Journalists' Perceptions Towards Digital Media Training in Jordanian Media Organizations

Reneh Abokhoza[1], Rania Abdel-Qader Abdallah[1]

[1]Assistant Professor, College of Communication and Media, Al Ain University - Abu Dhabi, UAE. Email: {reneh.escaros, rania.abdallah}@aau.ac.ae

Correspondence: Rania Abdel-Qader Abdallah, College of Communication and Media, AAU, UAE.

Abstract

The study aimed to reveal the perceptions of Journalists' Perceptions toward digital media Training in Jordanian Media organizations. The study sample consisted of journalists working in Jordanian media organizations. The study used the descriptive exploratory approach and concluded that there is an effect of applying digital media tools according to the perceptions of journalists, and they focused on the reasons why most Jordanian media organizations are not ready to employ digital media techniques. In addition, the study indicated that there were Jordan journalists possessed various skills in digital media, including using social networks for research, writing, publishing news stories, and editing content.

Keywords: digital media training, communication technology, digital media applications, jourdain media organizations

1. Introduction

When the world turns cosmopolitan, technological globalization is inevitable. One of the requirements for globalization is that information should be accessible in an instant by all communities. Accordingly, the existing media industry must be able to meet the requirement. An effort that should be made by the media industry is to make some adjustments to the ongoing technological advancement. For this reason, the use of information technologies continues to be widespread. (Indrati, et al 2018)

Alzyoud (2022) argued that it is well-recognized that how the media covers events have an impact on what viewers know and believe. In societies, the media is crucial in shaping and guiding public opinion. In this regard, the ability of media to influence the type of media coverage society receives is undoubtedly one of its greatest strengths (Ahmad, 2022, Makharesh, Alharethi, & Campbell, 2022). The information revolution that the world is experiencing at present represents one of the most important stages of the increasing development in the field of media, as this information revolution brought about major changes in the field of visual, audio, and print media. This great development has led to the control of digital media over the flow of information via the Internet and mobile phones, and it has become difficult to classify the current media institutions as traditional institutions, and accordingly, the institutions interacted with modern technologies, as they became dependent in all their production processes for the media message on technological means.

In the digital environment, the professional competencies of journalists went beyond the traditional gathering and processing of information, adding to it such skills as photography and video production, as well as photo and video editing. This happened mainly because of media convergence (Sharadga et al., 2022).

The need for constant and on-demand support in these technologies and generally for the cultivation of digital literacy is among the contemporary priorities of society. Furthermore, the proliferation of mobile devices (smartphones and tablets) and their communicative capabilities have intensified their role in technology-enhanced learning and everyday informatory services. In this direction, it is important to apply digital media in which both new tools and learning resources must be produced, shaped, and adapted to the users' needs and preferences (Safori, 2018a; Reid et al,2016)

The world we live in today is populated by digital media content, these contents enable and deliver experiences in many industries, including industries that aren't typically associated with digital media—such as health, government, and education.

Before the digital age, most forms of media were what we now call traditional media: radio, newspapers, magazines,

billboards, journals, and the like (Alzyoud & Makharesh, 2023). Since then, the technological revolution has brought with it many new types of media that now has a major role in disseminating information and entertainment to populations around the world (Ahmad et al., 2023). But what is digital media? how did it evolve? including different types, major companies in the field, and digital media job markets. (Fardouly, et al,2017; Al olaimat et al., 2022) The complexity of society is growing due to globalization and localization. At the same time, media companies are becoming more focused on becoming differentiated and specialized. These developments have a significant impact on the working conditions of journalists.

So, media institutions witnessed an increasing interest in the requirements of digital media mechanisms, to maintain their existence considering the technological environment (Sharadga and Safori, 2020).

We believe that Media literacy is a critical component of the professional training of journalists and students. Many of them will have to adapt to new forms of journalism, such as data journalism and multimedia (Al-Quran et al., 2022). Modern professionals need to have the necessary skills to effectively respond to the evolving needs of the industry. Besides being able to read and write about various digital products, they also need to have the necessary knowledge about web applications and cloud-based publishing (Makharesh, 2018).

Therefore, the current study came to try to identify the Journalists' Perceptions towards digital media training in Jordanian Media organizations.

