

**INFLUENCE OF MUSHROOMING MEDIA ON JOURNALISM ETHICS IN UGANDA  
A CASE STUDY OF UGANDA BROADCASTING CORPORATION (UBC)**

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**ABSTRACT**

*This research takes a critical look at challenges of citizen journalism as a form of new media in Uganda. It also tried to establish the factors that have influenced the increasing growth and popularity of citizen journalism.*

*Citizen journalism for the purpose of this research was limited to blogging.*

*Blogging has become a channel through which people share ideas, news, advice and analyses on different happenings in the society.*

*The study was guided by the following research questions: (I) what challenges citizen journalism has posed to media industry in Uganda? (ii) How UBC respond to challenges posed by citizen journalism in Uganda? (iii) What factors influence citizen journalism practice in Uganda?*

*To achieve these objectives, descriptive survey and cross-sectional designs were carried out. On whether the interactive nature of news media has made online journalism popular and accessible, 47 respondents representing 62.7% rated the statement as very true being followed by 20 respondents representing 26.7% who rated it as true, seven said somewhat true (9.3%) and one respondent said (1.3%) said not true. The mean was therefore 3.51 which clearly suggest that it is true that the interactive nature of news media has made citizen journalism popular and accessible. This study has also revealed that there is a lot of collaboration between professional and citizen journalists. This collaboration has great benefits for professional journalism. The citizen journalism being practiced is institutionalized (rather than alternative in the institutional sense), but there is a continuous need for the negotiation of power and emphasis between these two elements because*

*they do have different epistemological foundations.*

**Key words: mushrooming media and journalism ethics**

### **Background of the Study**

*Mushrooming media is the way how media is suddenly and rapidly growing.*

*On the other hand, Journalism ethics simply means the common values that guide journalists.*

*They layout both the aspirations and obligations that journalists, editors, and others working in the field should follow to execute their work responsibly.*

*Globally, in countries like United States of America, Russia, Japan, German and many others experience the mushrooming of media, but the issue of ethical regulation of journalistic activities caught the attention of the public and became a source of professional frustration for journalists more than one hundred years ago.*

*Today, countless codes of ethics and other documents regulate media activities in most countries. The main requirement of codes of ethics globally is that information provided by journalists be reliable; truthful, and accurate.*

*All materials destined for publication, both texts and photos, must be checked for authenticity with all due accuracy". Next comes an important addition; "processing headline or signature under a photo should not distort or falsify the material's meaning." (Principles of journalism (print code), Federal Republic of Germany, 1973). Regionally, Africa experiences a rapid growth of media both private and state owned but still, these growing media need to be reminded of the journalism ethics. That is to say; in Kenya, the firing in June 1998 of Kwendo Opanga, one of Kenya's most respected political columnists, for allegedly accepting bribes from President Daniel Arap Moi's ruling party, the Kenya African National Union (KANU) triggered a lively public debate on the issue of journalistic ethics in Anglophone Africa., and main points discussed contained freedom of the press, independence, impartiality, fair play, decency, accuracy, and responsibility.*

*In the current democratic process, West African journalist (both official and private) have been accused of professional impropriety, not only by government and other prominent political actors, but also by the*

*general public and even by the fellow professional sat home and abroad.*

*A veteran journalist summed up this new trend of journalism in Sierra Leone thus: “cheap propaganda, rather than reporting issues as they affect the common man has become the pre-occupation of most of our journalists. Most of the more partisan and as such, have fixed as that hardly accommodate the views of others. (Sesay,1998:12678). Journalists in the official media have, in certain African countries like Cameroon, accused the critical private press of selecting for insults, defamation, and scandals only public authorities or individuals sympathetic with the government, thus giving the impression that opposition, even those who have served in government before, are beyond blemish. (Nyamnjoh, 1996).*

### **Problem Statement**

*Though Uganda experiences a rapid growth in both government and private media, some practices of the media platforms are questionable when it comes to the expected ethical standards of their profession. However, the public has varying views about different media practices. This was likely to influence the general opinion, trust and credibility of the media (and its content) by the public, as according to Uganda Television and Radio Ratings Report (UTRR), and Audience share of television stations in Uganda in the fourth quarter of 2019 shows that the leading TV station in Uganda was NTV with a 17 percent share of viewers UBC with 11 percent, a state-run channel, Uganda Broadcasting Corporation (UBC), operating more than four TV and ten radio channels, is teetering and has lost its leading viewers.*

