

News Presenters and Journalists' Use of Media Convergence Tools in Satisfying Audience Needs: A Scoping Review

Yuchan Zhang¹, Kim Hua Tan², Jamsari Alias³, Norazila Mat⁴, Mohamad Zulkifli⁵, Irfan Hameed²

¹School of Media and Communication, Faculty of Social Sciences and Leisure Management, Taylor's University, Subang Jaya, Malaysia; Hunan University of Information Technology, Changsha, China

²School of Media and Communication, Faculty of Social Sciences and Leisure Management, Taylor's University, Subang Jaya, Malaysia

³Pusat Pengajian Citra. Universiti & Institut Islam Hadhari. Universiti Kebangsaan Malaysia, Malaysia

⁴Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Malaysia

⁵Pusat Pengajian Citra Universiti, Universiti Kebangsaan Malaysia. Malaysia

Correspondence: Kim Hua Tan, School of Media and Communication, Faculty of Social Sciences and Leisure Management, Taylor's University, Subang Jaya, Malaysia.

Received: February 24, 2026

Accepted: April 7, 2026

Online Published: April 12, 2026

doi:10.11114/smc.v14i3.8519

URL: <https://doi.org/10.11114/smc.v14i3.8519>

Abstract

This scoping review synthesizes existing literature to identify media convergence tools in use, the broadcast strategies adopted by news presenters and journalists, and the audience needs addressed by these practices. Based on the JBI methodological guidelines on the PRISMA ScR framework and Arksey and O'Malley's scoping review steps, this study synthesizes 62 empirical articles published between 2020 and 2024. Automated searches were conducted across multiple databases (Scopus, Google Scholar, EBSCO, and CNKI). Synthesizing past research, this review found that current media convergence tools used by news presenters and journalists fall into four main categories: cross-platform publishing, cross-platform interactivity, the use of digital technologies (VR studios, AI anchors, algorithmic assistance), and live online streaming. The use of these tools by presenters and journalists can meet audience needs to varying degrees. Cognitive, affective, and interactive needs are the most prominent, while social and stress-relieving needs are relatively secondary. Some studies have also mentioned that educational and trust needs are also being met. Additionally, the research gap regarding how to further promote media practitioners' adaptation in the current media convergence environment could serve as a direction for future studies.

Keywords: media convergence tools, audience needs, news presenters, uses and gratification, scoping review

1. Introduction

In recent years, the media industry has experienced rapid development. The gradual application of artificial intelligence, big data, and other technologies has better matched users' needs and demands, significantly improving the operational efficiency of converged media (Almalki, 2022). So the scope and role of news media coverage become broader and more complex, not only disseminating news and information in the traditional sense but also serving as a platform for the rapid diffusion of other types of information (Xiaoqin Li et al., 2021). This has also changed the way traditional TV news program presenters and journalists report the news. The relationship between journalists and their audiences is also changing. Journalists in online media appear to be increasingly using entertainment- and service-oriented reporting styles (Mellado et al., 2023).

On November 3, 2020, China explicitly proposed to 'push forward the deep integration of the media and make full use of county-level converged media centres' (Lan et al., 2025). As of August 2022, a total of 2,585 county-level media convergence centres had been established nationwide (Yan, 2022). The US, UK, and Finland have similarly emphasized the use of algorithms, AI, and immersive video in news (Buji'c et al., 2023; Diakopoulos et al., 2024). However, in countries where media convergence is less advanced, such as Indonesia and Pakistan, some media lack multi-platform capabilities and are not yet fully integrated into collaboration and content sharing (Yoedtadi et al., 2021; Hamza et al., 2025). Few journalists utilize news gathering studios or social media for news dissemination, and they lack digital

journalism education and technological awareness, making it difficult to obtain better audience feedback (Yoedtadi et al., 2021). Therefore, the extent and status of media convergence vary from country to country, which is why this scoping review is vital to provide an integrated view of media convergence across countries.

For satisfying audience needs, Uses and Gratification Theory (UGT) explains "how antecedent conditions lead to felt needs, motives, attitudes, and behaviors, which produce outcomes". The five primary needs of the audience are considered to be cognitive, affective, interactional, social, and stress relief needs (Sichach, 2023). Some researchers have also explored the relationship between the means of media convergence available to presenters and the gratification of audience needs in relation to the current news industry. They emphasize the importance of focusing on the characteristics of different platforms and diversifying topic selection to enhance user stickiness.

Diverse scholars have elaborated on the definition of media convergence and have given it different meanings over time. Based on such variations, this scoping review builds on Henry Jenkins' view. It defines media convergence as the convergence of traditional media (e.g., television, radio) with digital media (e.g., the Internet, social media, mobile devices) to create new forms of communication and content consumption. The main discussion centres on technological convergence, where different media technologies merge. News presenters and journalists use various media convergence tools in this environment, such as cross-platform publishing, cross-platform interaction, digital technologies, and online live streaming platforms, which are defined in this scoping review as 'Media Convergence Tools'. Through the use of these tools, presenters and journalists develop different forms of presentation and broadcasting strategies to satisfy the audience's cognitive, affective, interactive, social, and stress-relieving needs (Ojwang, 2023; Glück, 2021). This scoping review is based on the conceptualization of media convergence tools and audience needs.

2. Method

This study followed Arksey and O'Malley's five-step scoping review framework: i) identifying research questions, ii) identifying relevant studies, iii) selecting relevant studies for review, iv) visualizing data graphs and charts, and v) summarizing and reporting results. The principles of PRISMA-ScR and an update of the JBI methodology program (Alamgir et al., 2022) are also used for article planning and selection. The methodology is best suited for identifying key elements relevant to the area under review and collecting important literature for reference.

2.1 Scoping Review Research Questions

The research questions for this scoping review are: "What media convergence tools do news presenters and journalists use in their broadcasts?" "What forms of presentation and broadcasting strategies do news presenters and journalists develop using different media convergence tools, and what audience needs do each of these strategies satisfy?" The general concepts of "media convergence" and "audience needs," as well as the current state of media convergence, contribute to the study and thereby expand the research's scope. After assessing the overall content of the literature, a decision was made on how to frame the examined articles to define the study's scope in the field.

2.2 Identification of Relevant Studies

As mentioned, a scoping review is primarily designed to determine the scope, nature, and range of previous research. It therefore needs to be broad, and the methodology used to identify articles should support the integrative aims of this study. This included searching for relevant articles across key databases, including EBSCO, Google Scholar, Scopus, and CNKI. These databases were chosen because of the overwhelming proportion of significant peer-reviewed papers on these topics. The reason for including the CNKI database is China's explicit promotion of deep integration between media and the full use of county-level convergence media centres. Nevertheless, the CNKI database also covers research publications from countries other than China.

The study only included articles published between January 1, 2020 and December 31, 2024. The decision to limit the time frame of published articles is crucial to improving the timeliness of the scoping literature review. The topic of this study is evolving rapidly in the industry, with breakthroughs in practice across many countries in 2018 and media convergence playing a significant role in disseminating information during epidemics (Ng, 2021). Articles from 2020 onward have also begun to increase in number and go deeper. More recent articles will therefore be more effective at emphasizing the scope of research in a particular field (Tan et al., 2024). The summary of the search terms used in this review is detailed in Table 1.

