

# The Use of ICT in Egyptian and British News Organizations and its Managerial Consequences

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## المخلص :

هناك علاقة واضحة بين أهمية توظيف تقنيات المعلومات والاتصال الحديثة مثل الموبايل، الكاميرا الرقمية الأي باد وغيرها في العمل الصحفي اليومي، ومدى تقبل الصحفيين لهذه التقنيات، من خلال إدراكهم، لأهميتها في عملهم الصحفي، ولذلك سعت الباحثة لدراسة الاستراتيجية التي تتبعها المؤسسات الصحفية المصرية والبريطانية في التعامل مع هذه التقنيات الحديثة ومدى استخدام الصحفيين لها في عملهم اليومي وتأثير ذلك الاستخدام على قرارات المؤسسة الصحفية بهذا الشأن. وكذلك حاولت الباحثة التعرف على تأثير استخدام التقنيات الحديثة على الهيكل الإداري في المؤسسات الصحفية وهل غيرت من وظائف القيادات الإدارية في هذه المؤسسات. قامت الباحثة بتطبيق دراستها على 28 صحفي وخبير وإعلامي في مصر وبريطانية و تضمنت العينة من المؤسسات الصحفية المصرية 78 فرد من: الأهرام، الأخبار، الجمهورية، المصري اليوم، التحرير، الشروق والوهد. أما العينة الخاصة بالمؤسسات الصحفية البريطانية فتضمنت 50 فرد من: الجارديان، التليجراف، الدايلي تليجراف، التايمز، الفاناناشال تايمز، الانديبندنت، البي بي سي سانداي تايمز و كومبيوتر ويكلي. واتضح من نتائج الدراسة أن الصحفيين من كلا البلدين لهم نفس النتائج، وذلك فيما يتعلق بمتوسط استخدام التقنيات الحديثة. أما عن كيفية الاستخدام فقد اتضح وجود مفهوم مختلف لدى الصحفيين المصريين والبريطانيين حول كيفية استخدام وتوظيف هذه التقنيات الحديثة وذلك يتفق مع الأطار النظري للدراسة "Social construction of technology" والتي تشير الى ان كل تقنية حديثة لها معاني وتفسيرات مختلفة لمجموعات مختلفة. كما طبقت الباحثة اختبار مربع كاي ووجدت الباحثة أن هناك ارتباط إحصائي بين البلد و العبارات الخاصة بدرجة تفضيل الإدارة توفير التقنيات الحديثة، حيث يعتقد 56.4 من الصحفيين المصريين أن الإدارات في المؤسسات الصحفية ليست مهمة بتوفير ودعم استخدام تكنولوجيا المعلومات والاتصالات في حين أن 60 من الصحفيين البريطانيين مقتنعون بأن الإدارات في المؤسسات الصحفية مهمة بهذا الجانب.

## 1- Introduction:

The traditional printed media (news-papers) is wondering about its future in a world in which increasing number of people that get their news on a screen often a computer screen or a mobile phone screen rather than a television screen, sometimes a screen that fits in the palm of someone's hands.

The old mass media are being tired, tested and extended to cover today's "new media", media organizations continue to be in the business of delivering news, info, entertainment and advertisement messages to audiences; are narrower or more specialized than they were a generation or two ago.

Little, however, is known about how similar technologies have influenced or transformed media practices, media operations and media cultures.

Before starting to raise our main question here we need to point out one of the main guidelines in our study which is the ICTS and what does it mean, the ICTS can be defined as; Information and communications technologies (ICT) are a diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information. 1

The phrase information and communication technology, or ICT, has become a buzzword when talking about the technology, the applications and the benefits of information and telecommunications in all spheres of endeavor. The motivation here is not just a focus on technology, but rather an attempt to demystify what are often regarded as highly advanced technological devices and solutions. ICT must, in the end, become as ubiquitous as the ordinary telephone: Everyone knows what it is; everyone can use

it; but most people neither know nor care to know how it works 2

After noting this, we need to raise a question which is: why should the news organization adapt the ICTs?