*Something that provoked me to launch a study on the influence of mushrooming media on journalism ethics in Uganda. A case study of UBC media.*

### **Research study Objectives**

- 1. To examine the Factors that influence citizen journalism practices as a form of new media at UBC Media.*
- 2. To find out how UBC media respond to citizen journalism practices as one of new media.*
- 3. To assess the challenges faced by UBC journalists in trying to implement the journalism ethics.*

4. *To analyze the possible mitigations to the challenges experienced by journalists in trying to implement the journalism ethics.*

### **Research Questions**

1. *What are the factors that influence citizen journalism practices as a form of media at UBC?*
2. *What are the responses of UBC media to citizen journalism practices?*
3. *What are the challenges faced by UBC journalists in trying to implement the journalism ethics?*
4. *What are the possible mitigations to the challenges faced by UBC journalists in trying to implement the journalism ethics?*

### **Methodology**

#### **Research Design**

*The study employed a case study research design, which employed qualitative and quantitative data collection methods. One of the benefits of using the case study design was their ability to capture what Hodkinson and Hodkinson call 'lived reality' (2001).*

*Qualitative research was used in recording descriptions of the elements of the study in a form which was not numerical and this helped in getting an in-depth analysis of the problem under investigation (Creswell et al. 2003), Qualitative research was further be applied in order to describe current conditions or to investigate relationships, including effects relationships. In addition, it would help in answering questions concerning the current state of the subject under study.*

*Quantitative research would be used to capture details of the study which could be expressed in numerical terms like percentages, ratios, population and sample size, among others.*

#### **Study Population**

*The study population constituted mainly the employees of Uganda Broadcasting Corporation (UBC). This included managerial and operational staff. These are presented in the table below.*

| <b>Category</b>                      | <b>Number</b> | <b>Percentage</b> |
|--------------------------------------|---------------|-------------------|
| <i>Managers/supervisory staff</i>    | 20            | 11%               |
| <i>Operational/lower-level staff</i> | 160           | 89%               |
| <i>Total</i>                         | 180           | 100%              |

**Source: Management**

*This population was chosen because it was assumed to have resourceful, ethical, and adequate knowledge of the subject under investigation and the research variables under investigation.*

### **Sample size**

*The sample would be determined using cluster and convenience sampling. Simple random sampling was employed to avoid (staff) was grouped into males and females and simple random sampling was applied when collecting data from the managers because they are few and directly involved in the planning for the media and hence are expected to be knowledgeable about the influence of mushrooming media on journalism ethics on the quality, efficiency, and ethical work output of the media.*

### **Sample Design**

*According to Creswell et al. (2003), research can either use probabilistic and non-probabilistic sampling design depending on the nature of the population of the study.*

*A purposive sampling was employed in selecting the managerial staff.*

*The research would also use cluster sampling to group the respondents in different clusters; that is to say managerial and operational staff.*

*Convenience sampling was used to identify the operational staff so as to save time.*

### **Sample size and selection of Respondents.**

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| Category                      | Populati | Sample size | Percentage | Sampling technique     |
|-------------------------------|----------|-------------|------------|------------------------|
| Managers/supervisory          | 20       | 15          | 12%        | Purposive              |
| Operational/lower-level staff | 160      | 108         | 88%        | Simple random sampling |
| Total                         | 180      | 123         | 100%       |                        |

### ***Sampling techniques and sampling methods***

*I employed several methods to select the appropriate sample for the study. These include; purposive, cluster, and convenience sampling.*

*Simple random sampling was employed to avoid bias. In the selected departments, cluster sampling was grouped into males and females and simple random sampling was applied when collecting data from the managers because they are few and directly involved in the planning.*

### ***Research instruments***

*The research utilized a number of research instruments including questionnaires and structured interview guides.*

### ***Questionnaires***

*This research used self-administered questions for the respondents. These were distributed among the respondents. The purpose for using this instrument is that questionnaires are easy to quantify and analyze. In addition, the questionnaire was used because the study focused on opinions, attitudes, feelings and perceptions of respondents.*

### ***Interview guides***

*An interview guide consisting of structured questions was designed and administered to the respondents. Information solicited by this instrument would help the researcher enhance responses from the self-administered questionnaires and this make it possible for meto cross examine some key issues in the*

*research. The choice of this instrument wade bearing in mind the fact that it is a good method for producing data which deals with the topic in depth.*

*Interviewing was used as a good method for producing the views and identity what they regard as the crucial factors.*

#### ***Data quality control***

*To ensure that the data collected is valid, relevant and retains integrity, I shall perform different studies to ensure correctness, precision, accuracy, and data proofing.*