Table 1. Summary of the Searches

Search Terms	Limiters	Databases	Search Results
The news presenter's use of media convergence tools	Articles from 2020.1.1–2024.12.31	Google Scholar	16200
		EBSCO	9487
		scopus	33
		CNKI	73
The impact of media convergence on audience needs	Articles from 2020.1.1–2024.12.31	Google Scholar	16300
		EBSCO	16
		scopus	364
		CNKI	17
How presenters and journalists use media convergence to satisfy audience needs	Articles from 2020.1.1–2024.12.31	Google Scholar	16100
		EBSCO	1092
		scopus	3
		CNKI	385
Media convergence tools, news presenters, and audience needs	Articles from 2020.1.1–2024.12.31	Google Scholar	16200
		EBSCO	419
		scopus	1
		CNKI	21

2.3 Study Selection: Inclusion and Exclusion Criteria

Following the screening process, each article was categorized to its main issue and research question. Figure 1 shows the PRISMA 2009 flow diagram, which details the process used to identify the relevant studies covered in this review.

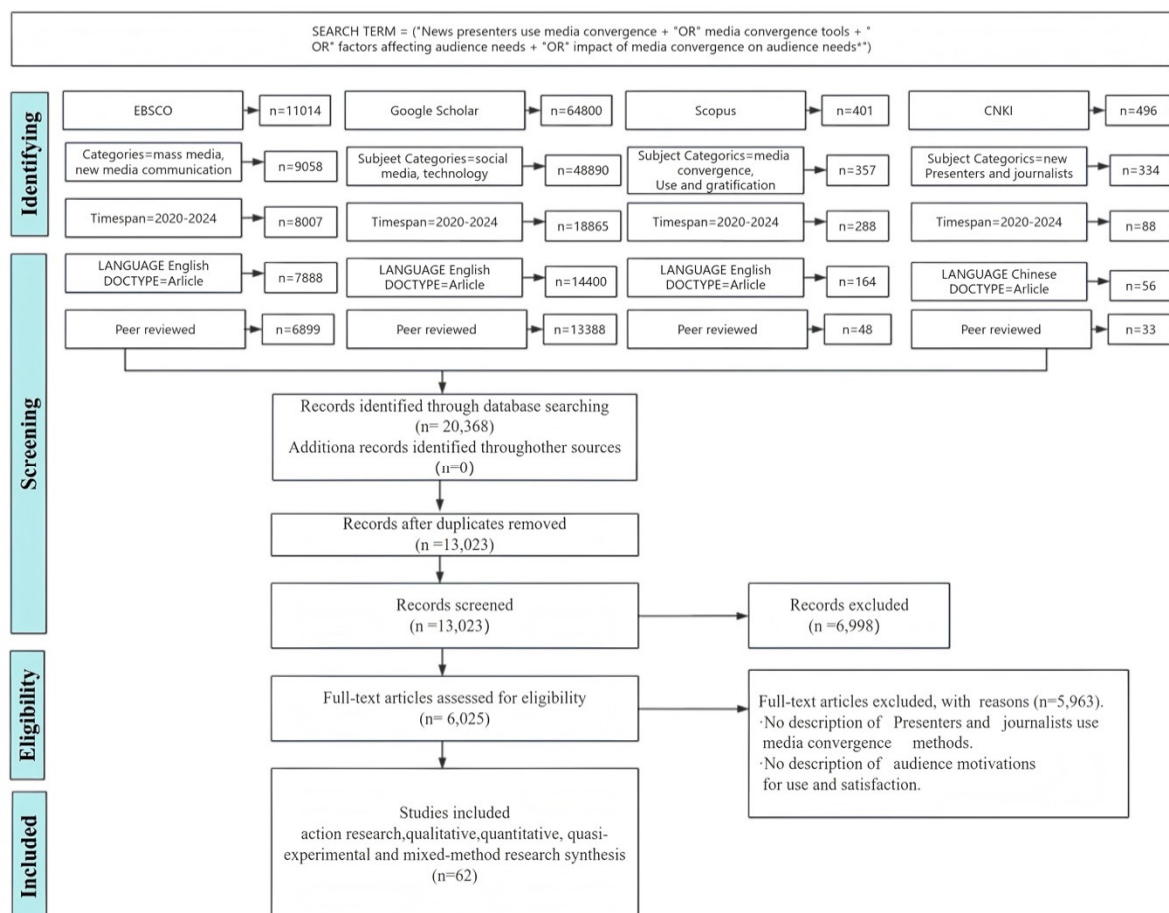


Figure 1. PRISMA flow diagram of the articles searches and study selection process (Alamgir et al., 2022)

3. Results

A total of 62 articles were retrieved for the scoping review included in this study. The articles were categorized according to the themes or key issues they addressed. These issues were usually based on the current state of media convergence in each country's news media, the use and development of media convergence by news presenters and journalists, and the

impact of news presenters and journalists on the audience's use and fulfilment needs. Table 2 summarises the information retrieved from these selected articles. The studies were categorized according to title, author, year of publication, location, sample, research design, research questions and findings, media convergence tools, or audience needs. The selected studies were conducted in different parts of the world.

The researchers of this scoping review provided their perspectives on the use of media convergence tools by news presenters and journalists. In response to the first question, "What media convergence tools do news presenters and journalists use in their broadcasts?", the "media convergence tools" column in Table 2 is used. In response to the second question, "What forms of presentation and broadcasting strategies do news presenters and journalists develop using different media convergence tools?", the column "Expression and Broadcasting Strategy" is used. In response to the third question, "What audience needs do each of these strategies satisfy?", the column "Audience Needs" is used.