The answer of this questions is due to different circumstances as nowadays we have a variety of newspapers and organizations which work on delivering the news to audience of each outlet decreased not as old times when it was only Al-Ahram newspaper, and most people read it because, they had no other option, so now these organizations are trying to be different and unique due to the greater competition.

So, they try to use the new technologies (ICTs) to improve their products and seek uniqueness and add new distribution channels, and/or improve the internal process. As now the journalist can use his mobile or phone to send the whole story immediately as it is happening to the editor, and using these technologies requires financial resources as well as an understanding to the nature of these technologies and how it is working.

Adapting this new technologies or ICTS will lead to:

Improve your product with faster communication and relatively cheaper

This adaptation for the new technologies while require from the H.R management as well a decision concerning the training for the employees for the usage of such technologies.

So this means it needs a better knowledge from the management within the organization.

Therefore we can note that it is not about the technologies as it is there and it is easy, it is all about the humans;

- a) Management (Open minded).
- b) Journalists (How to use it).

## 2-The Research Methodology:

### 2.1- The Literature review:

The literature review in this study can be divided into three dimensions which are:

The usage of ICTs on the media en-

vironment

The impact of the usage of new devices in the journalistic work

Management in the news organizations

**The first dimension: The usage of ICTs in news organizations:**

#### 1- Nagy K. Hanna, (2011) 3

The researcher explores some of the ways ICT is likely to impact social and economic development and points to the strategic significance of ICT for enabling national development and poverty reduction strategies. ICT offers many promises and opportunities, even while posing serious risks and uncertainties. Its impact is likely to be pervasive. Countries must fashion their own responses. Ad hoc or passive postures are likely to lead to increasing digital and economic divides, marginalization of poor, and increasingly costly and burdensome government that erodes economic competitiveness.

#### 2- Sartain, Jeffrey A., (2010) 4

Information technologies developed in the last 50 years and have radically changed the texture and tone of American culture. Popular writing surrounding these technologies has painted a picture of unfettered, unlimited potential for these technologies, basing its rhetoric on long established literary traditions. Through a detailed examination of prevalent discourses around contemporary computer technologies, this dissertation reveals many of the discursive models and generic conventions that pundits have used to represent computer technology's ascendant position in culture and science. Beginning with the journalism surrounding the development of the internet and the personal computer, the researcher examined how journalists rely on literary forms to paint a culturally-familiar picture of the engineers who developed these technologies.

#### 3- Weber, Matthew S, (2010) 5

This study presents an examination of the organizational process of transformation, specifically examining how new organizations emerge as the result of new

information communication technology, and how existing organizations emerge in response. In aggregate, the process of transformation is examined in three stages. First, this study looks at the nature of organizational forms, and seeks to understand how organizational forms emerge in rapidly changing competitive environments. Second, this study examines the process of legitimating in an attempt to better understand how emerging organizational forms are established as legitimate. Third, this research examines the process of organizational transformation, and seeks to introduce organizational strategy as a critical determinant of transformational success for existing organizations.

**The second dimension: The impact of the usage of new devices in the journalistic work:**

#### 1- Kigambo, Gaaki, M.J, (2010) 6

This thesis argues that new information technologies, particularly the Internet, the Web, and the mobile phone, like elsewhere in the world, are transforming news and journalism in Uganda and forcing news organizations to restructure in order to centrally integrate them in their operations. They, particularly mobile phones, have expanded the horizon for expression, enabling many ordinary citizens, who hitherto had no opportunity, to become involved in public debates and express their views and perspectives. They are critical alternative platforms against restrictions to the media and free expression. Yet challenges remain. They are easily susceptible to abuse, which has the negative effect of creating misunderstanding, animosity and disrupting any meaningful debate. This also devalues their impact. Moreover, their levels of penetration, relative to the total population, remain low. Any significant impact they potentially have, especially, on the country's democratic processes over time is dependent on how fast this penetration increases.

**2- Tim Brown and Steven Collins, (2010) 7**

As new delivery methods for traditional journalism emerge, the lack of a clear direction from the industry creates curriculum problems for educators. Through a national survey, researchers asked newspaper and television news personnel which skills they think are most important for job applicants to have. Results show that news organizations still want the same skills they've always sought with two additions: (a) an awareness among reporters, photographers, producers, and copy editors of what multimedia elements might add to their stories and (b) a select few students who want to become online producers who can maximize the multimedia elements. The results indicate that educators might want to hold off abandoning the teaching of traditional, medium-specific skills for the time being, while incorporating more multimedia education into their curricula.