2. Literature Review

Literature is considered one of the most important scientific pillars upon which the researcher relied on in determining the study's questions, and framework, as well as preparing a questionnaire form, whereas, in 2022 Perreault interviews probed the journalists' experience with sports journalism and their journalistic roles, asking journalists to describe the priorities in their reporting. Given that the current research examines journalistic roles in the sports journalism subfield in the United States, this study argues that the perception of insurgents—team media that prior research demonstrated is often seen as a part of the field—has caused digital sports journalists to view their work as economically vital to the individual newsroom, but not topically essential to the journalistic field at large.(Perreault, G., & Bell, T. R. 2022). And using the lens of field theory, another study conducted an online survey of mobile journalists (N = 39) from six countries representing four continents on how they conceive of their journalistic role, and how their work is perceived within the newsroom. The researcher sought to understand how mobile journalists see mobile production as a part of their journalistic role, and what field theory dimensions influence mobile production in their newsrooms. While prior research has established a growing prevalence of lifestyle journalism, the present study found that the growth of mobile journalism represents the development of lifestyle journalism norms, such as content driven by the audience, within even traditional journalism. (Perreault, G., & Stanfield, K. 2019). Due to the visual turn in journalism and the emergence of mobile journalism, many newspaper journalists have had to change the way they work and learn to use new tools. To face these changes, traditional news organizations apply different strategies to increase staff competencies in using new production tools and creating innovative content in new formats. In this paper, we investigate how a specific training arrangement was experienced by a group of 40 print editors and journalists in a German regional publishing house. The journalists were introduced to audio-visual storytelling and reporting with smartphones in a 2-week training course. The training arrangements were studied using participant observation and in-depth interviews, followed by a thematic analysis of the data. The study indicates that for print journalists and editors, the transition from the print to the mojo mindset depends on three dimensions: (1) mastering mojo skills, (2) adopting visual thinking, and (3) integrating ethical and legal awareness (Salzmann et al., 2021).

Suleiman (2017) presented the reality of quality management in twenty Jordanian media organizations, about the type of media used, their size, and ownership. Media, continuous development, modernization of infrastructure and means of production, and the study found a decrease in most of the indicators of quality application, among the most tolerable dimensions of quality were the development and modernization of infrastructure and means of production, and institutional self-organization and the least logical dimensions were independence and editorial policies and newsroom management. (Suleiman, Raid.2017)

Many Arab countries, including Jordan, are trying to move forward toward addressing the obstacles facing their press and media institutions (Safori, 2018b).

Questions of the Study

Q1: What are the Digital media skills provided by the Media organizations?

Q2: What are the attitudes of journalists towards training programs for digital media?

Q3: What are the obstacles to conducting digital media training?

Q4: What are the needs for Applying digital media Techniques?

Significance of the Study

1. The scarcity of studies specializing in assessing the requirements of digital media. This study is one of the few studies looking for "digital media requirements in Jordanian press institutions."

2. Provide those interested in updating the requirements of digital media in Jordanian press institutions.

3. Adopt modern mechanisms adapted to the requirements of the practice of digital media based on the results of the study.

4. Provide recommendations and proposals to adapt to digital media developments.

5. It is expected that this study will help those in charge of the media organization to know how to bring about a change in the press work and face its challenges.

3. Methodology

The researchers prepare a questionnaire to get a wide range of deep responses, and to be able to produce generalizable results from participants' perceptions, The questions were translated into Arabic, the country's official language, with back translation undertaken to ensure consistency and clarity. Consent forms from all respondents were obtained, to collect data and information through a set of questions that were directed to Jordanian journalists working in media organizations and media departments in government and private institutions, the questionnaire was sent to 350 participants and 182 journalists responded, to achieve the goals of the study and answer its questions, the study was applied in a period from 1st Jan 2022 to 1st March 2022.

After collecting the data, it was coded and inserted in SPSS Statistics, which was the software selected for the statistical analysis. In the following section of the paper, descriptive statistics of all items are presented and analyzed, and correlations between variables are researched and further explored as well.

Validity of the Questionnaire

The validity of the questionnaire was confirmed, and it measured the objectives, questions, and hypotheses of the study through the arbitrators, where the questionnaire was presented to a group of arbitrators from the specialization of media and administration, and the agreement ratio among them was 80% to ensure the validity of the questions of the measurement' instrument. The necessary modifications were made to some of the questions considering the arbitrators' suggestions.