Table 2. Summary of Information from the Selected Articles

No.	Authors	Year	Location	Participants	Research Design	Expression and Broadcasting Strategy	Media Convergence Tools	Audience Needs
1	Ojwang	2023	Kenya	n=2	qualitative content analysis	Presenters interact with audience engagement, loyalty and satisfaction through online platforms	Cross-Platform interaction	Interaction need
2	Murunga & Diang	2021	Protus	n=8 journalist n=3 TV stations	qualitative in-depth interviews	Targeted broadcast time, broadcast method, and content are provided for different platforms to enhance interaction	Cross-platform interaction, live online streaming	Interaction need
3	S Mou-Danha et al.	2023	US	(no specific data available)	qualitative content analysis	Journalists integrate the interplay between news coverage and audience commentary during a crisis	Cross-Platform publishing	Cognitive, affective needs
4	Ningrum & Adiprasetyo	2021	Indonesia	n=3	qualitative interview	Interactions with Audiences. Journalists have to use a variety of technological tools to integrate newsdigital technology presentation		Interaction need
5	Alivi et al.	2021	Malaysia	n=700	quantitative questionnaire	News viewers' choice of news under the motives of information seeking, social utility, and guidance	live online streaming	Cognitive, social, instructional, and personal realization needs
6	Mentzel et al.	2024	Netherlands	n=16	qualitative interview	Five motives for reluctance to engage in news interaction among viewers of different ages	live online streaming	Interaction need
7	Hase et al.	2023	Germany	n=4412 n=6850	quantitative content analysis	Journalists engage audiences through multi-platform distribution without over-adapting news and embellishing language.	Cross-Platform publishing	Cognitive need
8	Marta-Lazo et al.	2020	Spain	n=30	qualitative content analysis	Strengthening the digital technology capacity of journalists to work on multiple platforms, enhancing interaction with audiences	Cross-Platform interaction, digital technology	Interaction need
9	Glück	2021	UK and India	n=50	qualitative semi-structured interview	Journalists need to reflect on the fit between their own view of the role of journalism and the emotional elements of news reporting to guide them to affective engagement	Cross-platform interaction	Cognitive, affective, and interactive needs
10	Negreira-Rey et al.	2022	Spain	n= 212 n = 63 n = 520 (Audience and posts)	mix questionnaire and content analysis	Journalists build their personal brands, communicating according to different purposes and targets	Cross-platform interaction	Affective need
11	Martin et al.	2024	US	n=34	qualitative in-depth interview	Journalists through data visualization, online communication	live online streaming,digital technology	Interaction need
12	Garcia-Perdomo	2021	Colombia	n=45	qualitative observation and interview	Journalists must be very close to their audiences to get first-hand access to sources of information	Digital technology	Interaction need
13	Xiaoqin Li et al.	2021	China	n=9	qualitative observation and semi-structured in-depth interviews	The use of "soft news" broadcasts, to provide them with factual information and advice, often in an entertaining manner, and to serve as a sounding board for community audiences	Cross-platform publishing	Affective need
14	Soo Young Shin	2022	US	n=457	mix focus group interviews and questionnaires	Presenters and journalists also need to project a positive news media image across platforms to increase viewer loyalty	Cross-Platform publishing	Affective need
15	Patrick Walters	2022	US	n=16	qualitative semi-structured interview	Improve presenter quality, enhance localization	Cross-platform publishing, cross-platform interaction, digital technology, live online streaming	affective, interaction and social needs
16	N. Diakopoulos et al.	2024	US	n=292	quantitative questionnaire	Journalists consider accuracy, relevance, originality, timeliness, and pay attention to ethical issues when evaluating generative AI-generated content	Digital technology	Cognitive, affective and trust needs

Table 2 Continued

17	Bulatova et al.	2020	Kazakhstan	n=32	qualitative content analysis	Presenters and journalists require critical thinking and creativity, management awareness and coordination, emotional intelligence and cognitive flexibility	Cross-platform interaction	Interaction, cognitive needs
18	Arguedas & Simon	2023	UK	n=3	quantitative seminars	Journalists can use generative AI to provide diverse news, but human gatekeepers are needed	Digital technology	Cognitive, interaction and social needs
19	Sixto-García & Fernández	2023	Spain	n=10	qualitative content analysis	Combining live content with audience interaction creates a special intimate atmosphere	Cross-platform interaction	Interaction need
20	John Mills & Wagemans	2021	UK	n=45	qualitative semi-structured interview	Journalists improve the quality of their content, innovating and adapting to digital technologies	Digital technology	Cognitive need
21	Parkie Mbozi	2021	Zambia	n=335	quantitative questionnaire	Increased interactivity between news presenters and journalists is a catalyst for viewer satisfaction	Cross-platform publishing	Cognitive, affective, and social needs
22	Sanders et al.	2020	Netherlands	n=1708	mix content analysis	Targeted press releases and interactions with audiences across different media platforms	Cross-Platform interaction	Cognitive, affective needs
23	Bujić et al.	2023	Finland	n=87	quantitative experiment and questionnaire	Increase the immersion of newscasts through digital technology to enhance the emotional response of viewers, especially for female viewers	Digital technology	Cognitive, affective needs
24	Jay Nelson	2020	US	n=1027	quantitative content analysis	Enhance the efficiency of presenters and journalists in the news-gathering and reporting process through cross-platform to strengthen centralized publicity	Cross-platform publishing	Interaction need
25	Martin & Murrell	2021	Australia	n=32	qualitative semi-structured interview	Targeted journalism education and training is needed to better respond to negative interactions	Cross-platform interaction	Interaction need
26	Garcés et al.	2024	Colombia	n=51 articles, n=47 tweets, n=107 corpora, video clips	mix	Transform the dissemination and reception of stories based on user-generated content and feedback	Cross-platform publishing	Interaction need
27	Xizhu Xiao & Yan Su	2022	China	n=551	quantitative questionnaire	Meet the different needs of audiences on different platforms, and be alert to the fact that audiences who regularly use social media for news are more likely to respond and share misinformation	Cross-platform publishing	Cognitive, interactive and social needs
28	Prayogi et al.	2020	Indonesia	n=2	qualitative interview	Be digitally literate and make adjustments based on audience feedback	Digital technology	Cognitive, affective and educational needs
29	Sosic & Herceg	2023	Croatia	n=504	quantitative questionnaire	Customize search so users can easily find information of interest, cater to new styles or innovations	Cross-Platform interaction	Cognitive, affective, and social needs
30	Sadia Jamil	2020	Pakistan	n=25	qualitative interview	Journalists lack digital journalism education and technological awareness and are not trained in computer-assisted reporting and digital journalism tools	Cross-platform interaction, digital technology, live online streaming	Interaction need
31	Yoedtadi et al.	2021	Indonesia	n=8	qualitative in-depth interviews	It is important to integrate the newsroom, news gathering, and news content to achieve full convergence	Cross-Platform publishing	Interaction need
32	Firdausi et al.	2022	Indonesia	media workers (no specific data available)	qualitative in-depth interviews and content analysis	Adapt to algorithms, operate social media platforms, and provide various forms of content, photos, and videos	Cross-Platform interaction, cross-Platform publishing, digital technology	Cognitive, affective, and interactive needs

