Digital Journalism as a Catalyst for Civic Engagement and Democratic Participation: A Study of Media Practices at Kenpoly, Bori

By

Dormene B. C. Mbea
Department of Mass Communication, School of Management,
Lenule Beeson Saro-Wiwa polytechnic, Bori, Rivers State, Nigeria
Dormenembea@gmail.com

Abstract

This is an exploratory study of the functionality of digital journalism with focus on online journalism. Arguably, digital journalism can be seen from the perspective of electronic media usage for journalism and not necessarily online presence but the focus of this paper is the online aspect of digital journalism. This paper explained online journalism in detail with a dive towards the convergence of different media online. The theoretical review of convergence theory was done to give the paper a theoretical balance. The features and types of online journalism were reviewed and the paper concludes that the benefits of online journalism have not been fully tapped in societies that truly need it. Blogging and other individualistic forms of journalism has not been properly harnessed and practiced for the benefit of the Nigerian society. On the premise of this, it is imperative that the effective usage of digital platforms be considered by journalists in Nigeria and not left at the mercy of citizen journalists who often times are untrained for the journalism profession.

Keywords: Civic engagement, Digital Journalism, Media, Convergence, Ken Poly

Introduction

Producing news articles exclusively for internet distribution is known as digital journalism or online journalism (Salaverra, 2019). The proportion of Americans who prefer to read news in interactive, digital environments is increasing, according to recent patterns in consumption (Mitchell, 2018; Walker, 2019). According to a Pew Research study, 86% of Americans are least likely to read print news and are most likely to consume news on digital devices like smartphones, laptops, and tablets. According to the study's age-segmented results, American adults in college (18 to 29) preferred to consume news online more than any other age group (Shearer, 2021). Since the invention of the internet, need for digital journalism abilities such as video production and editing, SEO, familiarity with content management systems, and HTML coding has only risen (Ureta & Fernández, 2018). Professionals in the news sector are realizing that digital strategies will be essential to maintain operations as engaging with online audiences stabilizes or grows readership (Newman, 2020).

There is research on how media organizations and journalists should design their websites to best facilitate information finding (Garett, Chiu, Zhang, & Young, 2013; Harpel-Burke, 2006; Richardson, 2018), but there is an obvious lack of studies on online news topics and other promotional web content used to engage potential students. However, there is a wealth of study on the creation of web-based news stories from traditional news sources, often known as digital journalism (Salaverra, 2019). This project will use research on digital journalism to identify essential ideas, condense the scholarly debate on those ideas, and extract the best practices that may be used.

Statement of the Problem

The proliferation of digital media has revolutionized the way citizens engage with civic issues, with digital journalism emerging as a key driver of civic participation. However, despite the potential of digital journalism to foster civic engagement, many communities continue to grapple with issues of disengagement and disconnection from the democratic process. In the Niger Delta region of Nigeria, the city of Bori has been plagued by various socio-political challenges, including corruption, environmental degradation, and inadequate representation. The lack of effective civic engagement in Bori has contributed to the perpetuation of these issues, with citizens often feeling disenfranchised and disconnected from decision-making processes.

Kenpoly, a local digital news platform in Bori, has sought to address this challenge by providing citizens with a platform to access information, engage in discussions, and hold leaders accountable. Through its online news portal and social media channels, Kenpoly has been at the forefront of promoting civic engagement in Bori, shedding light on critical issues and amplifying citizen voices. However, despite its efforts, there is limited understanding of the impact of Kenpoly's digital journalism on civic engagement in Bori, and the specific strategies that are most effective in fostering citizen participation.

This study seeks to explore the role of Kenpoly in fostering civic engagement in Bori, with a particular focus on the potential of digital journalism to promote citizen participation and hold leaders accountable. This study aims to contribute to a deeper understanding of the relationship between digital journalism and civic engagement in local communities. The findings of this study will have implications for the development of effective strategies to promote civic engagement through digital journalism, not only in Bori but also in other communities facing similar challenges.