**The Third dimension: Management in the news organizations:**

**1- Herman Aguinis, Brian K. Boyd and others, (2011) 8**

One of the most critical challenges faced by management scholars is how to integrate micro and macro research methods and theories. This article introduces a special issue of the Journal of Management addressing this integration challenge. First, the authors describe the nature of the micro—macro divide and its challenge for the field of management. Second, the authors provide a summary of each of the four guest editorials and seven articles published in the special issue and how each piece, in its own unique way and adopting a different perspective, makes a novel contribution toward addressing this challenge. Finally, they offer suggestions for future research that they hope will stimulate greater integration of management research with the goal of bridging not only the micro—macro gap but also the science—practice gap.

**2- Damir Hasenay -Maja Krtali?, (2010) 9**

The preservation of newspapers is the main topic of this paper. A theoretical overview of newspaper preservation is given, with an emphasis on the importance of a systematic and comprehensive approach. Efficient newspaper preservation implies understanding the meaning of preservation in general, as well as understanding specific approaches, methods and techniques that are included in newspaper preservation concepts. A project-oriented organization of newspaper preservation is explained by showing some examples of good practice in the field. The paper also aims to show approaches to preservation of Croatian newspapers, to outline major developments and to put Croatian initiatives into the general context of managing newspaper preservation.

**3-Mehrez Ghaly, (2007) 10**

The researcher wants to put a clear understanding about the journalism production reality and the challenges faced, and the possibilities that the future holds (Academics & Practitioners elites), he had a sample of 113 : unit of elites from national, party and private newspapers in the time period from (2004 – 2014).

He concluded that 79% of his sample emphasized that the usage of technology led to becoming more specialized.

• 38% said that technology effected the caring for the social responsibility forward the readers.

The researcher saw that participative management is the most applicable system in the current period collaboration between employers and employees. The researcher proposed 3 scenarios for the ownership of the Egyptian newspapers, and another scenario for the management and organizational vision in newspapers during the upcoming decade. As well as the characteristics of the new human resources that should work and lead and manage the journalistic work.

**Comment on the literature review:**

- According to many studies that were discussed in the review, the researcher found that the users of both media whether it is print media or online seek the same goal which is information.

- That the new information communication technologies enabled the reporter to capture the moment as it is happening like in wars and crisis and to share it with the audience whether instantly or afterwards in the printed newspaper.

- That the usage of ICTs is crucial for the journalist as it has the possibility of expanding the different outlets and channels and reduce the error redundancy in the journalistic work.

- That there should be a future vision that strategically map the usage of ICTs and allow the training of journalists in order to increase the level of awareness of using such technologies, so as to achieve the most benefit of these technologies.

- Many studies stated that even internationally, still the usage of internet and other technologies is not fully recognized specially the European Journalists.

- These new technologies are transforming the news and the journalists themselves as it forces the news organizations to restructure to centrally integrate these technologies in their work.

- The usage of technologies enhanced the limits of decision making in the production of news by the reporter and editors,

- That the usage of the technology is more of a social structure and organization of the news room than the technology itself.

- The ICT emphasized the idea of democracy as the decisions in the organizations are becoming more decentralized that the management is becoming more of an integrating management.

**3- The Research Problem:**

In refer to what the pilot study indicated about the usage of ICTs whether here in Egypt or internationally in Britain, Mobiles