Reliability of the Questionnaire

The reliability of the questionnaire was calculated using Cronbach's Alpha coefficient and its value was (0.885), and this indicates the reliability of the instrument and the stability of its results.

Digital Media

Digital media refers to any communication delivered and received electronically. it has become dominant as a means of mass communication with the development of the internet, and it is used for communicating all types of information from important current events to advertising to entertainment. (Lindgren, 2017) Working in all types of media, including digital media, means taking advantage of networking, which can lead to further opportunities down the line, journalists can begin interacting with digital media — opening social media profiles, making connections, and even interning or creating digital content. But it's in college that networking starts to gain importance, as students start to figure out where they want to go with their digital media career. (Xia, et al, 2020)

Due to their   functions, digital media have high potential to   support and offer the chance to present information in a variety of ways, e.g., visually and auditively or by mixing virtual and real environment. Additionally, adaptive and interactive functions can refer to the audience's level of knowledge and provide a means for the activity (Degner, et al, (2022).

The problem of the content quality of digital media is global and linked to technological transformations that have changed the nature of the communication and media process. It seems that in Arabic content it is more complicated; It extends to other problems in the practice of journalism and the collection and processing of news in traditional media as well as weak capabilities in the use of digital media tools and the new skills required by the production of content appropriate to new means.

The first factor is related to the polarization of the audience between traditional and new media, the second factor is the development of media production in the digital environment, and the third factor is the decline in the performance of traditional media institutions in the face of digital transformation, and the final factor is the shifting of communication power between media institutions and their audience (Cresswell et al, 2021)

As the media content of electronic newspapers has evolved in recent years, the most significant challenges appear to be the professional level and quality of these newspapers and the content they provide. The issue of media professionalism is prominent in contemporary media competition and the viability of media organizations (Denis, 1992).

The development of media professional performance is linked to three main episodes: trade union professional organization, self-regulation through the development of professional code of conduct systems and ethical principles, and then qualification, education, and training (William & Others, 2002).

The rapid emergence and evolution of new machine actions are expected to have a significant impact on the labor market and the daily routines of our society. To prepare our workforce for the future, educational systems are being urged to provide the necessary resources and training to help professionals develop their cognitive skills. (Lau, J., Bonilla, J. L., & Gárate, A. 2018)

Therefore, the digital media   play a role as a source of competitiveness. so Media organizations need to establish an effective digital media asset management ecosystem, so that the new technical system and digital assets can be transformed into efficient productivity output as soon as possible and greatly improve the performance of media organizations.

Despite the prevalence of media training in most Arab countries However, media training in general and specialized training in digital and electronic journalism face multiple problems, most notably the low quality of such training, the similarity and replication of the programs offered, and the paucity of experts and trainers with actual capabilities in areas specialized in the transfer of digital knowledge and skills. The impact of training remains practically low within media organizations; Media officials' interest in using training as a tool to improve media performance appears to be weak, as institutions do not provide an effective incentive system for media professionals (Al-Tuwaisi et al., 2015, p. 2071-2798).

4. Results and Discussions

Table 1. Participants' characteristics

	Variable	N	%
Gender	Males	122	67.0
	Females	60	33.0
Age	30-20	46	25.3
	40-31	72	39.6
	50-41	38	20.9
	60-51	26	14.3
Scientific qualification:	Diploma	22	12.1
	Bachelor's degree	108	59.3
	Master's degree	50	27.5
	PhD	2	1.1
specialization	Journalism	146	80.2
	media	24	13.2
	Others	12	6.6
Title	Editor	84	46.2
	Editor Representative	40	22.0
	Press Representative	24	13.2
	Managing Editor	24	13.2
	Editor-in-Chief	10	5.5
Years of experience	Less than 3 years	18	9.9
	6-4 Years	44	24.2
	10-7 Years	28	15.4
	More than 10 years	92	50.5
Career field	Journalism	76	41.8
	digital media	54	29.7
	Journalism and digital media	52	28.6
Institute sector	government	66	36.3
	Private	116	63.7
Total		182	100.0%

Table (1) show that (67%) of the participants were male, while the percentage of the female category (33%) reflected the reality of the gender distribution of the Jordanian media community, 59.3% of participants hold a first bachelor's degree, 27.5% hold a master's degree, 12.1% are lower than university education in the diploma category, and 1.1% hold a doctoral degree.