Table 2 Continued

33 Nauchnyi dialog	2023	Russian	journalists (no specific data available)	qualitative interview	Journalists need to consciously strengthen digital technology skills, and interact with audiences	cross-platform interaction, digital technology	Interaction need
34 Williams & Tkach	2022	Congo	n=34	semi-structured interview	There is a need for more transparent and representative news organizations and journalists	Cross-platform interaction	affective, interactive needs
35 N Jean & Ispandriamo	2021	Nigerian	n=1	in-depth interview	Making digital technology an aid to broadcasting and strengthening digital technology capacity	Digital technology	Cognitive need
36 I Indrati et al.	2021	Indonesia	journalists (no specific data available)	qualitative observation, in-depth interviews and content analysis	Changing the mindset of journalists, adapting to multitasking skills, and participating in training	Cross-platform interaction, digital technology	Cognitive, interactive needs
37 Perreault & Ferrucci	2020	US	n=68	structured interview	Journalists can use digital technology to shape news content and prioritize sources and distribution	Digital technology	Interaction need
38 Vázquez-Herrero et al.	2022	Spain	n=184	quantitative content analysis	Build a personal brand, reshape the gatekeeper function	Cross-Platform interaction, cross-Platform publishing, digital technology	Cognitive, interactive needs
39 Jacobs & Booth	2020	US	n=188	mix content analysis and others	Focus on audience convergence and novelty of services, and new forms of public viewing enabled by new platforms and technologies	Cross-platform publishing, digital technology, live online streaming	Interaction need
40 Arriagada & Ibáñez	2020	Chile	n = 35	semi-structured in-depth interview	Presenters can share more mundane moments from everyday life, need to spend more time covering more platforms, and enhance content through algorithms	Cross-platform publishing, digital technology	Interaction, social needs
41 Huiyue Wu et al.	2021	China	n=131	quantitative experiment	Enhancing immersion, fun, accuracy, interactivity and credibility through VR, immersive newscasts	Digital technology	affective, interactive needs
42 A Aliffudin	2024	Indonesia	staff (no specific data available)	qualitative observation, in-depth interviews and content analysis	AI anchor partners can improve program quality and entertainment, but focus on ethics and audience perception	Digital technology	Cognitive, affective needs
43 Shin & Kweon	2021	Korea	n=513	quantitative questionnaire	Enhance the attractiveness, vividness, interactivity, and discussion of the broadcast with an AI anchor partner	Digital technology	Affective need
44 Yuke Huang & Yu	2023	China	n=598	quantitative questionnaire	Sense audience dynamics of AI anchors and better capture users' long-term attention	Digital technology	Affective need
45 Owsley & Greenwood	2022	US	n=385	quantitative questionnaire	Understand audience perceptions and awareness of AI anchors in news programs	Digital technology	Cognitive need
46 Ke Xue et al.	2022	China	n=200	quantitative questionnaire	Need for newscasters to be more humane and personal	Digital technology	Cognitive need
47 Wang Chunying et al.	2021	China	n=21	quantitative content analysis	Focus on cross-platform communication, enhance user stickiness, carry out diversified topic planning, and meet different audience needs in a targeted manner	Cross-platform publishing	Cognitive need

Table 2 Continued

48	Lisette Szwydky	2023	US	(no specific data available)	qualitative text analysis	Reflect on the complexity and diversity of cross-media	Cross-platform publishing	Interaction, social needs
49	Ajetunmobi & Lasisi	2022	Nigeria	n=57	qualitative content analysis and interviews	The presenter has to cater to the audience, use multiple mediums together, create interaction with the audience	Cross-platform publishing, cross-platform interaction	Interaction, social needs
50	Ben Amor et al.	2023	Saudi Arabia	n=265	quantitative questionnaire	Different platforms have different impacts on audiences, both positive and negative, and presenters need to be aware of this	Cross-Platform Publishing	Cognitive, affective needs
51	Ilias et al.	2021	Malaysia	n=34	qualitative content analysis	Different platforms should be targeted, for example, social media platforms can provide more images when disseminating news	Cross-Platform Publishing	Cognitive, affective needs
52	Loredana Falzon	2021	Malta	n=491	quantitative (TAM)	To strengthen the practicality and ease of use in the dissemination of news, the language is live online streaming, digital technology easy to understand, so that the audience relaxation		Cognitive, affective and stress relief needs
53	Nelson	2021	US	Audience (no specific data available)	qualitative interview	Personalization and customization of content to enhance personal technology profile building	Cross-platform publishing, cross-platform interaction, digital technology	Interaction need
54	Segbenya et al.	2023	Ghana	n=25	quantitative questionnaire	Enhancement of professional and basic skills of presenters for training	Cross-platform publishing	Cognitive, educational needs
55	Daewon Kim & Suwon Kim	2021	Korea	Audience (no specific data available)	qualitative text analysis	Understanding the audience's willingness to accept AI anchors and using them appropriately	Digital technology	Cognitive need
56	Medina et al.	2023	Spain	n=14	qualitative interview	Enhance personal branding and image, interact with audience, understand user satisfaction and adjust content	Digital technology	Interaction need
57	Xingyu Shi	2022	China	n=1	qualitative content analysis	The language and sub-language of the presenter is different for news on different platforms	Cross-platform publishing, cross-platform interaction	Cognitive, interactive needs
58	Marju & Raul	2021	Sweden	n=37	qualitative focus group and interviews	Capture young audiences and enhance interaction and feedback with them	Cross-platform publishing, cross-platform interaction	Cognitive, affective, and interactive needs
59	L Brannon et al.	2022	UK	(no specific data available)	quantitative content analysis	Developing interactive and immersive newscasts	cross-platform interaction, digital technology, digital technology	Cognitive, affective, and interactive needs
60	M Bastian et al.	2021	Netherlands & Switzerland	n=17	qualitative semi-structured interview	With the aid of algorithms, make the presenter's broadcasts more persuasive, transparent, diverse, and usable	Digital technology	Cognitive, affective and trust needs
61	AM Isa et al.	2020	Malaysia	(no specific data available)	qualitative	Enhancing the efficiency and precision of communication through live online streaming, digital technology online platforms and digital technologies		Cognitive, affective, social, stress relief needs
62	H. A. Albadri	2023	Jordan	n=8	qualitative observation and in-depth interviews	Through different platform releases and live broadcasts, allow the audience to enter the immersive environment	cross-platform publishing, cross-platform interaction, digital technology, live online streaming	Cognitive, interactive needs

4. Discussion

Researchers in each country have different focuses on how news presenters use media convergence, but they share some commonalities. This scoping review specifically addresses the broadcast strategies that news presenters and journalists in their studies have developed using the four forms of media convergence, and which of the audience's cognitive, emotional, interactive, social, and stress-reduction needs they satisfy.

4.1 News Presenters and Journalists' Use of Cross-Platform Publishing

Some researchers emphasized the need for presenters and journalists to adjust the duration, content, language style, and tone of voice of their broadcasts according to the characteristics of different platforms when using cross-platform publishing. They focus on the moderating effect of language style on the audience's emotions and attitudes, and on multifaceted reporting (Segbenya et al., 2023; Ningrum & Adiprasetyo, 2021; Garcés et al., 2024; Xingyu Shi, 2022). Haim (2021) suggests that journalists may be more focused on presenting facts and figures in traditional news stories, while news on social media may be more focused on appealing to users' emotions and fostering interactions.

Another group of researchers emphasized the need for presenters and journalists to facilitate their audiences when using cross-platform publishing, enabling quick, accurate, and easy access to news across platforms and thereby primarily satisfying the cognitive, affective, and social needs of the audience (Jacobs & Booth, 2020). Walters' (2022) study noted that news journalists publish content and interact with their audiences across multiple platforms. There is a shift from sharing content randomly, initially relying on journalistic intuition, to selective sharing guided by social media logic, algorithms, and audience metrics. At the same time, news posted on phones, especially on social media such as TikTok and WeChat, is easier for viewers to forward, and the language used by presenters and journalists in their reports needs to be more concise and vivid.

Some other researchers have emphasized critical thinking and creativity, management awareness, coordination, emotional intelligence, and cognitive flexibility of presenters and journalists when using cross-platform publishing (Bulatova et al., 2020; Sadia Jamil, 2020). Social media platforms have prompted user-generated content, making presenters lose their gatekeeper function to some extent, and they should build new relationships with their audiences through their original content updates and personal branding (Herrero, 2022; Murunga & Diang, 2021; Vázquez-Herrero et al., 2022; Negreira-Rey et al., 2022).