and other ICTs have an immediate and striking impact on the journalists themselves. Mobile devices save individuals time and money and are indispensable in emergencies, and that the new information communication technologies enabled the reporter to capture the moment as it is happening and to share it with the audience whether instantly or afterwards in the printed newspaper and that the management departments play a crucial role in taking the decision of implementing these technologies in the news organization, and in refer to what the literature review pointed out that there should be a future vision that strategically map the usage of ICTs and allow the training of journalists in order to increase the level of awareness of using such technologies, so as to achieve the most benefit of these technologies. That these new technologies are transforming the news and the journalists themselves as it forces the news organizations to re-structure to centrally integrate these technologies in their work. And nowadays the usage of such technologies are of a great importance in the different media outlets, specially the newspapers and this why our research tries to describe and explain the different uses of ICTs in the Egyptian and British news organizations and how this usage is implemented in the work of the journalists, how they are as well aware of these new technologies that emerged and become a must to use in this new era of media and information, as well to explain how the different management departments dealt with the implementation of these new technologies in the newspapers and their decisions' concerning this territory and to point out the difference it had on the management of the news organization; whether it changed the job description of those who work in the management departments or not and how and in which way.

#### **4- The Research objectives:**

##### **General Objective:**

To assess the usage of the new and different ICTs in the news organizations and

how the journalists dealt with this new change and its relation to the management of the newspaper in terms of its organizing the usage of such technologies in the news organization.

##### **Specific Objectives:**

- To develop a clear understanding of the different technologies used in the news organizations.

- To develop a clear understanding of how the journalists tend to use these new technologies and implement them in their work.

- To develop a clear understanding of how the usage of such new technologies benefited the final product.

- To develop a clear understanding about the level of awareness of the journalists for the usage of these new technologies.

- To develop a clear understanding of how the managerial departments dealt with the usage of these new technologies.

##### **5- The Research Questions:**

1. To what extent are the ICTS being adopted and used by journalists in the studied newspapers in their daily work?

2. What are urgent training required by journalists so that they can optimize their application of these technologies to their work?

3. What impediments – infrastructural, changes happened in the news organizations after the usage of such technologies?

4. What impediments – economical changes happened in the news organizations after the usage of such technologies?

5. To what extent has these new technologies empowered journalists, most of who are not formally trained, in becoming effective representatives of the public interest?

6. What are the different changes that took place in the news organizations managerial wise after the usage of such new technologies?

##### **6- Type of the study:**

This study is a descriptive comparative study that aims at describing or documenting current conditions or attitudes –that is, to explain what exists at the moment, as for the study phenomena describing the usage of ICTs in the news organizations and its effect on the management of this news organizations, as well this study is a comparative study as it aims to compare between two environments which are the Egyptian and the British journalistic environment.

This study depends on two methods which were:

##### **1- Survey:**

The researcher uses the survey method in an attempt to describe and explain the current situations that exist<sup>12</sup>, in order to examine the interrelations among variables and to develop explanatory inferences.

##### **2- Comparative method:**

The researcher uses the comparative method in an attempt to compare between two journalistic environments which are the Egyptian and the British journalistic environment when it comes to the usage of ICTs in the new organizations.

##### **Data Collection:**

The researcher will use:

##### **Questionnaire:**

This tool is used to ask people a number of questions about particular topics. The questionnaire can be mailed, handed out, or conducted in interview format. After the researcher collect the survey data, he represents participants' responses in numerical form using tables, graphs, charts, and/or percentages. And by thus the researcher will use that tool to collect information via mail for the British journalists<sup>13</sup> and had printed ones for the Egyptian journalists<sup>14</sup>.

##### **7- Population and sample:**

##### **7. A- The sample:**

The researcher had a sample of 128 journalists, communicators including managerial staff, of different ages, gender, stands, as

well as different ownerships when it comes to the news organizations and managers in Egypt and Britain.

**7. B-The place & time frame:**

This study was conducted in Egypt and Britain as for the time of the study takes place during 2012.

**8- The Theoretical framework:**

**8.1-The social construction of technology theory**

The paradigm of social constructivism can be traced back to the mid-1980s, proposed by Bijker, Hughes, and Pinch (1987). Social construction of technology (also referred to as SCOT) is a theory within the field of Science and Technology Studies. Advocates of SCOT—that is, social constructivists -- argue that technology does not determine human action, but that rather, human action shapes technology. They also argue that the ways a technology is used cannot be understood without understanding how that technology is embedded in its social context. SCOT is a response to technological determinism and is sometimes known as technological constructivism.

SCOT holds that those who seek to understand the reasons for acceptance or rejection of a technology should look to the social world. It is not enough, according to SCOT, to explain a technology's success by saying that it is "the best" -- researchers must look at how the criteria of being "the best" is defined and what groups and stakeholders participate in defining it.

