

Development Journalism Practices on Tanzania's Social Media: An Analysis of YouTube Online TV

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Abstract

Ineffective media engagement of ordinary people in development processes has emerged to be one of the reasons behind slow socio-economic progress in Tanzania. This paper assesses the practice of Development Journalism (DJ) as a tool for mobilising the participation of ordinary people in development programmes. Specifically, the study targets emerging social media platforms, which facilitates the sharing of user-generated content to be shared online. It explores the extent to which *YouTube* online TV in Tanzania practices development journalism. The fast penetration of Information and Communication Technologies (ICTs) evolves a media convergence that provides golden opportunities for fostering development journalism through social media (SM) platforms. It addresses one question: To what extent do SM support the growth of DJ in Tanzania? Using quantitative research methods, the study collected data from study a sample of 270 published stories over three months from three YouTube online TV; *Mwananchi Digital*, *Ayo TV* and *Azam TV*. The stories from the online SM platforms associated with the YouTube were measured using Development Journalism principles and indicators as developed by internationally-renowned media academics to determine their DJ status. Historical and political factors affecting DJ have been reviewed and analysed. Key finding reveals low rate of Development Journalism practice through ICTs-powered social media platforms. In fact, the overall number of stories with Development Journalism status is fewer than those with non-Development Journalism status was. Economic, technology and policy actions must complement DJ efforts including training to support the growth of DJ in Tanzania.

Key words:

Development Journalism, Development News, Development Communication, Media and Development, and Social Media.

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Introduction

The notion of development communication as a key national development tool has been upheld in Tanzania since 1967; however, the advent and proliferation of information and communication technologies (ICTs) is now spreading the notion like wildfire in the 21st century Tanzania. Academics contend that the country is losing out on the benefits of ICTs for Development Journalism (DJ). This paper explores the practice of DJ on social media platforms, with a focus on online YouTube Television in Tanzania. It attempts to re-enforce the role of media to score development goals through the use of ICTs. While ascribing to development definition associated with people based on their culture, history and social relations, the paper adopts Servaes (2013) and Chalkley (1980) DJ definitions accommodating online YouTube TV as a channel for mobilising actors and users of online social media platforms to discuss, design, and implement development strategies that yield mutual benefits for all. Online YouTube TV and associated social media platforms such as WhatsApp, Facebook, Twitter and Instagram are increasingly becoming trendy in the country whereby people enjoy sharing self-generated or copied audio, video, texts, images and music content (Barabasi 2002).

The paper compares three manifestations of DJ practices including one Western DJ practice common in Europe and North America, which is investigative and demands a high degree of media freedom to be effective in assessing development activities and impose checks on government influence on these activities (Kunczik 1986). The paper identifies another DJ practice that Kunczik categorises as authoritarian and which is exercised mainly in countries and regions of the world where development is shaped by the government rather than by the people. This type of DJ allows for a systematic control of information by the government in favour of development activities designed to serve assumed common welfare of the population (*ibid.*).

In between the two DJ practices is the intellectual Development Journalism in which the journalists use free intelligence to examine

critically the aims of national development (Kunczik 1986). The paper argues that the trendy and fast expanding social media platforms can pave a way to successful Development Journalism practice as Tanzanians become more ICTs-savvy with 25.8 million people or 46% of the population now accessing the internet, eight million of which use the internet for social media platforms (TCRA 2021).

The search for a DJ practice that works in a Tanzanian environment began with the adoption of *Socialism and Self-reliance* development policy in 1967, barely a decade since the concept of DJ was coined (Mwafisi 1991). In a series of pronouncements, the former and founding Tanzania President the late Julius Nyerere and the path maker for the policy called on the press to popularise socialism and self-reliance policy as a genuine development initiative that would attain human dignity, improve quality of life and enhance human freedom (Skjerdal 2011). However, Nyerere did not enact a clear-cut media policy to champion DJ, instead he nationalised the colonial media and controlled it to popularise his ambitious development policy by collecting, preparing and distributing information from the government to the people, quite in contrast with his development outlook that embraced the involvement of people in the development process.

The evolution of Development Journalism has taken place and grown roots albeit at a fluctuating pace during the 60 years of independence of Tanzania. Rioba (2012) found that media has been practicing DJ by reporting on sustainable development and good governance issues through both print and electronic media, especially newspaper and radio journalism. This view concurs with other studies pointing out recent efforts made by donor-funded media NGOs such as the Media Council of Tanzania (MCT), Tanzania Media Foundation (TMF) and Internews, which have funded scattered but less intensive and resources-squeezed training and coverage of development issues.

The Internews organisation offers short-term journalism courses and equipment to journalists and media institutions in over 100 countries worldwide, including Tanzania (Internews 2021). MCT sponsored some media development reports between 1998 and 2020 (MCT, 2020). Meanwhile, the Tanzania Media Foundation (TMF) has sponsored training in investigative journalism, an essential component of development journalism for 1,200 journalists since its inception as an NGO

in 2008 (TMF 2021). Some 397 media institutions including those on the social media platforms have also benefited from TMF support to improve investigative journalism whereas some 150 mentors and experts in investigative journalism have been trained during the same period (*ibid.*).