The problem of disengagement and disconnection from the democratic process is not unique to Bori, but is a widespread challenge facing many communities in Nigeria and beyond. The consequences of civic disengagement can be severe, including poor governance, corruption, and social unrest. In this context, the role of digital journalism in fostering civic engagement is critical, and requires careful examination. This study aims to shed light on the potential of digital journalism to promote civic engagement and contribute to the development of more effective strategies for citizen participation.

Objectives of the study

This study seeks to:

1. Investigate the extent to which Kenpoly's digital journalism initiatives have influenced citizen participation, awareness, and engagement with local issues in Bori.
2. Identify the strategies employed by Kenpoly in promoting civic engagement through digital journalism.
3. Determine the challenges of digital journalism in promoting civic engagement in local communities like Bori.

Research Questions

The following research questions guided the study:

1. To what extent have Kenpoly's digital journalism initiatives influenced citizen participation, awareness, and engagement with local issues in Bori?
2. What strategies does Kenpoly employ to promote civic engagement through digital journalism?
3. What are the challenges faced by digital journalism initiatives like Kenpoly in promoting civic engagement in local communities like Bori?

Theoretical Framework

The ideas that constitute digital journalism are the outcome of numerous forces. Theoretically, technological advancements, alterations in news organizations, alterations in public consumption (Deuze, 2003), alterations in journalist self-perceptions (Du & Lo, 2014; Nielsen, 2018), and the interaction among these four factors will result in shifts in how news is written, transmitted, and read (Chao-Chen, 2013).

Convergence Theory

Henry Jenkins first proposed the media convergence idea in 1992. According to this hypothesis, the emergence of new communication technologies would cause all forms of mass media to converge and eventually become one medium. According to Henry (2006), the media environment is being redefined as a result of new communication technologies that bring together various communication mediums. According to this hypothesis, advancements in communications and information technologies have reshaped and altered our daily lives, creative habits, how we consume news and television, how we learn, and how we interact with others. It is the combining of various tools and equipment for creating and distributing news information. This can be done by using new media applications like Facebook, Twitter, Zoom, Skype and other similar ones.

The concept of media convergence is described as a process, with a focus on the technological, economic, social, cultural, and global effects it has on books, mobile content, and traditional media (Henry, 2006). The integration and interoperability of computing networks, information and communication technologies, and digital forms of information that are inherently adaptable are at the heart of media convergence theory from a technological standpoint. These elements are delivered via "intelligent" platforms, applications, and devices. In the same way that we generate and consume digital media to transmit science, politics, sport, and other topics, the processes that support media convergence theory are molded by social practices and cultural values. Digital technologies are now playing a significant role where once people had the opportunity to gather and filter scientific knowledge via numerous "conventional" communication routes.

According to Holliman (2010), many online newspaper editions now produce text and images on a regular basis, as they have in the past, but with the addition of audio, photo galleries, moving images, computer stimulations, and graphics, among other things, we can now watch, listen, and subscribe to digest news content. At times, users can also participate by leaving comments. Similarly, there are now more opportunities to listen to music from a variety of genres on digital radio and television, such as through networked desktop computers, digital

television, and podcasts that you subscribe to on a device of your choice. Some of these screams may be multiple, and there is also the option of added content online (Bennett, 2009).

Reviewing Digital Journalism

The study of digital journalism focuses on how conventional journalism has changed to accommodate internet formats. According to research, conventional journalism refers to the practice of gathering news through traditional media (newspapers, radio, and television) that excludes interactive features like comments or email contact as well as multimedia components like videos and input-responsive graphics. Emerging technology, alterations in organizational structures, and the changing responsibilities of journalists and audiences have all had an impact on the transition from print to online news (Boers, Ercan, Rinsdorf, & Vaagan, 2012; Tárcia & Marinho, 2008). Although these impacts are highlighted in the research, neither academics nor professionals have readily embraced a common label. Digital journalism has been the most extensively used phrase to describe news writing on the web (Salaverra, 2019), but other names like online journalism and multimedia journalism are also frequently used.