In particular, they must ask who defines the technical criteria success is measured by, why technical criteria are defined this way, and who is included or excluded.

**8.2- The social shaping of technology theory**

Emerging as one of critiques to technology determinism, SST can be traced back to four research traditions originated in Britain (Williams & Edge, 1996): The Sociology of Scientific Knowledge (SSK) in the 1970s; The Sociology of Industrial Organizations in the 1970s; the Critical

Studies of Technology Policy in the 1980s; and the Economics of Technological Change in the 1980s. In 1985, MacKenzie & Wajzman systematically proposed the SST, which not only addressed the issue of social impact of technology but also addressed the content of technology<sup>15</sup>.

Social shaping theory explores the social processes related to technological change. It highlights choices between different technical options potentially available at every stage in the generation and implementation of new technologies. The negotiations that take place between different social groups and actors are a focal point, emphasizing concepts like ?interpretive flexibility and technological controversy. So in order to understand the dynamics of the relationship between the sociological and the technological, we must study how technologies are shaped and acquire their

meanings in the heterogeneity of social interactions.<sup>16</sup>

**9- Research results:**

In order to research the different changes and implementations of ICTs in news organizations whether the Egyptian ones or the British ones adding their managerial consequences to the equation, the researcher focused the attention on two basis which included a sample of 128 units that included 78 Egyptian Journalists and 50 British journalists where as the Egyptian journalists were affiliated to (AlAhran – AlAkhar – El Gomhorya – El Masry El Yom – El Shorouk – El Tahrir – El Wafd) and the British journalists were affiliated to (The Guardian, The Telegraph "telegraph – daily telegraph", The Times "Times – financial times – Sunday times", BBC news, The Independent, Computer weekly and Freelancers).

Characteristics of Egypt's sample		F	%
Gender	male	55	70.5
	female	23	29.5
Age	Less than 25	19	24.4
	25:30	32	41
	30 or above	27	34.6
Ownership of the news organization	governmental	28	35.9
	Partial	10	12.8
	Private	40	51.3
Press syndicate membership	yes	43	55.1
	no	35	44.9
Period of membership	Less than 5 years	23	29.5
	5 years or more	20	25.6

**Table (1):**  
The Characteristics of Egypt's sample<sup>17</sup>

Characteristics of Britain's sample		F	%
Gender	male	17	77.3
	female	5	22.7
Age	Less than 35	12	54.5
	More Than 35	10	45.5
Ownership of the news organization	The Guardian	13	43.3
	The Telegraph	6	20
	The Times	4	13.3
	BBC news	1	3.3
	The Independent	2	6.7
	Computer weekly	1	3.3
	Freelance	3	10

Table (2): The Characteristics of Britishe sample<sup>18</sup>

### 9.1- Egypt's technological status in news organizations:

The empirical focus of this research was to create an understanding about the different ICT tools being used and implemented in the news organizations and whether the managerial departments are in favor of such development or not as well as the different ways through which the organization supports different training courses for the development of the journalists' technological skills.

Upon all of that the researcher had a sample of 78 units "journalists" in Egypt that represented 51.3% from the private news organizations while 35.9% governmental news organizations and 12.8% partial news organizations, and that to create a wide map and understanding of the usage and implementation of ICTs in those news organizations.

It was clear that the Egyptian journalists

have the tendency to use and implement ICTs in their journalistic work as the researcher found that 100% said always when it came to the question of how often you use ICTs in your daily work.

The journalists mentioned many tools through which they have the tendency to use and integrate in their work however they emphasized on the usage of the laptop with 80% and then comes the mobile with 60.3% and at last the I-pad with 19.2%.

The usage of the different technological tools in the journalistic work helped the Egyptian journalists on many levels as they mentioned that it saves time in work and also allows the journalist to be comprehensive, and it helps as a key corner when it comes to the continuous update of the different news pieces presented on the news organization website which goes in line with what has been noted by Lise Lareau<sup>19</sup> in her paper that mentioned that new

technologies has had significant side-effects as it helped journalists to document the news second by second audio and video and to overcome the traditional forms of writing, the ability to connect different events with each other and of course it helped with the emergence of new types of media that helped to widen the circle of readers and users. Also to have what so called a multi-tasked journalist which was noted in Ivar John Erdal's paper<sup>20</sup> where he mentioned that these changes have again opened the arena for 'multi-skilled' or 'de-skilled' journalists, according to advocates and critics respectively.