#### ***Data Analysis, Interpretation and Presentation***

*Qualitative data analysis was done using research instruments such as interview guides, questionnaires and research surveys.*

*A researcher would use a quick impressionist summery in analyzing qualitative data.*

*This technique of qualitative data-analysis has been attended to evenly, in order to identify the emerging themes alongside sorting, recording, reflection and would be analyzed using mean and standard deviation to analyze the relationship between the two variables and this would present and interpreted by the use of tables, graphs, and pie charts.*

### ***RESULTS***

#### ***Profile Characteristics of Respondents***

*The data was collected on five profile characteristics of respondents, which include, age, gender, education level, and experience and news department.*

*Data on all these variables was collected using closed ended questions and analyzed using frequency counts and percentage distributions, as indicated in table 2.*

***Table 2: Profile Characteristics of Respondents***

| <i>Category</i> | <i>Frequency</i> | <i>Percent</i> |
|-----------------|------------------|----------------|
|-----------------|------------------|----------------|

| <b>Age</b>                |           |            |
|---------------------------|-----------|------------|
| <i>20-29 years</i>        | 46        | 57.5       |
| <i>30-39</i>              | 19        | 23.8       |
| <i>40-49 years</i>        | 12        | 15.0       |
| <i>50 years and above</i> | 3         | 3.8        |
| <b>Total</b>              | <b>80</b> | <b>100</b> |
| <b>Gender</b>             |           |            |
| <i>Male</i>               | 47        | 58.8       |
| <i>Female</i>             | 33        | 41.2       |
| <b>Total</b>              | <b>80</b> | <b>100</b> |
| <b>Level of education</b> |           |            |
| <i>Certificate</i>        | 3         | 3.8        |
| <i>Diploma</i>            | 19        | 23.8       |
| <i>Degree</i>             | 47        | 58.8       |
| <i>Masters</i>            | 11        | 13.8       |
| <b>Total</b>              | <b>80</b> | <b>100</b> |
| <b>Experience</b>         |           |            |
| <i>Less than one year</i> | 8         | 10.0       |
| <i>1-3 years</i>          | 43        | 53.8       |
| <i>4-7 years</i>          | 17        | 21.2       |
| <i>8-11 years</i>         | 9         | 11.2       |
| <i>12 years and above</i> | 3         | 3.8        |
| <b>Total</b>              | <b>80</b> | <b>100</b> |
| <b>Department</b>         |           |            |
| <i>News reporting</i>     | 48        | 60.0       |
| <i>News editing</i>       | 32        | 40.0       |

|              |           |            |
|--------------|-----------|------------|
| <i>Total</i> | <i>80</i> | <i>100</i> |
|--------------|-----------|------------|

The Table 2 indicates that out of the total figure of 80 respondents, 46 representing 57.5% were between 20-29 years, 19 respondents representing 23.8% were between 30-39 years, 12 representing 15.0% were between 40-49 years, three (3) respondents representing 3.8% were 50 years and above, and therefore those between 20-29 were the majority.

It also indicates that, out of the total figure of 80 respondents, 47 representing 58.8% were male and 33 respondents representing 41.2% were female. The male was therefore the majority.

Table 2 also shows that three (3) respondents who represent 3.8% have certificates, 19 respondents representing 23.8% have received diplomas, 47 respondents representing 58.8% have degrees; and 11 respondents representing 13.8% have masters. Therefore, most of the respondents were degree holders.

The table also goes ahead to show that out of the 80 respondents, eight (8) respondents representing 10% had experience of less than one year in journalism work. 43 respondents who represent 53.8% had experience of between 1-3 years. 17 respondents that is 21.2% had experience of between 4-7 years. Nine (9) respondents which represent 11.2% had experience of 8-11 years.

Only three (3) respondents representing 3.8% who had experience of 12 and above years.

The Table shows the combination of the research population departments, in which there were only two departments, where 48 respondents representing 60% were news reporters, 32 respondents representing 40% were news editors. News reporters were therefore the majority.