The number of registered social media platforms in Tanzania is on the rise, implying that a base for effective development journalism is being built. Some 352 YouTube online TV were registered in the country until August 2020 (TCRA 2021). The Tanzania Communication Regulatory Authority (TCRA) indicates that the increasing number of social media users provides a fertile ground for strengthening citizens' capacity to engage in development journalism and communication in general. The number of Tanzanians accessing the social media platforms such as Facebook, Instagram, YouTube and Twitter stand at eight million, or 31 percent of internet users in the country (Digital 2021). According to Statcounter Global Stats (2021), social media statistics in Tanzania show that Twitter, Facebook, Pinterest, YouTube, Instagram, Tumblr users are 50.1 percent, and 22.8 percent and 15.2 percent, and 6.9 percent, and 3.8 percent, respectively, having tripled on average in the last decade.

Outlining Key Development Journalism Problems in Tanzania

Despite DJ progress made thus far, to claim that Tanzania practices effective Development Journalism is to distort the reality because the evolution of DJ in the country has been either incoherent, scattered or unfocussed as different studies and scholars have demonstrated. Solomon (2014) points out many challenges related to policy, political, economic and professional issues, arguing that growth of DJ practice was disrupted right from independence in 1961 when the then Tanganyika government inherited a state-owned and strictly urban-based media whose focus was more to perpetuate colonial interest than to foster genuine development. In support of Solomon's argument, Ng'wanakilala (1981) asserts that DJ could not progress adequately under the socialism and self-reliance policy because the media had remained elitist, urban-based, state-controlled and financially and structurally weak to effectively mobilise required public interests and participation in development. In his book, *Mass Communication and Development of Socialism in Tanzania*, Ng'wanakilala (1981) argues:

.... On [the] one hand, the country during this period lacked clear media policy upon which Development

Journalism could flourish and on the other hand, majority of the population in the media-detached rural areas either did not understand, accept or participate in implementation of the policy...

Lack of a clear-cut policy has been cited by Solomon (2014) as a key reason for a slow growth and poor performance of development journalism in Tanzania. It was not until 2003 that the country formulated and adopted the Information and Broadcasting Policy but, even then, it lacks clear means and incentives to enhance DJ. The major DJ challenge, according to Mwafisi (1991), was and continues to be too few specialised development journalists in Tanzania's newsrooms to cover development issues around the country. Wimmer and Wolf (2005) add that lack of action researches on principles and practices of DJ coupled with lack of clearly-defined development journalism indicators have resulted to low performance in DJ practice in Tanzania.

As in many other countries, development journalism in Tanzania suffers from the absence of systematic and theoretical constructs and corresponding models to describe, explain and predict its different practices and performances (Xu 2009). Besides, ordinary people do not engage the media in their development activities, instead the media offer 'cosmetic' participation which cannot liberate the ordinary people from their underdevelopment (Johannessen 2006). Although use of social media has more than doubled in the past decade, 90 percent of this usage focuses more on liberalisation and entertainment than on social and economic insecurities constituting subjects of DJ.

Objective of the Study

Thus, to fill an apparent gap on social media based DJ in Tanzania, the study specifically assessed the extent to which *YouTube* online TV in Tanzania practices development journalism. To achieve this specific objective, the study generated data using the following research question: To what extent do *YouTube* online TVs in Tanzania practice development journalism?

Theoretical Arguments for Development Journalism

Different scholars have posed different arguments for and against development journalism; however, these arguments fall within two major coverage approaches: Investigative journalism and authoritarian-

benevolent journalism (Kunczik 1988). Kunczik argues that DJ is concerned with “critical questioning and evaluation of the usefulness of development projects” (Kunczik 1988). He is supported by Aggarwala (1978) who argues that investigative Development Journalism critically examines, evaluates and reports at three levels: First, the relevance of a development project to national, and most importantly to local needs; second, the difference between a planned scheme and its actual implementation; and, third, the difference between its impact on people as claimed by government officials vis-à-vis people’s actual experience on the ground. Since significant social, economic and political changes have occurred in the world since early 1980s, Xu (2009) argues that DJ principles need to adapt to these changes. Romano (2005) divides DJ perspectives into the following five categories: First, journalists as nation-builders; second, journalists as government partners; third, journalists as agents of empowerment; fourth, journalists as watchdogs; and fifth, journalists as guardians of transparency.

Previous studies have used different elements to map DJ and different typologies have been employed to categorise development journalism. Xu (2009) suggest three pro-mapping approaches namely: first, pro-process, second, pro-participation, and third pro-government. According to Xu, pro-process approach should engage and involve the ordinary people in the development process. Supporting this view, Banda (2007) argues that the process of covering development stories must concentrate on the environment of the story, the style of presentation and the diction. This approach focusses on delivering information effectively to the ordinary people, rather than to the elite, on development issues concerning their lives such as health prophylaxis, sexual education and family planning – with a simple language, including the use of charts and pictures (Chalkley 1980). Instead of seeing the audience as passive receptors of development news, they should be active effectors in news.

According to Xu (2009), the pro-participation approach emphasises that ordinary people should be empowered to participate in the process of development rather than being reduced to receivers of development news. Here, the audiences are citizens who are viewed not as mere consumers of media products but as citizens whose voices must be heard (Banda 2007). In this approach, media academics and professionals view DJ as an opportunity to empower people to participate in discussion forums regarding political, economic, cultural and social issues of their realities

(Servaes 1999). Xu (2009) further asserts that the pro-government approach emphasises the active co-operation between the media and the government in nation-building, economic development and general improvement of better life of citizens. Here, development journalists are free to criticise the government to ensure it is accountable to the people. Several scholars have criticized these approaches, fearing that they are vulnerable to government control that infringe the freedom of expression and establish ideological bias in the news (Domatob & Hall 1983; Skjerdal 2011). There are other scholars who consider these approaches as a model for media practice in poor regions, such as Sub-Saharan Africa (Banda 2010; Berger 2010).

