangladesh*

ИСПОЛЬЗОВАНИЕ СОЦИАЛЬНЫХ МЕДИА ДЛЯ ЖУРНАЛИСТСКИХ ПРАКТИК ЖУРНАЛИСТАМИ БАНГЛАДЕШ

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Аннотация:

Технологическое развитие существенно влияет на развитие журналистских практик по всему миру. С помощью социальных медиа становится все легче искать и распространять информацию. Помимо этих очевидных плюсов, социальные медиа позволяют получать мгновенную обратную связь от аудитории. Представленное исследование рассматривает Facebook и практики его использования, так как именно это социальное медиа является самым популярным среди журналистов Бангладеш.

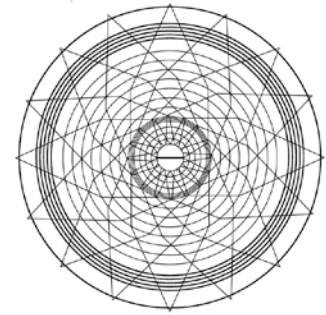
Главная цель исследования - выяснить, как журналисты используют Facebook в их регулярной работе. Исследование использует в основном качественные методы (интервью) с применением количественных данных.

Среди результатов исследования можно отметить, что журналисты Бангладеш признают Facebook одним из наиболее действенных инструментов для распространения новостей и получения обратной связи. Кроме того, Facebook помогает в сборе информации о новости и даже в поиске новых новостных поводов. Однако результаты исследования также показывают, что этичность использования социальных медиа в Бангладеш под вопросом и может стать предметом дискуссии.

Ключевые слова: социальные медиа, журналисты, журналистские практики, Facebook, Бангладеш, журналистская этика

[Scientific Articles]

Rahman M., Zannat S., Jyoti J. S.
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by the Journalists of Bangladesh



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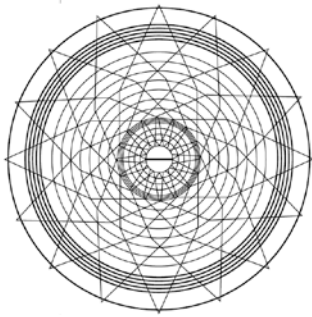
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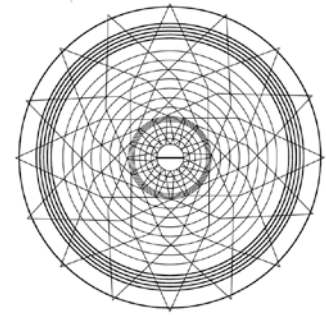
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