4.2 News Presenters and Journalists Use Cross-Platform Interactions

Some researchers emphasized the need for presenters and journalists to satisfy the informational and affective needs of the audience when using cross-platform interactions, enabling the audience to keep up with new trends. Some audiences see the platform as a place to express satisfaction or dissatisfaction and gain a sense of belonging. By contrast, the presenter's interactions enhance their affinity towards the presenter, promote audience perceptions, improve self-efficacy, trigger interpersonal discussions, and trigger civic engagement (Su & Xiao, 2022; Parkie Mbozi, 2021).

Therefore, the presenter's interactions and feedback must be timely, and journalists must be in proximity to the audience to gain first-hand access to sources of information (García-Perdomo, 2021). News program presenters and journalists must collect audience feedback and cater to the audience, adapting the broadcast based on audience feedback, which satisfies the audience's perceptual, affective and interactive needs (Nelson, 2020; García-Perdomo, 2021; Medina et al., 2023; Sosic & Herceg, 2023; Parkie, 2021).

Other researchers emphasised the need for presenters and journalists to appropriately capture the content and frequency of cross-platform interactions. They suggest that excessive use can erode the presenter's authority in the viewer's mind, thereby diminishing the credibility of the news content and platform (Negreira et al., 2022; Soo, 2022; Hu, 2022). Viewers who regularly use social media news are more likely to respond and share false news, and hosts and journalists should be alert to this and focus on correcting such news in their interactions (Mentzel et al., 2024; Xizhu Xiao & Yan Su, 2022). Mellado et al. (2023) have also suggested a role for journalists as gatekeepers in exposing and debunking digital tools used to spread online disinformation.

4.3 News Presenters and Journalists Use Digital Technology

Some researchers highlighted the importance of presenters and journalists in the use of digital technologies. Algorithmic aids are widely used in the newsroom for metrics, analytics, and engagement, including tracking and monitoring audience feedback using big data at the time of news distribution. Selecting stories that generate high interaction, e.g. the BBC's use of Big Language Models LLMs, which enhances the efficiency of the news whilst also requiring manual gatekeeping (Arguedas, 2023). Algorithms have been seen as mechanisms for reflecting user needs and for filtering and categorizing information (Walters, 2022). Algorithmic assistance enables accurate, persuasive data pushing (Ke Xue et al., 2022; Daewon Kim & Suwon Kim, 2021). Female viewers are more susceptible to immersive news such as H5 news (Bujić et al., 2023; Aliffudin, 2024; Huang & Yu, 2023; Owsley & Greenwood, 2022).

This requires news presenters and journalists to be innovative and adaptable to digital technology. They can use digital technology to make news content and narratives of higher quality, to make full use of its advantages of immersion, fun, accuracy, and credibility to make broadcasts more persuasive, and to satisfy the cognitive, emotional, and interactive needs of the audience. (John Mills & Wagemans, 2021; Nelson, 2021; Martin & Murrell, 2021; I Indrati et al., 2021; Martin et al., 2024).

Another section of researchers emphasized that presenters and journalists have consistently had negative effects when using digital technologies. They believe that the correlation between AI anchors and the novelty of the programs viewers watch is not significant at present. Several audiences have also now criticized the AI for its stiff tone and rigid expressions. Some studies have shown that AI news anchors have failed to establish an emotional bond with the audience. The audience is caught in the "Valley of Terror effect" (the valley of terror effect refers to the audience's heightened sensitivity to minor flaws and quirks in AI news anchors, and a sense of unease when watching the program). (Yuke Huang & Yu, 2023; Wu et al., 2024). Some people also think that news content created solely with big data or H5 is too thin and fancy, lacking the substantive content of news and the ability to report in depth (Yuke Huang & Yu, 2023). Journalists can use generative AI to produce diverse news but need to be careful to avoid the risks of over-reliance, such as impacts on journalistic authenticity and credibility. Generative AI exposes journalism to greater complexity in responding to misinformation, including false and misleading information, such as deeply falsified content that makes it more difficult to identify information. So even when AI is used to generate content, it needs to be assessed manually to ensure accountability. It requires journalists to collaborate with AI in the production of the news and to manage the level of human involvement to ensure ethical compliance (Arguedas, 2023; Diakopoulos, 2024). Therefore, not all media convergence technologies are suitable for meeting audience needs. Research on digital technologies in the news industry also suggests that the impact of technological features on audience use and fulfilment, and on media workers' connection, can be further investigated (Sosic & Herceg, 2023).

4.4 News Presenters and Journalists Use Live Online Streaming

Some researchers emphasized the need for presenters and journalists to connect more with their audience and increase their visibility when using live online streaming to satisfy the cognitive, affective, and interactive motivations of the audience (Ajetunmobi & Lasisi, 2022; Sixto-García & Losada-Fernández, 2023; Alivi et al., 2021; Ben Amor et al., 2023; Loredana Falzon, 2021). Live online streaming similarly focuses on presenter-audience interaction, especially in real time, which is a catalyst for reader satisfaction and can contribute to the potential growth of trust in the news organization. This tool can reshape the way news media journalists produce and distribute news. In addition, the presenters use online live broadcasting to attract the audience; for example, in China, news presenters are involved in live sales of goods, the news presenter's influence combined with the anchor's influence also promotes international trade exchanges (Meijie, 2023).

Presenters can enhance audience participation by taking the audience into the scene of important meetings and major events through live broadcasting, which requires presenters to have decent language delivery. This is suitable for both the seriousness of news and the fun of live broadcasting, and for a strong ability to control the scene (Parkie Mbozi, 2021; Albadi, 2023; Ojwang, 2023).

Finally, several studies have examined the impact of media convergence tools on audiences' educational and trust needs (Segbenya et al., 2023; Prayogi et al., 2020). Today's rapidly evolving technological tools have left viewers with an endless stream of information that is difficult to discern. AI anchors continue to face a crisis of trust among viewers, many of whom believe that traditional news presenters are "gatekeepers" and "opinion leaders" in the media and that their voices are more official and trustworthy (Bastian et al., 2021).

5. Conclusion and Implications

This review synthesises the current state of the news industry across various countries in the context of media convergence, thereby addressing the research questions. News presenters and journalists use four convergence tools to produce different news broadcasting expressions and strategies. These expressions and strategies respectively satisfy some of the audience's five significant needs of cognition, affect, interaction, socialization, and stress relief under UGT, of which the most important are the cognitive, affective, and interactive needs. Specifically, News presenters and journalists use cross-platform publishing to deliver the same news content in different forms or in the same form across different platforms (Jorge & Medeiros, 2021). This requires news presenters and journalists to adapt to the characteristics of different platforms, adjusting the length, content, language style, speed, and tone of voice of the broadcast according to the characteristics, realizing multi-faceted reporting, establishing a personal brand (Segbenya et al., 2023; Ningrum & Adiprasetyo, 2021; Garcés et al., 2024; Xingyu Shi, 2022). Generally, the news released by presenters in mobile media is more refined and vivid than the language of TV news, but there is a limit which presenters need to grasp (Ilias et al., 2021; Xiaoqin Li et al., 2021). They can satisfy the audience's cognitive, emotional, and social needs (Jacobs & Booth, 2021).