Indicators of Development Journalism

To effectively determine development journalism principles and practices, Xu (2009) proposed five-pro-measuring indicators including: first, news topic; second, news actor; third, news source; fourth, news presentation; and, fifth, news orientation. Accordingly, Rakesh (2014) presents news actors as individuals or institutions written about in a news report. In development journalism, news actors are usually ordinary people, especially the minorities, the poor, women, farmers, children, and the elderly.

The news topic as a DJ indicator refers to themes of discourse in which the media plays its agenda setting role for audience to read, view, or listen. Often it involves a set of news stories strongly connected to an important event. Xu (2009) suggests that development journalists should cover topics related to economic development instead of government affairs, agriculture development instead of business affairs, political development instead of power politics, education and literacy instead of military affairs.

News source as a DJ indicator provides news information for a period (Sundar 1998). News sources include documents or people who have witnessed reported incidences. The relationship between journalists and their sources lies at the heart of journalism practice. Journalists rely on sources to find information and construct stories. Implicitly, without sources there would be no journalism. As the name implies, a "source" in journalism refers to a source of information from which the reporter gathers material to write a story (Chadwick 2017). In development journalism, Xu (2009) recommends grass-roots institutions instead of elitist institutions; ordinary people instead of the elite; in addition to

embracing other bottom-up sources instead of other top-down sources generally.

Xu (2009) recommends news orientation as a fourth DJ indicator. According to Preserve Article (2012), journalistic orientations in news usually fall into four major allegiances: first to the people, second to institutions, third to ideologies, and fourth to events or facts. The author adds that there is often an overlap among these allegiances but, at any time, there is a tendency for one of them to dominate. The four allegiances finally break down into loyalties of personalism, institutionalism, ideologism and neutralism. News presentation, as a DJ indicator, means an essential form of journalism that covers news about socio-economic issues that are often neglected by mainstream media, highlighting these issues and helping find solutions for them to promote growth and development (Anand 2014). According to Xu (2019), DJ news need to be informative instead of entertaining, mindful of consequence instead of ignoring it, be ordinary people-friendly instead of elite-friendly.

Social Media and Development Journalism

The advent of social media (SM) and the internet have made journalism to be more contextualized, disseminated, and co-produced by the reporter and the receiver. Social media (SM) journalism is now an emerging popular trend of collecting, producing, distributing, and consuming news and information on platforms like Twitter, Facebook, Instagram, and others in addition to the conventional news platforms of radio, print, and broadcast. Conventional media focused on research and content while SM journalism emphasizes form and production.

The origin and the journey of social media journalism, its specifications, pros and cons, applications and the future prospects are both interesting and important to discuss to chart the overall probabilities in the field of journalism, which is now at the junction of convergence between the producers and the consumers of news (Kuyucu 2020). The SM content has its own audience just as the conventional; however, the main reason for using social media is that people enjoy sharing the content they have made themselves or may have copied from others (Barabasi 2002). Penetrating DJ to such platforms could yield development for the ordinary people who are social media users. In fact, SM is a breakthrough as an impressive transformative force that creates a new environment to access and share news (Guillermo 2009).

News consumption today is not the same as in traditional media news when people waited for their morning papers or sat down at the prime time for the evening news on television. Getting news now is not the same as pre-internet news when people tuned in to events happening around the globe through 24-hour television news channels. More recently, a growing number of readers, viewers and listeners are going online for their news (Thomas 2013). Conventional media outlets such as TV, newspapers and radio still exist in Tanzania but there is growing competition from interactive online media.

Social Media Use Trends in Tanzania

As the ICTs spread, SM use has also become more prominent and, consequently, provides fertile grounds for DJ practice. Out of 28 million people equivalent to 49 percent of Tanzania's population who access internet eight (8) million (31%) of internet users use SM in the country (Digital, 2021). Statistically, by August 2020 Facebook accounted for 30 percent of users followed by Pinterest (22%), Instagram (21.3%), Twitter (19.8%), YouTube (6.6%) and Reddit (0.15%) (Statcounter, 2021). Other popular local SM platforms include *Jamii Forums*, *Milard Ayo* blog, and other sites with added social media features including newspaper sites such as *The Citizen*, *Mwananchi*, *Azam* and *Global Publishers* (Masele & Magova 2017).

According to the TCRA (2020), the internet is used for chatting, data search, skills development, and posting pictures and videos. Some 96 percent of the individuals chat on social media, hence making chatting a leading activity of the SM platforms including *WhatsApp*, *Facebook Messenger*, *Skype*, *Snap Chat*, *We Chat*, *Telegram*, and *Viber*. WhatsApp accounts for about 23.8 million users for news and event sharing through profiling, pictures, videos, and information exchange. Organisations and institutions have joined hands using SM platforms for text messaging as official business communication with their customers or clients.

Regional Scenario of Convergence of ICTs and DJ

The convergence of ICTs and development journalism to enhance national development goals and agenda in Asian and African countries generate varied experiences and expectations from different quarters depending on the political structure in specific countries as shown by Ngomba (2010), Skjerdal and Hallelujah (2009), and Kelleher (2013). Even with the penetration of ICTs and SM platforms, in many Asian countries, there the

Western DJ practice model will continue attracting criticism for underrating ordinary people, community projects, rural development and efforts to address poverty. On the contrary, the convergence will be upheld to maintain accepted Asian truth, objectivity, social equity and nonviolence all of which are attributed to economic growth of Japan, Singapore, South Korea, Taiwan and Hong Kong in the 1970s (Xu 2009).