Many academics, including Dutta and Gangopadhyay (2019), Deuze (2003) and Matheson (2004), used the terms virtual journalism and online journalism interchangeably, but distinguished them from multimedia journalism. Others have connected online journalism with "multimedia journalism, including Abraham (2002). Multimedia journalism is distinguished by the requirement that there be more than just text and one multimedia component. The news story must have a minimum of two different types of media, such as text, music, moving or still pictures, animations, interactive hypertext, and/or video (Pincus et al., 2017). According to Deuze (2001) and Matheson (2004), a piece of journalism is only considered digital if it was created entirely for the web. Online journalism does not need to include multimedia features, and academics largely concur that multimedia should only be utilized when it improves a story (Thurman & Lupton, 2008). However, Salaverra (2019) and Nielson (2018) regarded multimedia as one of the primary characteristics of digital journalism. According to most authors, a news article must not be shovelware, which is a print-only item that is simply duplicated into a digital platform without any changes or improvements (Deuze, 1999; Dimitrova & Neznanski, 2006; Matheson, 2004; Salaverra, 2019).

Regardless of nomenclature, Deuze (2003) outlines the following essential principles that can be used to identify and separate digital media from traditional journalism:

The news story must meet the following criteria:

a) interactivity, which gives readers the chance to respond or participate in the creation of news stories;
b) Hypertextuality, which links to other websites; and
c) Multimediality, which employs more than one type of media or media format to tell the story, such as text, video, audio, graphics, games, etc.

Since the 1990s, when digital journalism study first began, these three factors have led studies and will do so through 2020 (Steensen, 2011). This paper carries on the trend by investigating how interactive, hypertextual, and multimedia best practices might be used to create online

feature stories that effectively engage and persuade potential students. Examining the theoretical frameworks that shaped and inform these notions' development and application is crucial to comprehend these three facets of digital journalism.

Features of Digital Journalism

Multimedia: Another crucial component of online news is multimedia. In order to deliver online news that is replete with graphics, images, animations, audio streams, and video recordings, older media institutions and younger media enterprises have merged (Wendland, 2002; Deuze, 2003). Digital technological advancements have streamlined all multimedia (video, audio, text, graphics, and picture) formats so that they can support the creation of internet journalism. Online journalism is simple to retrieve, sort, modify, reorganize, and share (Domingo, 2006).

Interactivity: Because it allows consumers to freely flip from one section of a narrative to another while obtaining information on another Web page, interactivity and feedback set local media apart from online news sources (Dimitrova & Neznanski, 2006). Interactivity gives the user the possibility to share information with others in addition to receiving it (Kopper et al., 2000). Deuze (2003) categorizes the three types of interaction in online journalism:

a) Functional interactivity occurs when users communicate with other users and news organizations via discussion and email;
b) Adaptive interactivity enables the user to personalize the site's content to reflect their preferences; and
c) Navigational interactivity, in which a user goes through content in a structured way (e.g., back to top or next page). Emails, Web forums, chats, and instant messaging are all forms of interpersonal communication that users engage in (Domingo, 2006). If there are more options for interactions, users will be more engaged with the website (Shyam, 2000).

Hypertext: Multiple viewpoints on facts and events become one of the features of online news. The Internet's non-linear structure gives users the freedom to browse news websites and the capacity to link to relevant content both inside and outside the website; it also displays complicated social realities that are impossible to understand in an inverted pyramid (Domingo, 2006). Online news outlets now have an infinite amount of space to publish content that is both accessible and friendly to real-time updates and direct access to relevant materials.

Immediacy: It is one of the key characteristics of online journalism that distinguishes it from traditional journalism. According to Stovall (2004), there are four ways that online news is more immediate than traditional news sources. Online news is diverse, to start. Online news diversity, according to Stovall, is the ability to address a number of closely linked breaking news stories at once. The second method that online news surpasses conventional news media is through expansion. The capacity of internet news to keep and present both old and new information on an event as it unfolds is known as expansion. Another way that online news is superior to traditional news sources is that errors can be corrected quickly and simply as soon as they are published. Stovall claims that online news has context in his final point. According to him, context refers to the ability to quickly paint a complete picture of an event that situates it inside a backdrop and perspective.