Secondly, cross-platform interaction by news presenters and journalists refers to their communication and interaction with the audience across different platforms. This focuses more on real-time interaction by presenters and feedback to the audience than on cross-platform publishing (García-Perdomo, 2021). It requires news presenters and journalists to adjust the angle of their stories, add appropriate information, and build their personal profile (Jay Nelson, 2020; García-Perdomo, 2021; Medina et al., 2023) based on the audience interactions and feedback they gather (Sosic & Herceg, 2023; Parkie Mbozi, 2021), mainly satisfying the cognitive, emotional, and interactive needs of the audience. However, such

interactions need to be kept in check. Otherwise, they may undermine the presenter's credibility (Negreira-Rey et al., 2022; Shin, 2022; Lee-Chun Wu et al., 2020; Henghe Hu, 2022).

Third, the use of digital technology by news presenters and journalists mainly refers to the use of algorithmic aids, AI anchor partners, and VR studio technological tools by presenters and journalists to enrich their presenting format. This requires news presenters and journalists to have specific technical knowledge to use big data to make news more convincing and to achieve more accurate, personalized news pushes (John Mills & Wagemans, 2021; Nelson, 2021; Martin & Murrell, 2021).

Fourth, the use of live online streaming by news presenters and journalists mainly refers to the use of online platforms, streaming media, and live broadcasting media convergence tools by presenters and journalists. It requires presenters to be entertaining or have good on-the-spot response skills, be able to react quickly to live situations and real-time interactions, have a lively language style (Meijie, 2023), and make good preparations before live streaming. They can potentially fulfil the audience's needs for cognition, interaction, and pressure release (Ajetunmobi & Lasisi, 2022; Sixto & Losada, 2023; Alivi et al., 2021; Ben Amor et al., 2023; Loredana Falzon, 2021).

This review will help news media organizations and practitioners understand which media convergence tools are available to them. This will help news presenters and journalists adjust their broadcasting strategies and better understand how to satisfy their audience.

The use of 'convergence' in every search term and the absence of exploring terms that are used in the same way, however, limit the scope of articles included, which is a limitation of this study. Future research can address how presenters and journalists can better integrate media convergence tools and use multiple tools together to satisfy audience needs and facilitate the adaptation of media practitioners in the media convergence environment (Sanders et al., 2020; Xiaoqin Li et al., 2021). They can also determine the tools that can be targeted to influence audience motivations and to what extent they are effective (Mentzel et al., 2024; Alivi, 2021). The current research provides meaningful theoretical implications for journalism, communication, radio, and television, as well as practical implications for the news media industry and practitioners' careers.

Disclosure of AI Use

The author(s) used ChatGPT to edit and refine the wording of the Introduction. After using this tool, the author(s) reviewed and edited the content as needed.

Acknowledgments

Not applicable.

Author contributions

Yuchan Zhang and Kim Hua Tan were responsible for conducting interviews, data collection, data analysis, manuscript drafting, revision and editing. Jamsari Alias, Norazila Mat and Mohamad Zulkifli were responsible for quality assurance, revision and editing. Irfan Hameed was responsible for validity and revision. All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

Funding

No funding was received.

Competing interests

The authors declare that they have no competing interests.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Ajetunmobi, U. O., & Lasisi, M. I. (2022). Sustainability of Facebook-radio convergence for content distribution in Nigeria: Computational content and stakeholders' perspectives analyses. *Convergence*, 28(5), 1340-1357. <https://doi.org/10.1177/13548565221105192>
- Alamgir, A. K. M., Nudel, S., & Abojedi, A. (2022). A practice-based methodology on conducting a collaborative scoping review with PRISMA-ScR model for the separated refugee youth project. *J. Sci. Res. Rep*, 28(2), 23-33. <https://doi.org/10.9734/jsrr/2022/v28i230498>
- Albadri, H. A. (2023). The convergence of traditional media to the digital communicative environment-the reality and gap. *Information Sciences Letters*, 12(4), 1827-1839. <https://doi.org/10.18576/isl/120408>
- Alivi, M. A., Ghazali, A. H. A., Tamam, E., & Osman, M. N. (2021). Motives to use online news and the impact on satisfaction with the government and vote choice. *Electronic Government, an International Journal*, 17(1), 55-74. <https://doi.org/10.1504/EG.2021.112931>
- Almalki, F. A., Aljohani, M., Algethami, M., & Soufiene, B. O. (2022). Incorporating drone and AI to empower smart journalism via optimizing a propagation model. *Sustainability*, 14(7), 3758. <https://doi.org/10.3390/su14073758>
- Arguedas, A. R., & Simon, F. M. (2023). Automating democracy: Generative AI, journalism, and the future of democracy.
- Arriagada, A., & Ibáñez, F. (2020). "You Need At Least One Picture Daily, if Not, You're Dead": Content Creators and Platform Evolution in the Social Media Ecology. *Social Media + Society*, 6(3). <https://doi.org/10.1177/2056305120944624>
- Bastian, M., Helberger, N., & Makhortykh, M. (2021). Safeguarding the journalistic DNA: Attitudes towards the role of professional values in algorithmic news recommender designs. *Digital Journalism*, 9(6), 835-863. <https://doi.org/10.1080/21670811.2021.1912622>
- Ben Amor, N. E. H., & Mzoughi, M. N. (2023). Do millennials' motives for using Snapchat influence the effectiveness of Snap ads?. *Sage Open*, 13(3), 21582440231187875. <https://doi.org/10.1177/21582440231187875>
- Brannon, L., Gold, L., Magee, J., & Walton, G. (2024). The potential of interactivity and gamification within immersive journalism & interactive documentary (I-Docs) to explore climate change literacy and inoculate against misinformation. In *Journalism and reporting synergistic effects of climate change* (pp. 98-128). Routledge. <https://doi.org/10.4324/9781032627526-7>
- Bujić, M., Salminen, M., & Hamari, J. (2023). Effects of immersive media on emotion and memory: An experiment comparing article, 360-video, and virtual reality. *International Journal of Human-Computer Studies*, 179, 103118. <https://doi.org/10.1016/j.ijhcs.2023.103118>
- Bulatova, M., Berdenova, S., Kungurova, O., & Shtukina, E. (2020). Convergence as a Factor in the Formation of Innovative Journalism in Kazakhstan. *Media Watch*, 11(3), 525-536. <https://doi.org/10.15655/mw/2020/27072020>
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing-ESIC*, 25(2), 217-238. <https://doi.org/10.1108/SJME-04-2020-0074>
- Chunying, W. A. N. G., Manyu, W. A. N. G., & Lijuan, Z. H. A. N. (2022). Dissemination of Chinese scientific journals on Bilibili in the era of media convergence and improvement strategies. *Chinese Journal of Scientific and Technical Periodicals*, 33(1), 67.
- de Mendonça Jorge, T., & Medeiros Neto, B. (2021). Journalistic Newsrooms: Convergence and Innovation on Three Continents—A Case Study on Five Media Organizations. In *Digital Convergence in Contemporary Newsrooms: Media Innovation, Content Adaptation, Digital Transformation, and Cyber Journalism* (pp. 1-15). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-74428-1_1