Table (2). Professional Training and programs for digital media

	Variable	N	%
How many digital media training and programs have you participated in in the last two years?	Non	36	19.8
	Less than 3 courses	72	39.6
	5-3courses	44	24.2
	More than 5 courses	30	16.5
Total		182	100.0%

Table 2 shows How many digital media training, and programs have the journalists participated in over the last two years, and the results show that 39.6% received less than 3 courses, 24.2% received 3 to 5 courses, and those who received more than 5 courses received 16.5%, while those who did not take any courses were 19.8%, so It reflects the lack of training courses offered by media organizations to employees.

The researchers believe that there are shortcomings in the training courses offered by press institutions and media departments in governmental and private institutions, and this requires a reconsideration of the field of training, to keep abreast of developments in this field.

Q1: What are the Digital media skills provided by the Media organizations?

Table (3). Digital media skills provided for the participants

	N	%
Writing Skills for content	134	73.6
Editing skills	68	37.4
Multimedia Production skills	94	51.6
Video Report Production skills	80	44.0
Digital Media management skills	52	28.6
Investigative e-journalism	92	50.5
Other	30	16.5
Total	182	100.0%

The data in Table (2) show that the most skills that 73.6% of the participants received Writing Skills for content and only 37.4% received Editing skills which are the basics skills to apply digital media, while the table shows a positive indicator that 51.6% of the participants received training for Multimedia Production skills which reflect how the Jourdain media organization support their employees even only 28.6% of the participants had Digital Media management skills.

Most of the participants stated that they have learned how to perform text-content editing and processing on their own, as compared to audio, video, and online content.

Q2: What are the attitudes of journalists towards training programs for digital media?

Table 4. Participants' attitude toward professional training and programs

	Phrases	Strongly disagree		disagree		neutral		Agree		Strongly agree		Mean
		N	%	N	%	N	%	N	%	N	%	
1	Digital Media training in Jordan responds to the needs and requirements of journalists.	14	7.7	50	27.5	52	28.6	46	25.3	20	11.0	3.04
2	Digital media training considers the professional development of the Jordanian media community.	8	4.4	56	30.8	54	29.7	48	26.4	16	8.8	3.04
3	Digital media training in Jordan considers the role of media to show democratic participation.	6	3.3	48	26.4	54	29.7	52	28.6	22	12.1	3.20
4	Training provided by national media institutions is appropriate to the needs of digital media professionals.	12	6.6	52	28.6	68	37.4	42	23.1	8	4.4	2.90
5	Digital Media training in Jordan follows technology and modernization.	4	2.2	40	22.0	60	33.0	56	30.8	22	12.1	3.29
6	Media training in Jordan is available fairly for journalists in all sectors.	28	15.4	50	27.5	62	34.1	30	16.5	12	6.6	2.71
7	The performance of media professionals who receive training opportunities is evaluated.	28	15.4	60	33.0	56	30.8	34	18.7	4	2.2	2.59
8	Digital Media training is reflected in the professional performance of media professionals	12	6.6	24	13.2	52	28.6	60	33.0	34	18.7	3.44

The data in Table 4 shows that the participants see media training as reflective of their professional performance (mean=3.44) and they ensure that Digital Media training in Jordan follows technology and modernization (Mean3.29).

This indicates the awareness of the Jordanian press institutions of the importance of developing their capabilities to deal with the digital media work environment.

Q3:What are the obstacles to conducting digital media training?