In addition to its appeal as a source of entertainment, the Internet has become more and more popular because it is cost-free, simple to use, and allows for the transmission of vast amounts of qualitative and quantitative information. It is also popular because it makes tools available for all types of businesses and organizations (Reddick & King, 2001). Newspaper circulation has decreased as a result of the Internet's accessibility and interactive communication capabilities forcing many traditional print media to repackage and adapt old content to match online offers (Herbert, 2001). Newspaper production has transitioned from straightforward repackaging to more intricate offers. The invention of the matrix, a style with several linking levels utilized for each story to be understandable on its own terms, provide value for the user, and allows them to design the new account in any way they wished, was a feature that assisted in ushering this shift (Campbell, 2004). Online journalism is a media that directs users toward information in addition to giving news and comments (Hill, 2001). A place for "many-to-many communications with a potential to develop and maintain democracy" is another benefit of internet media (Ye & LI, 2006).

Online journalism uses the "pull" method, which gives users access to a search engine for news to be pulled, as opposed to traditional media, which mostly uses "push" strategies to steer audiences toward specific content and even deliver news directly to users' mobile phones (Campbell, 2004, p. 252). Online media also has other benefits over traditional media, such as the elimination of geographic limits and the absence of pollution from the printing and delivery processes (Pack, 1993).

The Web monitoring technology used to track user behavior is another significant advantage that online media have over print media. It allows editors and managers of online media to choose news stories that will most interest their readers by providing them with immediate statistical feedback on the most read stories (Mensing & Greer, 2006). Furthermore, the adaptability of online media can assist traditional media in keeping up their online counterparts' status as cultural "standard-bearers" for the community. Online media, for instance, can help marginalized populations like the elderly, the disabled, or people who are socially or geographically isolated in some communities since it fosters a sense of connection between these people and the community (Hofstetter, 1998).

Technological Convergence

According to Pavlik (2001), the distribution of news via radio and television marked the beginning of a profound transformation in the nature of how news information is both produced and received. However, the internet significantly changed journalism, turning it away from linear, one-way communication on a select few platforms and toward nonlinear, interactive communication on a wide range of platforms (Garca-Avilés, Kaltenbrunner, & Meier, 2014; Deuze, 1999; Deuze, 2001). News is now read, discussed, shared, and analyzed on computers, cellphones, tablets, and other digital devices rather than in print media. Audiences are no longer just information consumers; they are also active participants in the story who can engage in forums and comment sections, share via social media and email, and create content by writing, filming, and reporting news from their own personal devices (Bowman & Willis, 2003, as cited by Spyridou, Matsiola, Veglis, Kalliris, & Dimoulas, 2013).

User-generated content and participatory journalism were created as a result of technological convergence, the meeting point of journalism and new technology. The prevalence of technology has changed the power dynamics between professional and amateur journalists, where formerly journalism was only practiced by professionals. The impact of technological convergence on the competencies required of digital journalists was clearly stated by Boers et al., who said that "the successful journalist must project his/her narrative talents to a cross-media context" (2012, p. 57). Online writers need to be adept at multimedia tasks like taking and editing photos, recording and editing video, publishing podcasts, interacting with readers through comments threads and social media, doing online research, utilizing content management systems, and more. They also need to be able to craft stories that have an impact on the reader's device.

Social Convergence

According to Deuze (2008), convergence blurs the distinctions between various media channels, forms, and formats, as well as between various components of the media industry, acts of production and consumption, the creation and use of media, and active or passive spectatorship of mediated culture. This was referred to as social or organic convergence by Tárcia and Marinho (2008), who highlighted consumers' improved capacity for multitasking and environment-hopping. A person is experiencing social convergence, for instance, if they are watching a basketball game on TV, Tweeting about it on their phone, and video-chatting with a friend on their computer who is also watching the game. Trans-media storytelling, which is the creation of content for many channels, is how social convergence manifests itself (Tárcia & Marinho, 2008). Whether they realize it or not, consumers are seeking for additional ways to connect with social convergence, and content creators are doing the same in an effort to monetize audience involvement.

Civic Engagement

Civic engagement is a vital component of a healthy democracy, encompassing various activities that citizens participate in to influence the decisions that affect their communities (Verba et al., 1995). According to a study by the Pew Research Center, nearly 70% of Americans believe that civic engagement is essential for a functioning democracy (Pew Research Center, 2019). This sentiment is echoed by scholars who argue that civic engagement fosters a sense of community and promotes social cohesion (Putnam, 2000).