The journalists emphasized that the usage helped them to present more of a clear and integrated content in conjunction with sound, pictures and video with 60.3% agreeing on that fact.

Also it assisted in developing the writing styles and methods of presentations, with the ability of them covering remote stories as well made the newspaper capable of competing with other media as 98.7% agreed with that statement on the other hand it led to the marginalization and disappearance of some professions 60.3% as one reporter became capable of covering multiple stories which as well has been noted by Lareau's<sup>21</sup> in her paper that mentioned that the usage of new technologies has led to a huge drops in the number of reporters actually covering news.

Adding that it increased the speed with which the journalist might take to cover a news piece and that's helped a lot with meeting up with the deadline issues.

Saying all of that it is also inevitable that 56.4% of the journalists think that the management is not interested in providing such sophisticated tools and that's due to many reasons on the top of them is the lack of financial resources that stands as a barrier for providing such tools for the journalists as on a serious note news organizations are facing financial problems since the circulation rate is low and by thus if it does not have income it will not be willing to de-

velop or invest in the ICT sector.

Also 35.9% mentioned that it's because the management's idea to preserve the customary hierarchy for employees in the news organization. 23.1% mentioned that it's because the management is not convinced with the importance of the use of ICTs in journalism.

As for those who think that the management is interested and they represents 43.6% of the sample, they mentioned that the management's aspects of interest are clear in trying to provide all the means and tools for the journalists with 85.3%, also the planning of different specialized training courses to improve the journalists and the employees.

The use of ICTs has led to a definite re-organizing of the work flow in the news organization as 73.5% agreed with that and added that due to that usage it led to the emergence of new sections assigned to oversee on different other departments whether photography or video also using the social network websites to discuss the work on the spot and that helped with the organizing of the whole process.

And as now a days the use and integration of technology is a must in the different fields more specifically the journalistic field, the journalists mentioned that there are requirements needed to be met before the journalist is accepted and hired in the news organization such as the ability of using different technological tools with 65.4%. To have had different training courses on the usage of diverse technological tools with 52.6% which goes in line with many papers that have noted that it's out of the question that nowadays, journalists more and more are expected to have technical skills in computer-based and digital technologies of production.

79.5% said No when asked whether there is a specialized section that is assigned to follow up on the different technological developments taking place through the world in order to implement and use in the news organization.

As 81.3% expressed their desire to have such departments that will help develop the knowledge and skills of the journalists adding 62.5% said it will also help provide solutions to common problems in the use of certain technological devices.

59% said that the use and implementation of ICTs had helped in reducing red-tape and increased the coherence between different departments.

When it came to the participation in training courses 69.2% said that they don't participate and that's because they have no time.

And even though 51.3% agreed that the news organization supports training courses it was clear that the journalists themselves are not willing to participate.

As for the journalists suggestions of training courses that they feel they need to attend and participate at they mentioned:

- Training on how to use networks
- Training on the different documentation styles
- Having more workshops on the implementations of new technological devices in the profession
- To have more incentives "financial and some kind of rewards" to encourage the journalists to participate in more training courses.
- Having specialized experts as trainers to benefit from them and they should be from all over the world.
- Using and implementing these new technologies in the process of the training itself.
- The journalists had many suggestions about the different divisions that can help the development of usage of ICTs in the news organization and those suggestions can be summed up in:
  - Having departments that are completely specialized in knowing the latest updates and providing different training courses.
  - Specifying part of the organization's budget to provide different technological tools for the journalist and there should a

specific department that is responsible of that.

- Assigning technological experts to promote the use of ICTs among the journalists.
- Encouraging the usage of mobile phones in the news coverage.
- Being open to setting young journalists to the job as they are more willing to use and implement ICTs in their work.