### ***Challenges Journalists face in trying to adhere to journalism ethics because of mushrooming media***

***Table 3: Descriptive statistics on challenges of faced by journalists because of mushrooming media***

| <i>Items</i>                                        |             | <i>NT</i> | <i>ST</i> | <i>T</i>  | <i>VT</i> | <i>Mea</i> | <i>Std</i> |
|-----------------------------------------------------|-------------|-----------|-----------|-----------|-----------|------------|------------|
| <i>Blogs put much pressure on newspaper editors</i> | <i>Freq</i> | <i>6</i>  | <i>11</i> | <i>21</i> | <i>37</i> | <i>"</i>   |            |

|                                                           |      |      |      |      |      |      |       |
|-----------------------------------------------------------|------|------|------|------|------|------|-------|
| over what and                                             | %    | 8.0  | 14.7 | 28.0 | 49.3 | 3.19 | .968  |
| Many people have left newspapers and turned to blogs for  | Freq | 9    | 5    | 31   | 30   | 3.09 | .975  |
| news & information                                        | %    | 12.0 | 6.7  | 41.3 | 40.0 |      |       |
| Blogs have reduced the credibility of news                | Freq | 7    | 13   | 26   | 29   | 3.03 | .972  |
|                                                           | %    | 9.3  | 17.3 | 34.7 | 38.7 |      |       |
| Blogs have changed the way how newspapers observe         | Freq | 19   | 13   | 19   | 24   | 2.64 | 1.181 |
| journalistic ethics                                       | %    | 25.3 | 17.3 | 25.3 | 32.0 |      |       |
| Newspaper revenue has reduced due to increased popularity | Freq | 7    | 8    | 22   | 38   | 3.21 | .977  |
| of bloqqing                                               | %    | 9.3  | 10.7 | 29.3 | 50.7 |      |       |
| Blogs have led to increased unemployment problem in print | Freq | 8    | 11   | 18   | 36   | 3.12 | 1.040 |
| media industry                                            | %    | 10.7 | 14.7 | 24.0 | 48.0 |      |       |

(Legend: NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in Table 3 indicate that, respondents rated differently the challenges assumed to be posed by journalists.

For example, on whether blogs put much pressure on newspaper editors over what and when to report, majority rated it very true (49.3%), followed 28.0% who rated it true.

The mean score for this question item (3.19) also suggested that on average it is true that blogs put much pressure on newspaper editors over what and when to report.

On whether many people have left newspapers and turned to blogs for news and information, majority of respondents rated it as true with 41.3%, followed by 40.0% who rated is as very true. The mean score for this question item was 3.09 which indicated that on average, many people have left newspapers and turned to blogs.

On whether Blogs have reduced the credibility of news, majority of respondents rated it as very true with 38.7% being followed by 34.7% for those who rated it as true, with a mean score of

3.03. This implied that on average, blogs have reduced the credibility of news in the print media.

Respondents responded differently on whether Blogs have changed the way how newspapers observe journalistic ethics.

The table above indicates that, majority rated it as very true with 32.0% followed by those who rated it as not true with 25.3%, with a mean score of 2.64. Therefore, on average it is true that Blogs have changed the way how newspapers observe journalistic ethics.

According to the statement “Newspaper revenue has reduced due to increased popularity of blogging”, 50.7% of respondents rated it as very true, being followed by 29.3% from those who rated it as true and therefore giving a mean score of 3.21 which clearly shows that the increasing popularity of blogging has led to reduced print media revenue.

On whether blogs have led to increased unemployment problem in print media industry, table 4.2 indicates that majority of respondents with 48.0% rated it as very true, followed by true (24.0%) which gave a mean score for this question.

#### **UBC media response to challenges of Journalists**

**Table 4 Descriptive statistics on how UBC media respond to challenges posed by journalists.**

| <b>Item 1</b>                                                                                                                         | <b>NT</b> | <b>ST</b> | <b>T</b> | <b>VT</b>   | <b>Mean</b>  | <b>Std.</b> |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|----------|-------------|--------------|-------------|
| Bloggers are now publishing news, of which traditional media sometimes pick thoroughly make research and later publish such news      | 5(6.2%)   | 14(17.5%) | 24(30%)  | 37(46.2%)   | 3.16         | .934        |
| <b>Item 2</b>                                                                                                                         |           |           |          | <b>True</b> | <b>False</b> |             |
| Due to rising influence of blogs, media houses are now incorporating social media editors to manage their tweeter and face book pages |           |           |          | 76(95%)     | 4(5%)        |             |

(NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in the above table indicate that respondents rated differently on the assumption that bloggers are now publishing news, of which traditional media sometimes pick, thoroughly make research and later publish such news.

Results in the table show that majority of respondents 37(46.2%) rated the assumption as very true, followed by 24(30%) respondents who said true, then 14(17.5%) who rated it as somewhat true and 5(6.2%) who said not true, with a mean score of 3.16 which suggests that some newspapers pick news from blogs, research about it and later publish such news.

