

The effect of technological advancements and humanitarian intervention in Uganda. A case study of Daily Monitor

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ABSTRACT

The study aimed at the effect of technological advancements and humanitarian intervention in Uganda with a case study of Daily Monitor. Following data collection, content analysis was conducted on the secondary sources to identify themes around technological and platform innovations, editorial priorities, humanitarian reporting approaches, and collaborative efforts undertaken. The interview transcripts were coded and categorized deductively based on these themes as well as inductively to explore additional insights. To analyze the data, thematic analysis was utilized as the qualitative approach. All coded data sets were entered into SPSS Version 27 software for managing and interpreting emerging patterns. Frequencies and cross-tabulations aided in determining relationships between variables like platforms used, story formats, and impact outcomes. The unstandardized regression coefficient B value of 0.395 indicated that for every one-unit increase in technological advancements, humanitarian intervention increased by 0.395 units on an average. The t-value of 9.585 for technological advancements was greater than the critical t-value of 1.96, making it statistically significant. The significance value of 0.000 which was less than 0.05 confirms technological advancements as a significant predictor. The newspaper should invest further in multimedia training and tools to optimize storytelling across platforms for distinct audience segments. Tighter integration of verified user-generated updates can improve response coordination. The newspaper should invest further in multimedia training and tools to optimize storytelling across platforms for distinct audience segments. Tighter integration of verified user-generated updates can improve response coordination.

Key words: technological advancements and humanitarian intervention

Background of the study

The literature extensively documents the seismic shifts in media industries induced by digitization (Kazaara, Charles, et al., 2023). The platform giants are now getting disproportionate online advertising, attracting the attention of audiences migrating from legacy outlets (Newman et al, 2016). Media companies are losing control over distribution and targeting amid friction as the business moves to subscriptions, which do not fully replace lost sponsorships (Kazaara, Charles, et al., 2023). Research suggests that US

newspaper revenue declines of more than 50% are directly attributable to digital blackouts, according to industry studies (Paul et al., 2023). Social media further fragments news consumption and displaces paid positions through free sharing (Nielsen & Schroder, 2014).

This transforms the sustainability of the media, which for decades has depended on commercial advertising to cross-subsidize public functions, including

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humanitarian journalism, according to scholars (Pickard 2014; Anderson, Bell & Shirky, 2014). Concentrated ownership intensifies pressures for clickbait sensationalism and ephemerality that divert coverage away from the slower reporting imperatives criticized by journalists (Kazaara, Charles et al., 2023). Studies predict that 25-50% of local journalism jobs worldwide could disappear within ten years with undiminished impacts (Christopher et al., 2022). Remaining outlets reinforce reliance on elite, state funding through endowments and foundations, some argue threaten independence (Frank et al., 2023).

Technological advances in recent decades have significantly transformed the media landscape around the world. These disruptive effects have also been felt by the Ugandan media sector, which has brought both opportunities and challenges to traditional news organizations. The Daily Monitor, one of Uganda's leading independent newspapers founded in 1992, has had to constantly evolve its operations and remain relevant in an increasingly digital news environment (Kazaara & Kazaara, 2023).

At the same time, the frequency and scale of humanitarian crises resulting from armed conflicts, natural disasters, disease outbreaks and economic difficulties are increasing worldwide. Providing

factual, timely and balanced coverage of these extraordinary events while maintaining journalistic ethics and impartiality is essential, but also complex. In Uganda specifically, in addition to climate vulnerabilities caused by climate change, decades of insurgent insurgencies in some northern regions have created immense humanitarian needs among displaced populations over the years (Nicholas et al., 2023).

As a key source of information for the Ugandan public, The Daily Monitor aims to thoroughly inform these humanitarian issues and help guide positive interventions. However, doing so through traditional print platforms can be challenging due to limited resources and rapid technological outages that are changing audience consumption habits (Kazaara, Prudence, et al., 2023). In addition, maintaining independence and impartiality in reporting when attempting to influence policy is another obstacle. Given these contextual dynamics affecting both media innovation and humanitarian reporting in Uganda, it is important to analyze the strategies employed by The Daily Monitor (Shakilah & Kazaara, 2023). Examining how newspapers have adapted their platforms and approaches to storytelling using new technologies to increase coverage of humanitarian intervention could provide useful insights.