## 9.2- Britain's technological status in news organizations:

When it comes to the British news organizations, the researcher had a sample of 50 units "journalists" and as the British news organizations are not divided by the type of ownership rather than political stands the researcher had a sample of 6 news organizations and a freelance category taking in consideration that those freelancers have worked previously in one of the 6 news organizations which are "The Guardian, The Telegraph, The Times, BBC news, The Independent, Computer weekly".

The British journalists also expressed willingness for using and implementing ICTs in their journalistic work as 88% said always when asked about the frequency of usage as 98% mentioned the mobile as using and implementing a lot in their work and that goes in line with what has been expressed that the Smart phones - such as the iPhone, Android devices, etc is being used a lot by the journalists. Because it's portable, can send and receive information (such as audio/video from a location, tweets, etc), and isn't cumbersome.

As this device has revolutionized the business because reporters can send their stories and updates to their stories directly to the newsroom from the field, and it was obvious that it is the most used device by the journalists in Britain as reporters whom working in Canada, the United States and Britain; almost 100% now use Blackberry or Apple iPhone smart phones.

86% mentioned the PC desktop, 82% the laptops while 46% mentioned the iPads.

Reporters (rather than subs) seem to be ahead of the general population in adopting smart phones, and more than 50% of the UK population has a smart phone<sup>23</sup>.

They agreed that the usage of new technological tools had helped with the continuous update of the news on the news organization website, and helped solving some problems like the reader not being able to interact with the content and the difficulty to cover some remote topics.

These technological devices helped with reaching new audiences e.g. through social channels, also it helped in the research area as now you being able to access a huge amount of info and resources via internet and many other benefits as suggested by McNairthat<sup>24</sup> new communications technology has brought with it both major benefits for journalistic organization, and unsettling changes in working practices and routines?, challenging existing lines of demarcation in the journalistic workplace.

These technologies have greatly increased both the speed at which they work and the pace at which their work is consumed<sup>25</sup>. Others emphasized that they are just tools and couldn't do without paper and pen but could manage without most of these technologies and that confirms that it's not because Britain is perceived as a technologically developed country that there aren't any who opposes the use and implementation of ICTs in the journalistic work as there are many who still believe in what we can call the traditional way of journalism.

An opinion that was mentioned pointed that they are means that help the journalist achieve a good peace.

On the other hand, 90% believe that the use of such tools enabled the newspaper to compete with what so called the new media, 94% said it helped with the speed with which the journalist takes to cover a news piece<sup>26</sup>.

They mentioned that the use of ICTs has led to many developments when it comes to the journalism as a profession and the

different writing styles, and that can be summed up in:

- One opinion mentioned that Twitter has certainly transformed the communication of breaking news as well as live blogging. It caused shorter bites of information as the journalist writes updates with far more caveats.

- Other opinion mentioned that the demands to get a story online quickly often lead to rushed copy and the increasing use of abbreviations in SMS and on Twitter has a tendency to downgrade language, grammar etc.

- The sheer quantity of copy that can be produced.

- More informal writing styles e.g. blogging; more collaborative (or "open") journalism; more global, and more local; more diversity and plurality. As learning to write for different media and in differing lengths that require very different styles from traditional articles for a printed product.

- The ability to work across different platforms.

### **9.3- Discussion & conclusion on the comparison between the Egyptian news organizations and the British news organizations:**

The starting point of this research was as stated to describe and explain the different changes that took place in this new era of media with the emergence of these new technologies and ICTs as well as to shed a light up on the usage of the different technologies in the different news organizations as well as to know how the different managerial departments dealt with these new changes in the media market and how it worked on the implementation of the different ICTs in the newspaper work.

Then comes the point of comparison as the researcher has taken Britain as a country

through which we can be able to compare what it has achieved when it comes to the usage and implementation of ICTs in the journalistic work with what the Egyptian news organizations and journalists have achieved.