In the Table above, out of 80 respondents, 76 rated it as true that due to rising influence of blogs, media houses are now incorporating social media editors to manage their tweeter and face book pages. This set of respondents make up 95% of the respondents.

### ***Factors that influence citizen journalism practices as a form of new media at UBC***

**Table 5 Descriptive statistics on factors that influence citizen journalism practice at UBC.**

| <b>Items</b>                                                                                                                                       |             | <b>NT</b> | <b>ST</b> | <b>T</b> | <b>VT</b> | <b>Mean</b> | <b>Std</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|-----------|----------|-----------|-------------|------------|
| <i>The interactive nature of news media has made online journalism popular and accessible.</i>                                                     | <i>Freq</i> | 1         | 7         | 20       | 47        | 3.51        | .724       |
|                                                                                                                                                    | <i>%</i>    | 1.3       | 9.3       | 26.7     | 62.7      |             |            |
| <i>The birth of information and Communication Technologies (ICTs) has brought the practice of citizen journalism.</i>                              | <i>Freq</i> | 8         | 11        | 39       | 16        | 2.85        | .886       |
|                                                                                                                                                    | <i>%</i>    | 10.7      | 14.7      | 52.0     | 21.3      |             |            |
| <i>Main stream media has no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum</i> | <i>Freq</i> | 6         | 11        | 32       | 25        | 3.03        | .906       |
|                                                                                                                                                    | <i>%</i>    | 8.0       | 14.7      | 42.7     | 33.3      |             |            |
| <i>The change in business model of most media companies</i>                                                                                        | <i>Freq</i> | 6         | 13        | 32       | 24        |             |            |

|                                                                                                                                                                                              |      |     |      |      |      |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----|------|------|------|------|------|
| towards profit maximization, leaving out unprofitable types of information.                                                                                                                  | %    | 8.0 | 17.3 | 42.7 | 32.0 | 2.99 | .908 |
| The expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues. | Freq | 4   | 18   | 15   | 37   |      |      |
|                                                                                                                                                                                              | %    | 5.3 | 24.0 | 20.0 | 49.3 | 3.15 | .975 |
| The main stream media is under control of either                                                                                                                                             | Freq | 1   | 6    | 22   | 44   |      |      |
| governments or big businesses and that is why it cannot hold big institutions accountable                                                                                                    | %    | 1.3 | 8.0  | 29.3 | 58.7 | 3.49 | .710 |

(NT=Not True, ST=Somewhat True, T=True and VT=Very true)

Results in the table above indicate that respondents rated differently on the assumed factors behind the rising influence of citizen journalism at UBC.

On whether the interactive nature of news media has made online journalism popular and accessible, 47 respondents representing 62.7% rated the statement as very true being followed by 20 respondents representing 26.7% who rated it as true, seven said somewhat true (9.3%) and one respondent said (1.3%) said not true. The mean was therefore 3.51 which clearly suggest that it is true that the interactive nature of news media has made citizen journalism popular and accessible.

On whether “The birth of information and Communication Technologies (ICTs) has brought the practice of citizen journalism, 39(52.0%) rated as true followed by 16 respondents (21.2%). The mean score of this question was 2.85 which suggest that the rise of ICTS has paved way for the growth of citizen journalism at UBC.

Results in the table also shows that Main stream media have no presence in certain places or among certain types of people and so citizen journalism has come to fill this vacuum.

Out of 80, 32 representing 42.7% rated it as true, being followed by 16 (33.3%) who said very true with a mean of 3.03 suggesting that it is true Main stream media have no presence in certain places or among certain

*types of people, giving way for the rise of citizen journalism.*

*Statement four in table above “the change in business model of most media companies towards profit maximization, leaving out unprofitable types of information.” Out of 80 respondents, 32 representing 42.7% rated it as true, followed by 24 (32.0%) who rated it as very true, 13 (17.3) rated it as somewhat true and six (8.0%) said not true. Since the mean score 2.99, on average it is true that change in business model of most media companies towards profit maximization, leaving out unprofitable types of information, has influenced the rise of citizen journalism.*

*On whether the expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues, it indicates that 37 of the respondents, representing 49.3% rated the statement as very true, 15 respondents representing 20.0% rated it as true, 18 representing 24.0% rated it as somewhat true, and four respondents that’s 5.3% rated it as not true.*