Table 5. The obstacles to applying digital media Techniques

	Phrases	Strongly disagree		disagree		neutral		Agree		Strongly agree		Mean
		N	%	N	%	N	%	N	%	N	%	
1	Repetition and similarity of digital media programs	6	3.3	16	8.8	50	27.5	72	39.6	38	20.9	3.66
2	Most programs are linked to foreign funding.	12	6.6	14	7.7	60	33.0	46	25.3	50	27.5	3.59
3	The scarcity of professional trainers in media organizations.	6	3.3	12	6.6	40	22.0	54	29.7	70	38.5	3.93
4	Scarcity of training plans in media organizations	6	3.3	12	6.6	42	23.1	44	24.2	78	42.9	3.97
5	Lack of allocations and expenditure on training in the media organization	8	4.4	8	4.4	38	20.9	58	31.9	70	38.5	3.96
6	Skills programs are not updated with modernization and continuous improvement	4	2.2	12	6.6	70	38.5	40	22.0	56	30.8	3.73
7	Poor coordination between the authorities concerned with media training.	6	3.3	10	5.5	54	29.7	56	30.8	56	30.8	3.80
8	Lack of training to integrate theoretical and applied aspects	4	2.2	16	8.8	64	35.2	44	24.2	54	29.7	3.70
9	The duration of the courses /workshops is short and insufficient.	4	2.2	14	7.7	70	38.5	50	27.5	44	24.2	3.64
10	Media organizations do not support full-time training.	8	4.4	14	7.7	58	31.9	50	27.5	52	28.6	3.68

Table 5 shows the most obstacles to applying digital media techniques in Jordan's media institutions. " Scarcity of training plans in media organizations " (mean=3.97) and "Lack of allocations and expenditure on training in the media organization" (mean=3.96).

This reflects that the application of digital media techniques in Jordanian media institutions still faces various challenges related to the trainer's expertise and the periods required to train media professionals to employ all digital media mechanisms.

Jordanian journalists considered that digital media training reflected the professional performance of media

professionals, and the modest allocation and expenditure on training at the media organization to be Jordan's most important constraint on training. It will affect the journalists' ability to communicate about their work on social media has become a competitive advantage both for individual employees and for their organizations, especially in the professional service sector. Hence, understanding the role of employees' ability to use these social media professionally is crucial for understanding the communicative behaviors of contemporary knowledge workers.

Q4:What are the needs for Applying digital media Techniques?

Table 6. Participants' needs for Applying digital media Techniqu

	Topics	No		neutral		Yes		Mean
		N	%	N	%	N	%	
1	IT Applications for Digital Media techniques	10	5.5	52	28.6	120	65.9	2.60
2	Multimedia	14	7.7	50	27.5	118	64.8	2.57
3	Introduction to Digital Media	22	12.1	70	38.5	90	49.5	2.37
4	Writing for the Internet	20	11.0	50	27.5	112	61.5	2.51
5	Website Management	16	8.8	54	29.7	112	61.5	2.53
6	Manage live interactions online	16	8.8	62	34.1	104	57.1	2.48
7	Mobile journalism	10	5.5	64	35.2	108	59.3	2.54
8	Social Media for Journalists	12	6.6	62	34.1	108	59.3	2.53
9	Advanced Video Journalism	14	7.7	60	33.0	108	59.3	2.52
10	Check online sources	14	7.7	74	40.7	94	51.6	2.44
11	Advanced" data journalism"	18	9.9	64	35.2	100	54.9	2.45
12	Social networking skills for journalists	24	13.2	52	28.6	106	58.2	2.45

The data in Table 6 shows Participants' needs for Applying digital media, the most important being "information technology applications for digital media professionals", as well as a multimedia ", while participants did not need an" introduction to digital media "due to the nature of their work, which made them sufficiently familiar with the concepts of digital media**.** The interpretation of this result also in the fact that the use of digital media techniques helped to improve the efficiency of journalists' work and provide more clear content to the audience.

4. Concolusion and Recommendations

The research focused on the extent to which Jordanian press institutions are interested in the digital media training provided to journalists,in addition to the quality of digital media training in Jordanian press institutions. by knowing the most important training topics provided for the journalists and media professionals in media institutions.

This prompted press institutions to develop training programmes to keep with this development, and maintain their presence, to ensure continuous communication with their audiences.

The findings found that there are some media institutions interested in the quality of training for the practice of digital media and others didn't apply.

In order to upgrade the digital journalist's skills and follow   of global developments , and in the light of the results of the research the researchers recommend that One of the most important is the allocation of courses that offer trainers experience in an application format that enables the trainee to know the features of writing for each media and applying this in his field of work. And focusing on curricula in the faculties of journalism and media and providing courses that qualify graduate journalists to work on digital journalism programmes and the use of digital media applications; develop the Future strategic plans for media training and of Jordan's press and media institutions. In addition to Provid a variety of knowledge sources, such as electronic and paper centers, and providing a database and statistics that serve the work of these centers.

This contributes to the creation of a journalist who possesses outstanding scientific and applied skills.

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