- Diakopoulos, N., Cools, H., Li, C., Helberger, N., Kung, E., Rinehart, A., & Gibbs, L. (2024). Generative AI in journalism: The evolution of newswork and ethics in a generative information ecosystem. In *AI Communication*. IOS Press.
- Firdausi, I. A., Prayogi, I. A., & Pebriane, S. (2022). Implications of Media Convergence in The Existence of Mass Media in Banten. *Mediator: Jurnal Komunikasi*, 15(1), 118-128. <https://doi.org/10.29313/mediator.v15i1.9964>
- Garcés, V. H., & Mendieta-Briceño, Á. P. (2024). La difusión de la noticia transmedia y la expansión del prosumidor informativo: entre el periodismo transmedia, multiplataforma y crossmedia. *Cuadernos. info*, (57), 92-116. <https://doi.org/10.7764/cdi.57.65515>
- García-Perdomo, V. (2023). Re-digitizing television news: The relationship between TV, online media and audiences. In *Digital Journalism in Latin America* (pp. 7-25). Routledge. <https://doi.org/10.4324/9781003370383-2>
- Glück, A. (2021). Replacing the public with customers: How emotions define today's broadcast journalism markets. A comparative study between television journalists in the UK and India. *Journalism Studies*, 22(12), 1682-1700. <https://doi.org/10.1080/1461670X.2021.1977166>
- Haim, M., Karlsson, M., Ferrer-Conill, R., Kammer, A., Elgesem, D., & Sjøvaag, H. (2021). You should read this study! It investigates scandinavian social media logics. *Digital Journalism*, 9(4), 406-426. <https://doi.org/10.1080/21670811.2021.1886861>
- Hamza, A., Yonghong, D., & Ullah, I. (2025). Dynamic Shifts in Social Media Usage in Pakistan: A Comparative Analysis Across Pre-, During-, and Post-COVID-19 Periods. *Journalism and Media*, 6(2), 59. <https://doi.org/10.3390/journalmedia6020059>
- Hase, V., Boczek, K., & Scharkow, M. (2023). Adapting to affordances and audiences? A cross-platform, multi-modal analysis of the platformization of news on Facebook, Instagram, TikTok, and Twitter. *Digital Journalism*, 11(8), 1499-1520. <https://doi.org/10.1080/21670811.2022.2128389>
- Hu, H. (2022). Optimized Paths for TV Variety Shows in China according to Paradigm Shift of Uses and Gratifications Approach in the Era of New New Media. *Academic Journal of Humanities & Social Sciences*, 5(4), 1-4. <https://doi.org/10.25236/AJHSS.2022.050401>
- Huang, Y., & Yu, Z. (2023). Understanding the continuance intention for artificial intelligence news anchor: Based on the expectation confirmation theory. *Systems*, 11(9), 438. <https://doi.org/10.3390/systems11090438>
- Ilias, I. S. C., Ramli, S., Wook, M., & Hasbullahi, N. A. (2021). How Popular is Social Media Image Gratification as a Research Theme in Top Journals?. *Malaysian Journal of Computer Science*, 75-84. <https://doi.org/10.22452/mjcs.sp2021no1.7>
- Indrati, I., Santi, M. R., & Irawan, R. E. (2021, March). Media group strategy to change the mindset of multitasking ability in the era of media convergence: case studies in medcom. id, metro tv, and media Indonesia. In *2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)* (pp. 173-181). Atlantis Press. <https://doi.org/10.2991/aebmr.k.210305.032>
- Isa, A. M., Mahmud, W. A. W., & Sulaiman, W. I. W. (2020). The combining of intrinsic and extrinsic motives for employing OTT media and comprehending the audience's gratification in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(3), 266-280. <https://doi.org/10.17576/JKMJC-2020-3603-16>
- Jacobs, N., & Booth, P. (2021). Converging experiences, converging audiences: An analysis of doctor who on Twitch. *Convergence*, 27(5), 1324-1342. <https://doi.org/10.1177/1354856520976447>
- Jamil, S. (2020). Ethnic news media in the digital age: the impact of technological convergence in reshaping journalists' practices in Pakistan. *Journal of Multicultural Discourses*, 15(2), 219-239. <https://doi.org/10.1080/17447143.2020.1756305>
- Jean, N., & Ispandriarno, L. S. (2021). Digitalization strategy and convergence of media adaptation in the digital era (case study on TVRI yogyakarta). In *Journal of Physics: Conference Series* (Vol. 1737, No. 1, p. 012015). IOP Publishing. <https://doi.org/10.1088/1742-6596/1737/1/012015>
- Kim, D., & Kim, S. (2021). A model for user acceptance of robot journalism: Influence of positive disconfirmation and uncertainty avoidance. *Technological Forecasting and Social Change*, 163, 120448. <https://doi.org/10.1016/j.techfore.2020.120448>
- Lan, Y., Wei, W., Zhou, Z., & Yao, S. (2025). Evaluation of China's Media Convergence Policy: A PMC-Index Model Approach. *Journal of Commercial Biotechnology*, 30(3), 625-638.
- Li, X., Gong, X., & Mou, R. (2021). Pioneering the media convergence: lifestyle media production in the digital age in