In Africa, the convergence of ICTs and DJ is expected to continue promoting political agenda of national leaders, shaping nationality as well national unity of countries just as journalism has been applied or used before the penetration of ICTs (Kunczik 1988). Theoretically, the convergence is expected to increase the capacity of the African media to inform, educate, motivate, mobilize and entertain people and hopefully contributed to health, nutrition, family planning, agriculture and education programs as it has done to some extent in countries like Nigeria, Ghana, Cameroun, Zaire, and Kenya. Critics, however, point out that the convergence may be hijacked by “most African ruling groups to consolidate and perpetuate power in the name of development journalism” (Domatob & Hall 1983).

Methodology

This research applied mainly a quantitative approach to determine the extent to which Tanzania media practices development journalism on YouTube online TV.” A sample size of 270 news items was collected from three online TV including *Ayo*, *Azam* and *Mwananchi Digital* in three months from October to December 2020. The primary quantitative data were collected through review of online news stories and coding on a predesigned coding matrix. The coding matrix instrument applied the Xu (2009) indicators for development journalism including news topic, news sources, news actors, news orientation and news presentation. Quantitative Content Analysis (QCA) was used to analyse quantitative data collected using the coding matrix.

Findings

Social Media News Topic as DJ Indicator

The news topic as an indicator for determining development journalism status of a news item was applied and revealed that most articles did not meet requirements for DJ. Table 1 shows a brief result of the research:

Table 1: Distribution of the News topics (n=270)

No	Variables	Frequencies	(%)	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	(%)	Frequency	(%)	Frequency	(%)
1	Non-Development Journalism topic	189	70	64	71	56	62	69	76
2	Development Journalism topic	81	30	26	29	34	38	21	24
	Total	270	100	90	100	90	100	90	100

Source: Field Data (2022)

Table 1 shows that out of 270 (100%) examined articles, 189 (70%) did not meet the news topic indicator for development journalism (DJ). However, overall, *Mwananchi Digital* had the highest (34 articles) social media (SM) coverage which met the news topic indicator, followed by *Ayo TV* (26 articles) and *Azam TV* (21 articles).

All three YouTube online TV covered more non-development journalism as follows: 71 (26%) news topics were on power politics; 31 (11%) news topics on government affairs; 20 (8%) news topics on crime; 19 (7%) news topics on sports; and 18 (6%) were on entertainment news topics. Comparatively, *Mwananchi Digital* covered 18 articles on news topics with development journalism indicators compared to 10 articles for *Ayo TV* and seven (7) for *Azam TV*.

The practice of DJ on social media, as the results on the coverage of four major development issues illustrate, remained rather low compared to four leading non-development journalism coverage. Development Journalism coverage of topics such as education and literacy, agricultural development, health, hygiene and medicine and economic development together consisted of only 35 articles, less than half of the 71 articles on power politics alone, a non-DJ news topic.

Social Media News Sources as DJ Indicator

Xu (2009) labels elitist institutions, elite people, and other top-down-sources as non-DJ sources and treats grassroots institutions, ordinary people and other bottom-up sources stand as DJ sources. Table 2 shows the distribution of news sources as indicators of development journalism:

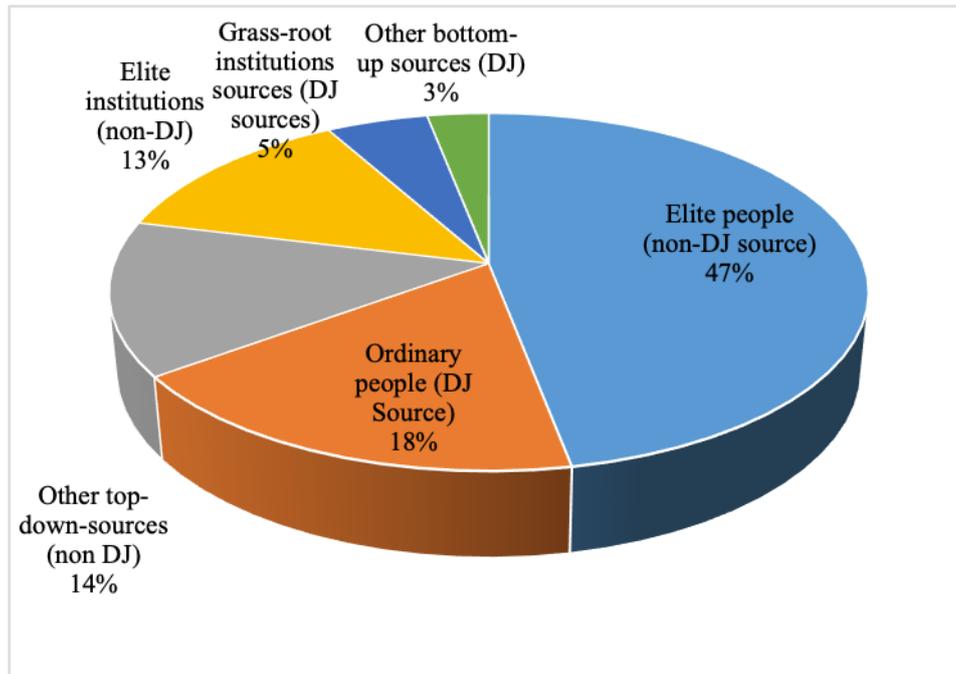
Table 2: Distribution of News Sources (n=753)