One form of civic engagement is voting, which is a fundamental right in democratic societies. Research has shown that voting is linked to higher levels of civic engagement and community involvement (McFarland & Thomas, 2006). However, voter turnout rates vary significantly across different demographics, with younger citizens and those from marginalized communities often exhibiting lower turnout rates (File, 2017).

Volunteering is another important aspect of civic engagement. Studies have found that volunteering not only benefits the community but also has positive effects on the individual volunteer, including improved mental health and social connections (Lyons & Nivison-Smith, 2006). According to a report by the Corporation for National and Community Service, over 77 million Americans volunteered in 2020, contributing billions of hours of service (Corporation for National and Community Service, 2021).

Civic engagement can also take the form of activism and advocacy. Social movements, such as the Civil Rights Movement and the Women's Suffrage Movement, have played a crucial role in shaping the course of history (Tarrow, 2011). In recent years, activism has taken on new forms, including online activism and hashtag campaigns, which have been used to raise awareness about issues such as racial justice and climate change (Yang, 2016).

Despite its importance, civic engagement faces numerous challenges. One significant barrier is the lack of civic education, which can leave citizens feeling uninformed and disconnected from the democratic process (Galston, 2001). Additionally, structural barriers, such as restrictive voting laws and gerrymandering, can limit opportunities for civic engagement (Wang, 2012).

Technology has also been seen as a potential solution to enhance civic engagement. Online platforms and social media have made it easier for citizens to access information, connect with others, and participate in civic activities (Bimber et al., 2012). However, the digital divide remains a significant issue, with many communities lacking access to reliable internet and digital technologies (NTIA, 2020).

Civic engagement is a multifaceted concept that encompasses various activities, including voting, volunteering, and activism. While it faces numerous challenges, civic engagement remains essential for a healthy democracy.

Methodology

The study utilized survey design. The survey involved students of Kenpoly, from which data was gathered on their perceptions, attitudes and experiences with digital journalism initiatives while in school.

The survey captured quantitative data, allowing the analyses of the responses using statistical methods. The questionnaire was administered to 400 students based on availability using the random sampling technique.

Data Presentation and Discussions

From the 400 copies of questionnaires 398 copies were duly filled and returned and a fatality rate of 2 unreturned copies.

Table 1: Influence of Kenpoly's Digital Journalism Initiatives on Citizen Participation, Awareness, and Engagement

Statement	SA (4)	A (3)	D (2)	SD (1)	Weighted Mean Score
Kenpoly's digital journalism initiatives have increased my awareness of local issues.	120 (480)	200 (600)	50 (100)	28 (28)	3.04

Statement	SA (4)	A (3)	D (2)	SD (1)	Weighted Mean Score
Kenpoly's digital journalism initiatives have encouraged me to participate in local decision-making processes.	90 (360)	180 (540)	80 (160)	48 (48)	2.79
Kenpoly's digital journalism initiatives have improved my engagement with local issues.	100 (400)	220 (660)	40 (80)	38 (38)	2.96
Kenpoly's digital journalism initiatives have provided me with a platform to express my opinions on local issues.	80 (320)	150 (450)	100 (200)	68 (68)	2.61

Table 2: Strategies Employed by Kenpoly to Promote Civic Engagement

Strategy	SA (4)	A (3)	D (2)	SD (1)	Weighted Mean Score
Kenpoly uses social media effectively to promote civic engagement.	140 (560)	180 (540)	50 (100)	28 (28)	3.09
Kenpoly's online news articles are informative and engaging.	160 (640)	200 (600)	20 (40)	18 (18)	3.26
Kenpoly's public forums and events are well-organized and effective.	100 (400)	150 (450)	80 (160)	68 (68)	2.71
Kenpoly's citizen journalism initiatives are empowering.	120 (480)	140 (420)	80 (160)	58 (58)	2.81

Table 3: Challenges Faced by Digital Journalism Initiatives like Kenpoly

Challenge	SA (4)	A (3)	D (2)	SD (1)	Weighted Mean Score
Limited access to technology is a major challenge for digital journalism initiatives in Bori.	180 (720)	140 (420)	40 (80)	38 (38)	3.16