- China. *Journal of Media Business Studies*, 18(4), 304-320. <https://doi.org/10.1080/16522354.2020.1853467>
- Marta-Lazo, C., Peñalva, S., & Rodríguez Rodríguez, J. M. (2020). Digital journalism competences. Systematic review of the scientific literature on new professional profiles of the journalist. *Rev. Lat. Comun. Soc.*, (ART-2020-119215).
- Martin, F., & Murrell, C. (2021). Negotiating the conversation: How journalists learn to interact with audiences online. *Journalism Practice*, 15(6), 839-859. <https://doi.org/10.1080/17512786.2021.1907211>
- Martin, J. A., Camaj, L., & Lanosga, G. (2024). Audience engagement in data-driven journalism: Patterns in participatory practices across 34 countries. *Journalism*, 25(7), 1578-1596. <https://doi.org/10.1177/14648849241230414>
- Mbozi, P. (2021). Interactivity Features of Online Newspapers: Use and Effect on Gratification Among Zambian Readers. *Journalism and Mass Communication*, 1, 45-72.
- Medina, M., Portilla, I., & Pereira, T. (2023). Estudio exploratorio sobre qué significa ‘engagement’ en las empresas de comunicación. *Revista De Comunicación*, 22(2), 339-352. <https://doi.org/10.26441/RC22.2-2023-3159>
- Meijie, L. (2023). A Study on Live Streaming Bandwagon of CCTV Hosts in the Context of the New Era. *The Frontiers of Society, Science and Technology*, 5(12). <https://doi.org/10.25236/FSST.2023.051218>
- Mellado, C., Blanchett, N., Stępińska, A., Mothes, C., Lecheler, S., Blanco-Herrero, D., ... & Zhao, X. (2024). Does news platform matter? Comparing online journalistic role performance to newspaper, radio, and television. *Digital Journalism*, 12(3), 376-399. <https://doi.org/10.1080/21670811.2023.2191332>
- Mentzel, N., Slot, M., & Nieuwenhuis, R. (2024). Be cautious or be cancelled: news audience’s motivations not to participate in online journalism. *Journalism*, 25(4), 960-978. <https://doi.org/10.1177/14648849231172374>
- Mills, J., & Wagemans, A. (2021). Media labs: Constructing journalism laboratories, innovating the future: How journalism is catalysing its future processes, products and people. *Convergence*, 27(5), 1462-1487. <https://doi.org/10.1177/1354856521994453>
- Mou-Danha, S., & Crawford, E. C. (2023). Understanding audience emotional needs in crisis journalism: The Boston globe’s social media coverage of the Boston marathon bombing. *Journalism Studies*, 24(13), 1672-1691. <https://doi.org/10.1080/1461670X.2023.2246053>
- Murunga, P., & Diang’a, R. (2021). Digitization of television in Kenya: Changing trends in content and consumption. In *Television in Africa in the Digital Age* (pp. 165-188). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-68854-7_9
- Negreira-Rey, M. C., Vázquez-Herrero, J., & López-García, X. (2022). Blurring boundaries between journalists and tiktokers: Journalistic role performance on TikTok. *Media and communication*, 10(1), 146-156. <https://doi.org/10.17645/mac.v10i1.4699>
- Nelson, J. (2020). From Laptop to Living Room: Strategies for Local Television News Stations to Boost Viewership with Facebook and Twitter.
- Nelson, J. L. (2021). The next media regime: The pursuit of ‘audience engagement’ in journalism. *Journalism*, 22(9), 2350-2367. <https://doi.org/10.1177/1464884919862375>
- Ningrum, A. F., & Adiprasetyo, J. (2021). Broadcast journalism of private radio in Cirebon, Indonesia, in the convergence era. *Asian Journal of Media and Communication*, 5(1). <https://doi.org/10.20885/asjmc.vol5.iss1.art2>
- Ojwang, B. O. (2023). The Language of Audience Engagement in Converged Radio Through Facebook and Twitter: The Case of NRG Radio and Ghetto Radio in Nairobi, Kenya. In *Converged Radio, Youth and Urbanity in Africa: Emerging trends and perspectives* (pp. 185-208). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-19417-7_10
- Owsley, C. S., & Greenwood, K. (2024). Awareness and perception of artificial intelligence operationalized integration in news media industry and society. *AI & Society*, 39(1), 417-431. <https://doi.org/10.1007/s00146-022-01386-2>
- Perreault, G. P., & Ferrucci, P. (2020). What is digital journalism? Defining the practice and role of the digital journalist. *Digital journalism*, 8(10), 1298-1316. <https://doi.org/10.1080/21670811.2020.1848442>
- Prayogi, I. A., Sjaifirah, N. A., & Dewi, E. A. S. (2020). Media convergence welcomes industry 4.0. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 5(2), 199-204. <https://doi.org/10.25008/jkiski.v5i2.346>
- Sanders, R., Araujo, T. B., Vliegthart, R., van Eenbergen, M. C., van Weert, J. C., & Linn, A. J. (2020). Patients’ convergence of mass and interpersonal communication on an online forum: Hybrid methods analysis. *Journal of Medical Internet Research*, 22(10), e18303. <https://doi.org/10.2196/18303>

- Segbenya, M., Antwi-Konadu, K., Adu-Poku, F., & Peniana, F. (2023). Factors influencing the choice and satisfaction with campus radio in the central region of Ghana. *Journal of Radio & Audio Media*, 30(2), 749-774. <https://doi.org/10.1080/19376529.2022.2037090>
- Shi, X. (2022). The Transformation of the Expression Strategy of Current Affairs News Programs: A Case Study of “Anchor Talking about the Broadcast” Program. *International Journal of Education and Humanities*, 3(2), 48-50. <https://doi.org/10.54097/ijeh.v3i2.637>
- Shin, H. Y., & Kweon, S. H. (2021). An evaluation of determinants to viewer acceptance of artificial intelligence-based news anchor. *The Journal of the Korea Contents Association*, 21(4), 205-219.
- Shin, S. Y. (2022). News media image: A typology of audience perspectives. *Journalism & Communication Monographs*, 24(2), 80-140. <https://doi.org/10.1177/15226379221092019>
- Sichach, M. (2023). Uses and gratifications theory-background, history and limitations. *History and Limitations* (November 17, 2023). <https://doi.org/10.2139/ssrn.4729248>
- Sixto-García, J., & Losada-Fernández, D. (2023). Spanish Twitch streamers: Personal influence in a broadcast model akin to television. *Convergence*, 29(3), 713-729. <https://doi.org/10.1177/13548565221149892>
- Sosic, M. M., & Herceg, J. (2023). Motivations For Traditional Social Media Use: The Case Of Facebook Users. *Journal of Economic & Social Development* (1849-6628), 10(2).
- Szwydki, L. L., & Jellenik, G. (Eds.). (2023). *Adaptation Before Cinema: Literary and Visual Convergence from Antiquity through the Nineteenth Century*. Springer Nature. <https://doi.org/10.1007/978-3-031-09596-2>
- Vázquez-Herrero, J., Negreira-Rey, M. C., & López-García, X. (2022). Let’s dance the news! How the news media are adapting to the logic of TikTok. *Journalism*, 23(8), 1717-1735. <https://doi.org/10.1177/1464884920969092>
- Walters, P. (2022). Reclaiming control: How journalists embrace social media logics while defending journalistic values. *Digital Journalism*, 10(9), 1482-1501. <https://doi.org/10.1080/21670811.2021.1942113>
- Williams, A., & Tkach, B. K. (2022). Access and dissemination of information and emerging media convergence in the Democratic Republic of Congo. *Information, Communication & Society*, 25(10), 1383-1399. <https://doi.org/10.1080/1369118X.2020.1864004>
- Wu, H., Cai, T., Luo, D., Liu, Y., & Zhang, Z. (2021). Immersive virtual reality news: A study of user experience and media effects. *International Journal of Human-Computer Studies*, 147, 102576. <https://doi.org/10.1016/j.ijhcs.2020.102576>
- Wu, H., Chen, Z., Huang, Y., & Tu, H. (2024). Research on the uncanny valley effect in artificial intelligence news anchors. *Multimedia Tools and Applications*, 83(23), 62581-62606. <https://doi.org/10.1007/s11042-023-18073-z>
- Wu, L. C., Chang, K. L., & Liao, S. K. (2020). A hybrid MCDM model to select optimal hosts of variety shows in the social media era. *Symmetry*, 12(1), 125. <https://doi.org/10.3390/sym12010125>
- Xiao, X., & Su, Y. (2022). Wired to seek, comment and share? Examining the relationship between personality, news consumption and misinformation engagement. *Online information review*, 46(6), 1152-1166. <https://doi.org/10.1108/OIR-10-2021-0520>
- Xue, K., Li, Y., & Jin, H. (2022). What do you think of AI? Research on the influence of AI news anchor image on watching intention. *Behavioral Sciences*, 12(11), 465. <https://doi.org/10.3390/bs12110465>
- Yan, M. (2022). Discussion on the Development Mode of the County-Level Convergence Media Center in the New Era. *The Frontiers of Society, Science and Technology*, 4(8). <https://doi.org/10.25236/FSST.2022.040804>
- Yoedtadi, M. G., Ronda, A. M., & Wahid, U. (2021). Television and Social Media Convergence (Convergence Continuum and Journalistic Convergence Analysis at Indosiar). *Asian Research Journal of Arts & Social Sciences*, 14(3), 56-72. <https://doi.org/10.9734/arjass/2021/v14i330241>