No	Variables	Frequencies	(%)	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	(%)	Frequency	(%)	Frequency	(%)
1	Non-development journalism news sources	556	74	189	85	209	68	158	69
2	Development journalism news sources	197	26	33	15	94	32	70	31
	Total	753	100	222	100	303	100	228	100

Source: Field Data (2022)

Results in Table 2 show that non-DJ sources amounted to 556 (74%) out of 753 (100%) of the articles compared to only 197 (26%) articles with DJ sources. Out of this general coverage, *Mwananchi Digital* and *Azam TV*

have higher scores, 94 (32%) and 70 (31%) respectively, for DJ news sources compared to Ayo TV with 33 (15%). Figure 1 shows the distribution of news sources as a Development Journalism indicator:



Source: Field Data (2022)

Figure 1: Distribution of categories of News Sources on YouTube online TV (n=753)

The results in Figure 1 illustrate that out of the 753 (100%) news sources analysed in the three YouTube online TV, 354 (47%) were categorised under the elite people news source indicator. According to Xu (2009), elite people news source indicator is a non-development journalism (non-DJ) indicator associated with the elites such as Members of Parliament (MPs), Regional Commissioners (RCs), political party leaders and government officials and celebrities. These are people holding state power and their colleagues in industry and business. They are associated with greater influence in decision making, policy formulation and political manipulation. They are mostly based in urban areas from where they can effectively exercise their powers.

Out of 270 studied articles, 210 (78%) covered urban areas compared to 39 (14%) on rural followed by 21(8%) on unidentified locations. The distribution among these social media studied for urban coverage is led by *Ayo TV* with 72 (80%) articles followed by *Azam TV* with 71 (79%) articles and *Mwananchi Digital* with 67 (74%) articles. These observations match with findings of a study by Pratt and Manheim (1988), which established that Third World journalists from government-controlled media were reluctant to use unofficial sources to increase coverage of development news, and little of that news was critical of the government. Journalists' reliance on government news sources limits any tendency toward critical presentation and evaluation of development programmes in news media.

Social Media News Actor as DJ Indicator

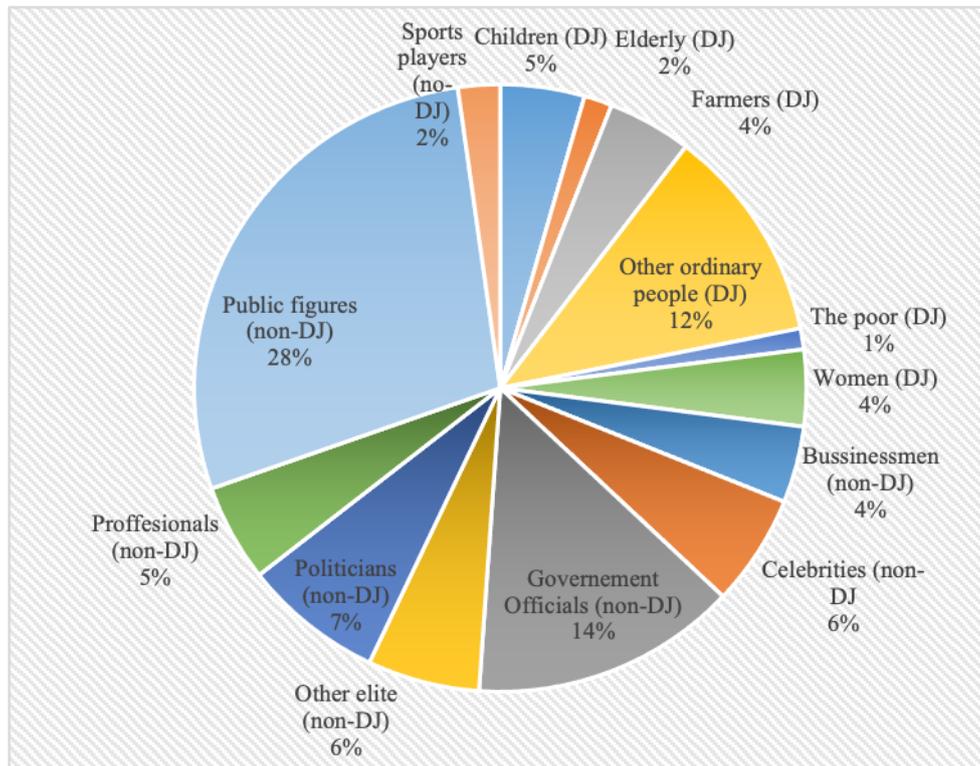
The news actor DJ indicator is often confused with the news sources indicator. News actor DJ indicator essentially refers to the people to whom the news is talking or writing about whereas news sources are those who give or release information. The results on news actor DJ indicator were established as shown in Table 3:

Table 3: Distribution of News Actors (n=270)

No	Variables	Frequencies	(%)	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	(%)	Frequency	(%)	Frequency	(%)
1	Non development journalism news actor	197	72	73	81	58	63	66	73
2	Development journalism news actor	73	28	17	19	32	37	24	27
	Total	270	100	90	100	90	100	90	100

Source: Field Data (2022)