*The mean score of this statement item was 3.15 which suggest that it is true that citizen journalism is as a result of the expansion, convergence and concentration of the media has resulted into international media companies which serve the international agenda, at the expense of local and regional issues.*

*“The main stream media is under control of either governments or big businesses and that is why it cannot hold big institutions accountable”.*

*According to results from the table 4.4, majority of the respondents that’s; 44(58.7%) rated it as very true, being followed by 22(29.3%) who rated it as true. This gave a mean score of 3.49.*

### ***Perception of UBC media towards the practice of citizen journalism***

***Table 6 descriptive statistics on how UBC media perceive the practice of citizen journalism***

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| <i>Items</i>                                                                  | <i>Responses</i> | <i>Frequency</i> | <i>Percent</i> |
|-------------------------------------------------------------------------------|------------------|------------------|----------------|
| <i>Bloggers are not journalists but volunteers</i>                            | <i>True</i>      | 61               | 76.2           |
|                                                                               | <i>false</i>     | 19               | 23.8           |
|                                                                               | <b>Total</b>     | <b>80</b>        | <b>100</b>     |
| <i>Bloggers are agenda activists who damage journalism</i>                    | <i>Yes</i>       | 37               | 46.2           |
|                                                                               | <i>No</i>        | 24               | 30.0           |
|                                                                               | <i>somehow</i>   | 19               | 23.8           |
|                                                                               | <b>Total</b>     | <b>80</b>        | <b>100</b>     |
| <i>Bloggers are amateur not professional journalists</i>                      | <i>not true</i>  | 10               | 12.5           |
|                                                                               | <i>somehow</i>   | 16               | 20.0           |
|                                                                               | <i>true</i>      | 23               | 28.8           |
|                                                                               | <i>very true</i> | 31               | 38.8           |
|                                                                               | <b>Total</b>     | <b>80</b>        | <b>100</b>     |
| <i>Do blogs compete with newspapers or complement the work of journalism?</i> | <i>not true</i>  | 5                | 6.2            |
|                                                                               | <i>somehow</i>   | 20               | 25             |
|                                                                               | <i>true</i>      | 39               | 48.8           |
|                                                                               | <i>very true</i> | 16               | 20             |
|                                                                               | <b>Total</b>     | <b>80</b>        | <b>100</b>     |

In Table 6 above, 61 respondents representing 76.2% agreed that “bloggers are not journalists, but only

volunteers” and 19 respondents representing 23.8% disagreed with the statement. This implies that bloggers are not journalists but helpers of journalism.

Secondly, on whether “Bloggers are agenda activists who damage journalism”, 37 respondents carrying 46.2% voted “Yes”, 24 respondents representing 30.0% voted “No” and 19 respondents representing 23.8% voted “somehow”. Therefore, those agreed with the statement were the majority.

Thirdly, on whether “Bloggers are amateur not professional journalists”, 31 respondents that’s 38.8% said “very true”. 23 respondents representing 28.8% said “true”, 16 that’s 20.0% said “somehow true” and ten (10) respondents that’s 12.5% voted “Not true”.

This means that bloggers are not professional but amateur journalists.

“Do blogs compete with newspapers or complement the work of journalism?” 16 respondents representing 20% said “very true”, 39 that’s 48.8% said “true”, 20 respondents representing 25% said “somehow true” and five (5) respondents that’s 6.2% said “not true”. This means that it true that bloggers compete with newspapers not only complimenting journalism.

## **Conclusion**

The conclusion drawn based on data on challenges of blogging is that, newspaper journalists in Uganda have essentially been threatened by increasing loss of customers, shrinking newspaper revenue, deteriorating adherence to journalistic ethics, unemployment and deadline pressure on newspaper editors. Blogs have also challenged the credibility of news in print media.

On this note therefore, the reflection of Ugandan print journalism, citizen journalists have changed the way how newspapers observe journalistic ethics as it was argued by De Keyser and Maekers (2011). Despite of the above ethical concerns, as per the data collected, the good things citizen journalism has outweighed the bad. Citizens have played an important role in journalism throughout history and their importance does not appear to be changing any time soon.

## **Recommendations**

In order to survive the challenges posed by blogging in Uganda, UBC media should as a matter of deliberate

*policy embrace digitization and the internet to enable them operate competitively in today's media industry. This study has also revealed that there is a lot of collaboration between professional and citizen journalists. This collaboration has great benefits for professional journalism. The citizen journalism being practiced is institutionalized (rather than alternative in the institutional sense), but there is a continuous need for the negotiation of power and emphasis between these two elements because they do have different epistemological foundations.*

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