And as the Social construction theory mentions that technology does not determine human action, but that rather, human action shapes technology. They also argue that the ways a technology is used cannot be understood without understanding how that technology is embedded in its social context and that's why we tried to implement such comparison that resulted with some important points that can be summed up in the following:

- As we applied Chi-square test the research found that there is a statistical association between the country and the type of ICTs being used by the journalist whether it is the PC desktop that has significance of 0 and comes in favor of the British news organizations with 86 % while the Egyptian news organizations came second with 48.7 %, we had also the use of the mobile with a level of significance 0 and comes in favor of the British news organizations with 98 % while the Egyptian news organizations came second with 60.3 % .

- That both journalists from both countries have had quiet close results when it comes with the average of usage.

- The different usage of different ICT tools among the journalist signified how the Egyptian and the British journalists have some kind of different perception of how such technologies could work and that goes in line with one of the core concepts of our theoretical framework which is Interpretative Flexibility that means that each technological artifact has different meanings and interpretations for various groups. Bijker and Pinch show that the air tire of the bicycle meant a more convenient mode of transportation for some people, whereas



it meant technical nuisances, traction problems and ugly aesthetics to others. Sport cyclists were concerned by the speed reduction caused by the air tire. These alternative interpretations generate different problems to be solved.

- As we applied Chi-square test the researcher found that there is a statistical association between the country and the level of acceptance of the statements in relevance of the management's preference of providing, using and implementing ICTs, as 56.4% of the Egyptian journalists think the management departments are not interested in providing and supporting the use of ICTs while 60% of the British journalists are convinced that the management departments are interested.

- However when asked about why the management departments might lack interest both said due to the lack of adequate financial resources.

- As for the work flow both countries have agreed that the usage of ICTs has led to re-organizing the work flow in the news organization.

- Also both said that they don't have a specialized research department in modern technology developments at their news organizations.

- As for the pros that were produced by the use of ICTs with regard to the managerial side the British journalists emphasized that it was a main reason in the emergence of the term multi-tasked journalist while the Egyptian journalists mentioned that it helped reduce the red-tape.

- Both the British and the Egyptian journalists said no when it comes to the participation in training courses with very close results 66%, 69.2% respectively. And they said it is due to the lack of time.

- They mentioned that even though the news organization supports training courses they don't participate as one British journalist mentioned that he would rather learn on the field than in a meeting room.

#### Conclusion:

This research has tried to map the different usage and implementation of ICTs in the journalistic field and how the management departments deal with these new innovations and that whether in Egyptian or British news organizations'.

The researcher has found that new technologies have become a point of interest for research but recommends more in-depth research when it comes to the usage by journalists as new technologies provide a new opportunity to deal and think about different issues in our journalistic field and it has its undeniable significance in our everyday lives moreover the journalistic field. Also as the researcher went through different papers and researches, it was clear that there is no "known" methodology for researching ICTs when it comes to the journalistic field.

Consequently, if we want to understand how journalists within a particular setting use and implement new technologies in their work we need to note the 'sociality' of both journalism and technology. As we need to look at the usage of ICTs as a social practice related to a complex culture and social interpretations within each society, it is also related to specific contexts and practices of use.

Also that many of what so called the "multi-skilled" journalism is not just the result of new ICTs coming to the surface but as well because of management led economic decisions, as a big part of the idea of Multi-skilling in news organizations is aimed at cost reduction.

We as mass media scholars do researches and work on papers and use terms such as 'commercialization' and 'organizational structure', however such papers are for most journalists abstract and it is really about how they translate it into everyday

working practice. However when you "as a journalist" find that the whole work system changed due to new technologies that have surfaced or when the journalist need to learn how to work using new tools and innovations to produce a news piece for different media platforms that represents tangible changes in the journalist working life, changes that are perceived as being caused by technology and that should be overlooked and adapted by the management departments as a start in order to be able to survive.

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-A questionnaire for the Egyptian Journalists was designed and judged by the following Professors:

1- Prof. Dr. Rajia Qandeel – Full Professor

2- Prof. Dr. Hisham Attia – Full Professor

3- Prof. Dr. Ashraf Abd El Moghith – Full Professor

4- Dr. Saeed El Gharib – Associate Professor

5- Dr. Mona Abd El Wahab – Associate Professor

6- Dr. Mehrez Ghaly – Associate Professor

7- Dr. Hani Mohamed Ali – Lecturer

8- Dr. Ayman Abd El Hadi – Lecturer

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