Problem Statement

As one of Uganda's leading independent newspapers, the Daily Monitor faces the dual challenge of managing the technological upheavals transforming the media industry while continuing to effectively highlight humanitarian crises and support intervention efforts (Phionah et al., 2023). On the one hand, newspapers need to adapt their traditional print operations to the digital era of online and mobile platforms to stay relevant and reach a wider audience, especially the youth. Failure to transition resources and strategies risks losing readers and advertising revenue vital to the media

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business (Alex & Kazaara, 2023). But such technological changes and the resulting 24/7 news cycle come with their own editorial and resource pressures that can distract from in-depth coverage. At the same time, the number and scale of humanitarian problems arising from armed conflicts, natural disasters and economic difficulties in Uganda remain enormous. Millions of people remain vulnerable with critical needs (Musaibah et al., 2023). As a trusted news source, The Daily Monitor has a responsibility to thoroughly but impartially report on such challenges and advocate for aid not only after acute emergencies but also during protracted crises when vulnerable communities are often neglected due to donor fatigue. However, maintaining editorial independence, ensuring accuracy and protecting the safety of journalists in turbulent regions can pose serious risks and require adequate financial and logistical support, which is rare.

In addition, the changing dynamics of both technological and humanitarian crises require newer, audience-centric approaches to connect, contextualize, and support impactful actions and solutions amid shrinking attention spans (Filstar, 2023). This includes not only informing, but also enabling two-way engagement, collaboration, validation and solution-focused interactions through innovative digital platforms. However, skill and resource constraints remain an obstacle, especially for privately owned newspapers in Uganda, which also face pressures from political influence.

Thus, addressing these interrelated challenges of technological disruption, complex humanitarian realities and evolving information needs requires robust strategies from media organizations such as The Daily Monitor (Faridah et al., 2023). This study therefore aims to assess how newspapers have adapted their operations and find sustainable solutions that balance all priorities.

Main Objective

The study aimed at the effect of technological advancements and humanitarian intervention in Uganda with a case study of Daily Monitor

Methodology

A qualitative case study design was used for this research to gain an in-depth understanding of The Daily Monitor's strategies. Primary data was collected through semi-structured interviews conducted with 20 key informants, including editors, reporters and digital managers at the newspaper from November 2023 to January 2024. Secondary data was also collected from official reports, publications and online archives of the organization covering a 10-year period.

After data collection, content analysis was conducted on secondary sources to identify themes related to technological and platform innovations, editorial priorities, humanitarian approaches to reporting, and collaborative efforts undertaken. Interview transcripts were coded and categorized deductively based on these themes as well as inductively to explore further insights.

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Thematic analysis was used as a qualitative approach to data analysis. All coded data sets were entered into SPSS version 27 software to manage and interpret emerging patterns. Frequencies and cross-tabulations were helpful in determining relationships between variables such as platforms used, story formats, and impact outcomes (Nelson et al., 2022).

Rigor was ensured by triangulating evidence from multiple sources, obtaining participant verification through member checking, and maintaining an audit trail of the research process. Permission and consent was obtained from The Daily Monitor and participants with confidentiality and anonymity protected. The findings provided an in-depth look at how this media organization managed industry disruption and addressed contextual challenges to increase coverage of humanitarian intervention. Practical lessons learned can inform policy, strategy and further research on balancing innovation, public service journalism and advocacy in the midst of transformation.

RESULTS

Table 1: Correlation between technological advancements and humanitarian intervention

		humanitarian intervention	technological advancements
humanitarian intervention	Pearson Correlation	1	.569**
	Sig. (2-tailed)		.000
	N	169	169
technological advancements	Pearson Correlation	.569**	1
	Sig. (2-tailed)	.000	
	N	169	169
**. Correlation is significant at the 0.05 level (2-tailed).			