The percentage of non-DJ actors by the news actor indicator outstripped the DJ news actor. The former had 72 percent compared to the latter's 28 percent. Comparatively, *Mwananchi Digital* had an upper-hand (37%) in practicing development journalism through the news actor indicator over *Azam TV* (27%) and *Ayo TV* (19%). The former online TV had 63 percent non-Development journalism news actor compared to *Ayo TV* (81%) and *Azam TV* (73%). The explanation for this variation is that the *Mwananchi Digital* and *Azam TV* can also be socially responsible, especially in an emerging competitive media environment like Tanzania where a positive public image has great ramifications for media sustainability and financial stability (DEFIR 2014). The distribution details of what kind of news actor indicators were established in this research as Figure 2 illustrates:



Source: Field Data (2022)

Figure 2: Distribution of categories of the news actors (n=270)

Figure 2 details the contents of news actor indicator performance in determining the manifestation of development journalism in Tanzania's social media. Generally, there were more non-development news actor indicators than development journalism indicators. The most mentioned non-DJ indicators include public figures and government officials whereas those for DJ included ordinary citizens, poor rural and urban, children and farmers. Most of these findings conform to a previous study by McDaniel (1986, cited in Odhiambo 1991) who points out that politicians in developing countries "wish to be seen as champions of development issues" and warned, "It might undermine development as a responsibility of the whole population, picturing it instead as an activity of the influential and politically powerful".

The news actor indicator for DJ points to the ability and power of the media to mobilize communities for development. The emerging social media platforms are crucial in mobilising communities in the overall context of national development and the involvement of communities in such an endeavour must be encouraged despite factors which may hinder active community participation in development programmes (Solomon 2014). Solomon (2014) contends that community development programmes can only succeed when community participation is seen as crucial and complementary to social mobilisation and that effective community involvement is an important aspect and driver of development.

Social Media News Orientation as DJ Indicator

Different types of orientations characteristic of Development Journalism include a combination of eight values as follows: first, the identification of development-related problems; second, solutions to development-related problems; third, participation of ordinary people in development processes; fourth, empowerment of ordinary people in development processes; fifth, consensus-orientation in development processes; sixth, partnership with government in development processes; seventh, impact on the ordinary people; eighth, evaluation of development-related projects and processes. In this regard, news items were categorised to each of the 270 read news stories to assess the extent to which the news orientation indicator determines development journalism status. Table 4 presents a summary of the results:

Table 4: Distribution of News Orientations (n=270)

No	Variables	Frequencies	(%)	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	(%)	Frequency	(%)	Frequency	(%)
1	Non-DJ news	193	71	69	76	58	64	66	73
2	DJ news	77	29	21	24	32	36	24	27
	Total	270	100	90	100	90	100	90	100

Source: Field Data (2022)

Out of the 270 (100%) items analysed for news orientation category, non-Development journalism indicators dominated, accounting for 193 (71%) news stories whereas development journalism accounted for 77 (29%) news stories. *Mwananchi Digital* online TV applied the practice of development journalism better than its counterparts, *Azam TV* and *Ayo TV*.

The distribution of news orientation as an indicator of development journalism raises a number of questions over the performance of the three investigated online TV and, indeed, the media in Tanzania. *Ayo TV*, *Mwananchi Digital* and *Azam TV* placed much emphasis on event (19%) and problem exposure (17%). The issue is that development journalism requires that solutions to problems are also worked out. This research established that emphasis on solution only accounted for only seven (7) percent.

Social Media News Presentation as a DJ Indicator

The concept of news presentation as a determinant of development journalism is founded on an understanding of the aim of a particular news, what it advocates, and for what it is intended or supports. According to Xu (2009) the news aim, advocacy or support can be elite or ordinary people friendly, accordingly protecting or enhancing the interests of the elite or of the ordinary people. The news can also have an approach that does or does not care what its consequences would be for

the viewers. Moreover, the news can also be either educative (informative) or just entertaining. The basic assumption by many scholars is that news story always carries one major presentation. By assessing the news by one or more of these values this paper was able to establish how *Azam TV*, *Ayo TV* and *Mwananchi Digital* applied the news presentation indicator in their coverage. Table 5 summarises the results on this aspect:

Table 5: Distribution of News Presentations (n=270)

No	Variables	Frequencies	(%)	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	(%)	Frequency	(%)	Frequency	(%)
1	Non-DJ news presentation	201	74	72	80	69	76	60	66
2	DJ news presentation	69	26	18	20	21	24	30	34
	Total	270	100	90	100	90	100	90	100

Source: Field Data (2022)

The results for news presentation indicator show that the coverage of the three online TV presented predominantly with non-DJ coverage, 74 percent for non-DJ as against 26 percent for DJ. For *Azam TV*, this variation between non-DJ and DJ stands at 66 percent and 34 percent, respectively. *Mwananchi Digital* stands at 76 percent of non-DJ and 24 percent for DJ whereas for *Ayo TV* it is 80 percent for non-DJ and 20 percent for DJ. The implication here is that using the news presentation indicator, *Azam TV* has better performance in development journalism than *Ayo TV* and *Mwananchi Digital* given the number of news items covered by each of the online news outlet. Figure 3 details news presentations obtained among the three online TV outlets:

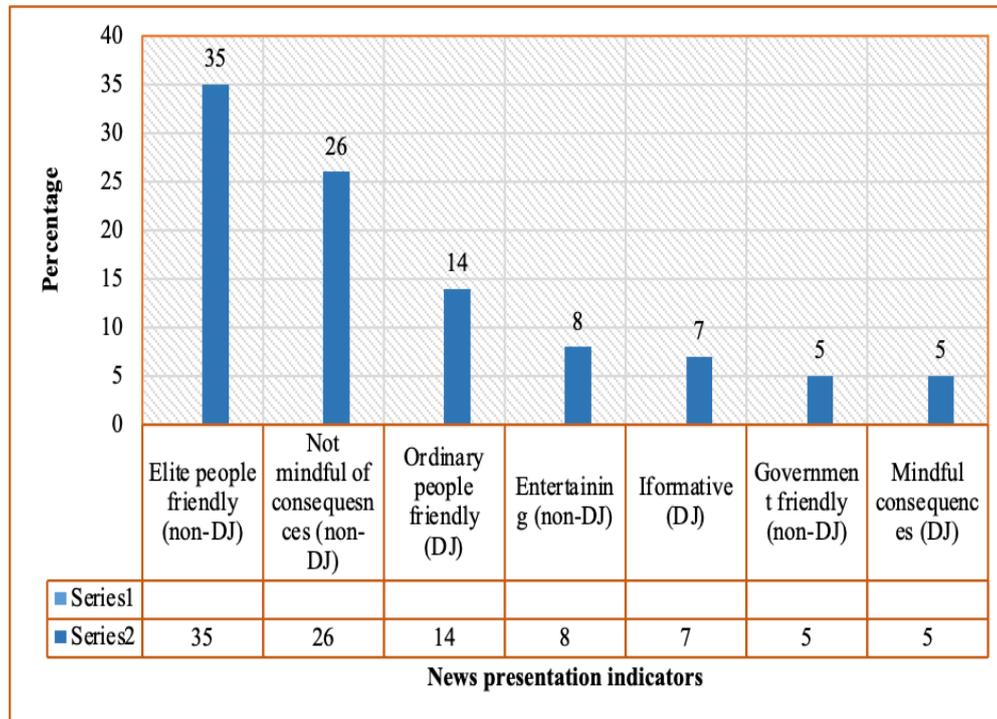


Figure 3: Distribution of News Presentation (n=270)

This paper has established that the most dominant category of non-DJ indicator was elite people-friendly coverage. Out of 270 news stories studied 35 percent fell under this category. Among the three online TV similar statistics for *Mwananchi Digital* accounted for 35 percent, *Ayo TV* for 43 percent and *Azam TV* for 25 percent. The statistics for *Ayo* in this category are exceedingly high considering that the online TV covered more entertainment news than *Azam TV* and *Mwananchi Digital* and majority of the viewers are young people between 18 and 35 years.

Proportioning Development News vs. Non-Development News

To discern the extent to which social media practices development journalism, the paper first identified and established the number of covered development news and compared it with the number of non-development news. DJ is assumed to have been practiced when an article contained a specified number of DJ indicators. Studied articles were classified as presenting Development Journalism if they met four out of five indicators of development journalism proposed by Xu (2009). Table 6

shows the proportion of articles portraying development journalism practice against all other non-development journalism articles:

Table 6: Proportion of DJ and Non-DJ News Items (n=270)

No	Variables	Frequencies	%	Ayo TV		Mwananchi Digital		Azam TV	
				Frequency	%	Frequency	%	Frequency	%
1	Development news	66	24	17	19	29	32	20	22
2	Non-development news	204	76	73	81	61	68	70	78
	Total	270	100	90	100	90	100	90	100

Source: Field Data (2022)

Table 6 shows that out of 270 articles only 66 (24%) of news items exemplify DJ practice with 204 (76%) not doing so. The distribution of DJ coverage by social media platforms is led by *Mwananchi Digital* with 29 (32%) articles, followed by *Azam TV* 20 (22%) and *Ayo TV* with 17 (19%). *Mwananchi Digital* published 10 percent more development journalism related news than *Azam TV* and 13 percent more than *Ayo TV*. Although the extent to which *Mwananchi Digital* applies DJ remains little (32%), it was still higher than that of *Azam TV* (22%) and *Ayo TV* (17%).

Discussion of Findings

The study of news topic indicator for the practice of DJ confirmed most previous results which showed that social media (SM) practice little DJ. There were more covered topics on issues relating to crimes, power politics, government affairs, sports and entertainment than pro-DJ articles on issues such as agriculture, environment conservation, education and industry. Most of the findings match the proposition by Kelleher (2013) who found that most of the media in Africa were preoccupied with non-

DJ issues covering more political and government affairs news topics that promote government personalities.

For a country such as Tanzania, media practice must be directed towards fundamental issues that transform the lives of the majority to better living standards. The practice of conventional journalism presents interests shaped by globalization and reflects the division between the 'haves' and 'have-nots'. In countries where the state does not guarantee social welfare like many countries in developing countries, the long-term negative consequences such as austerity, declining economy, increasing crimes and poverty emerge and breed political upheavals, conflicts, civil unrests, state terrorism and massive migration witnessed in many countries today. This reflects Banda's (2006) proposal that ordinary people's involvement in the process of development helps to attain their development. Journalists should, thus, ensure that their main emphasis is on ordinary people's involvement and empowerment in development processes.

Despite the complex task of categorizing sources for and against development journalism, non-development news source indicators featuring elite people and institutions as well as other top-down sources appear to dominate social media platforms in Tanzania. It is most likely a result of the old press tendency that the powerful make news. The principle that Development Journalism sources should increasingly be ordinary people and accommodate bottom-up sources is slowly growing roots and must be prioritized by online journalists. A key problem of this contention is that most online media are owned by the elite whose financial interests are closely related to other powerful sections of the society. Most of these findings conform to previous findings of study by McDaniel (1986) cited in Odhiambo (1991) who points out, that politicians in developing countries "wish to appear as champions of development". The issue with sources is the location of most social media platforms in urban areas and among the elite. Online journalists rarely have contact with the majority poor in rural areas who according to Xu (2009) need to constitute the bulk of Development Journalism sources. Moreover, content and sources on grassroots institutions, ordinary rural people and other bottom-up sources are under-represented on pretext that they are boring and do not sell. Since the media including social media have to make profits to survive, they have to use information sources that attract investments, advertisement and commercialism rather than promote safety and security.