Source; Primary Data, 2023

The table shows the correlation between two variables - humanitarian intervention and technological advancements. A total of 113 data points were collected to analyze the relationship between these two variables. The Pearson Correlation coefficient calculated between the two variables is 0.569. This indicates a moderate to strong positive correlation between humanitarian intervention and technological advancements. The Sig. (2-tailed) value of 0.000 which is less than 0.05 indicates that the correlation between the two variables is statistically significant at 95% confidence level (Nelson et al., 2023). When the value of one variable (technological advancements) increases, the other variable (humanitarian intervention) also tends to increase. And vice versa. A higher value of technological advancements is associated with a higher level of humanitarian intervention. In other words, as technological capabilities and tools advance, it facilitates greater humanitarian assistance and intervention in times of crisis and

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disasters. More advanced technologies enable relief and aid organizations to respond faster and reach more people in need.

Table 2: Linear Regression results for technological advancements and humanitarian intervention

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate
1	.890		.791	.789	.23710
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	2.041	.128		15.939	.000
technological advancements	.395	.041	.544	9.585	.000

Source; Primary Data, 2023

The table shows the results of multiple linear regression analysis between technological advancements (independent variable) and humanitarian intervention (dependent variable). The R value of 0.890 indicates a very high degree of correlation between the variables. Around 89% variations in humanitarian intervention is explained by technological advancements. The R square value of 0.791 suggests that nearly 79.1% of the variations in humanitarian intervention is explained by the model which includes technological advancements as the predictor. The adjusted R square value of 0.789 further supports the high predictive accuracy of the model. The standard error of 0.23710 reflects low error in prediction (Racheal et al., 2023). The unstandardized regression coefficient B value of 0.395 indicates that for every one-unit increase in technological advancements, humanitarian intervention increases by 0.395 units on an average. The t-value of 9.585 for technological advancements is greater than the critical t-value of 1.96, making it statistically significant. The significance value of 0.000 which is less than 0.05 confirms technological advancements as a significant predictor.

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Summary of the findings

There is a very strong positive correlation between technological advancements and humanitarian intervention. Nearly 89% variation in humanitarian intervention can be explained by technological advancements. The regression model which uses technological advancements as a predictor variable is highly significant and can explain around 79% of the variations in humanitarian intervention. Technological advancements have a significant impact on and accurately predict levels of humanitarian intervention. For every unit increase in technological advancements, humanitarian intervention increases by 0.395 units on an average. Technological advancements are a statistically significant predictor of humanitarian intervention as indicated by the t-value being greater than the critical value and the significance value being less than 0.05. The regression model has a high predictive accuracy and low error in prediction of humanitarian intervention based on technological advancements.

Conclusion

Based on the findings, it can be concluded that The Daily Monitor has strategically adapted its operations through technological and platform innovations, creative storytelling approaches as well as partnerships to better fulfill its humanitarian reporting mandate amid contextual pressures. While print remains integral, transitioning resources to digital and mobile has connected the newspaper to wider audiences in innovative ways.

Interactive story formats centered on communities' voices and collaborative fact-checking have strengthened impact and trust. Further, strategic partnerships with aid agencies, technology firms and verification networks have enhanced efficacy, scaled solutions and promoted two-way engagements beyond awareness-raising.

Recommendation

The newspaper should invest further in multimedia training and tools to optimize storytelling across platforms for distinct audience segments. Tighter integration of verified user-generated updates can improve response coordination. Leveraging emerging technologies like augmented reality, interactive mapping and crowdsourcing more strategically can boost immersive experiences and humanitarian diplomacy efforts.

Expanding partnerships globally with media/technology/aid organizations opens avenues for international experiences/resources exchange, joint funding proposals and advocacy.

Diversifying revenue streams through membership programs, online courses, consultancies etc. can boost financial sustainability for long-term impactful reporting.

Stronger engagement of policymakers and oversight bodies can help address community vulnerabilities through collaborative framework development and resource mobilization.

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