The news actor's indicator for development journalism basically points at the ability and power of the media to mobilize communities for development. The actors herein referred to are the people or communities participating in development programmes (Banda 2006). The news actor indicator of DJ performs poorly in the social media platforms. Media institutions, especially the rising social media platforms must involve appropriate actors including local social workers and non-governmental organizations who should be encouraged to prepare enlightenment programmes that would encourage community members to participate fully in development programmes. This paper has established that as development actors, civil society, non-professional and ordinary people have very little power over development processes as is evidenced in both traditional and social media content. The actors analysed focused on women, poor rural communities, NGOs, put together constituted 28 percent of all the news items studied whereas public figures alone constituted the same percentage. The image shaped by the social media (SM) is one in which development is the domain of the powerful, elite, corporates and that the majority of ordinary people, farmers, women and their civil society organizations have little or no role to play. When social media does not give much attention to ordinary citizen as actors in news it widely decreases the community participation in decision making that can produce many important benefits. That means, it is not easy to imagine whatsoever but positive results from citizens joining in developing the development policy process and collaborating with other citizens to reach an agreement to bring about positive social changes within their communities.

In the pro-process mapping approach Xu (2009) explains that the approach should engage and involve the ordinary people in the process of development. Banda (2007) further contends that in the process of covering development stories one must concentrate on the environment of the story, the style of presentation of the story and the diction. Instead of seeing the audience as passive receptors of development news, they should be active effectors in news. Therefore, social media journalists should volunteer their professional unity with the citizens, as a journalist is the first and foremost a citizen who is sometimes affected by similar problems as other citizens.

News orientation, as an indicator of development journalism in this paper shows that social media is not meeting the ideals of development

journalism. The lack of DJ news orientation implies that social media has failed to be responsive; it cannot wing on feedback, it is neither innovative nor creative. When and if the indicator identifies development-related problems, it is problems in the eyes of the elite. When coverage finds development-related solutions, it is solutions as seen by the people in power. Xu (2009) argues that there is often overlap among these allegiances but, at any time, there is a tendency for one of them to dominate. When non-development journalism-related orientation dominates, the stake of DJ practice remains relatively low.

News presentation as an indicator to determine DJ is contextual; looks at what information or article aims at, what it advocates for and what it supports. News presentation is positive for DJ when it is ordinary people-friendly and/or when it is mindful of consequences. The paper has established that all social media platforms studied, had presentations which are not DJ friendly. The use of appropriate news presentation is an important tool for social media because it has the purpose of grooming communities, especially those with low education levels, to participate in the development process. News presentation is also crucial in encouraging the audience to maintain their actions in the development process. Anand (2014) contends that in development journalism, news presentation should be an essential form of journalism that covers news about socio-economic issues that are often neglected by the mainstream media, highlighting these issues and helping find solutions for them to promote growth and development.

Conclusion and Recommendations

The practice of development journalism through online social media platforms is a key communication strategy for effectively mobilising and engaging communities with official and government systems in deciding, planning, and implementing national development programmes in Tanzania. However, knowledge of development journalism necessary for online journalists to enhance performance remains largely low and so are the skills, experiences, resources and political will required to maximise use of the social media platforms to produce and disseminate development information. Even though progress of Development Journalism is mystified in development theories, the Tanzania government, media industry and journalism training institutions must opt to design specific Development Journalism models that meet

development needs of the country, The media, Civil Society Organisations, and technology sector stakeholders must raise community' awareness on developments in education, information, and ICTs; therefore the communities can increase consumption of the technologies for their sustainable development. Thus, there is a need to formulate systematic and theoretical constructs and corresponding models to describe, explain and predict development journalism practices and performances in Tanzania social media platforms. This model must reflect context-specific Tanzania environment based on socio-economic and political structure but could borrow from principles developed by Xu (2009) and Banda (2006) in mapping development journalism structure.

The study findings also suggest a need to revisit journalism curriculum used in Tanzania's journalism universities and colleges so that they can reflect the current development situations in Tanzania. This view on journalism curricula is also shared by other journalism researchers in Africa (see, for example, Wimmer & Wolf 2005; Gadzekpo 2009; Kasoma 2009; Bosch 2010; Fourie 2011; Schiffrin & Behrman 2011). In this regard, training in journalism should focus on development journalism as a strategy for generating renewed interest in Tanzania and Africa in general. There is a need to create an enabling media environment, media policy and regulations need to be amended. To avoid the obstacles in the form of low professional journalistic standards in development journalism practice, the government should quickly establish the National Board of Journalists as explained in the 2016 Media Service Act. It will be a journalist's professional body responsible for regulating professionals and media powers operating under the Ministry of Information, Culture, Arts and Sports. The board will be carrying out professional activities especially licensing and examining journalists under the condition of education level and knowledge on development journalism. Given the current media scenario, and the needs of the development sector, it is necessary for media organizations, development actors and policy-makers to develop a regulatory framework that will guide the development, promotion and access of social media platforms. Effective social media platforms spearheading development journalism practices will attract and encourage non-profit institutions such as community organizations, local bodies and NGOs to participate in DJ.

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