Challenge	SA (4)	A (3)	D (2)	SD (1)	Weighted Mean Score
Lack of funding is a significant challenge for digital journalism initiatives in Bori.	200 (800)	120 (360)	50 (100)	28 (28)	3.24
Censorship and government interference are major challenges for digital journalism initiatives in Bori.	80 (320)	100 (300)	120 (240)	98 (98)	2.40
Other challenges (e.g., lack of trained personnel) are significant.	60 (240)	80 (240)	140 (280)	118 (118)	2.21

Discussion of findings

Research question 1: To what extent have Kenpoly's digital journalism initiatives influenced citizen participation, awareness, and engagement with local issues in Bori?

The findings suggest that Kenpoly's digital journalism initiatives have had a positive influence on citizen participation, awareness, and engagement with local issues in Bori. The weighted mean scores for the statements "Kenpoly's digital journalism initiatives have increased my awareness of local issues" (3.04) and "Kenpoly's digital journalism initiatives have improved my engagement with local issues" (2.96) indicate a generally positive opinion. However, the scores for "Kenpoly's digital journalism initiatives have encouraged me to participate in local decision-making processes" (2.79) and "Kenpoly's digital journalism initiatives have provided me with a platform to express my opinions on local issues" (2.61) are slightly lower, suggesting room for improvement. The positive influence of Kenpoly's digital journalism initiatives on citizen awareness and engagement is consistent with previous studies. For instance, a study by Bimber et al. (2012) found that digital media can increase civic engagement by providing citizens with access to information and opportunities for participation.

The data suggests that Kenpoly's digital journalism initiatives have been effective in raising awareness and promoting engagement, but may need to focus on creating more opportunities for citizen participation in decision-making processes.

Research question 2: What strategies does Kenpoly employ to promote civic engagement through digital journalism?

The findings suggest that Kenpoly employs a range of strategies to promote civic engagement through digital journalism. The weighted mean scores for the statements "Kenpoly uses social media effectively to promote civic engagement" (3.09) and "Kenpoly's online news articles are informative and engaging" (3.26) indicate a generally positive opinion. The scores for "Kenpoly's public forums and events are well-organized and effective" (2.71) and "Kenpoly's citizen journalism initiatives are empowering" (2.81) are slightly lower, suggesting that Kenpoly may need to improve these areas.

The use of social media and online news articles as strategies for promoting civic engagement is consistent with previous studies. For example, a study by Yang (2016) found that social media can be an effective tool for promoting civic engagement and social movements.

The data suggests that Kenpoly's digital journalism initiatives are effective in promoting civic engagement through social media and online news articles, but may need to focus on improving public forums and events and citizen journalism initiatives.

Research question 3: What are the challenges faced by digital journalism initiatives like Kenpoly in promoting civic engagement in local communities like Bori?
The findings suggest that digital journalism initiatives like Kenpoly face significant challenges in promoting civic engagement in local communities like Bori. The weighted mean scores for the statements "Limited access to technology is a major challenge for digital journalism initiatives in Bori" (3.16) and "Lack of funding is a significant challenge for digital journalism initiatives in Bori" (3.24) indicate a generally strong agreement. The scores for "Censorship and government interference are major challenges for digital journalism initiatives in Bori" (2.40) and "Other challenges (e.g., lack of trained personnel) are significant" (2.21) are lower, but still indicate some level of agreement.

The challenges faced by digital journalism initiatives in Bori are consistent with previous studies. For example, a study by Galston (2001) found that lack of access to technology and funding can be significant barriers to civic engagement. The data suggests that digital journalism initiatives like Kenpoly need to address the challenges of limited access to technology and lack of funding in order to effectively promote civic engagement in local communities like Bori.

Summary of findings
The findings of this study are consistent with previous research on digital journalism and civic engagement. Studies have shown that digital media can increase civic engagement by providing citizens with access to information and opportunities for participation (Bimber et al., 2012). However, digital journalism initiatives also face challenges such as limited access to technology and lack of funding (Galston, 2001).

The use of social media and online news articles as strategies for promoting civic engagement is also consistent with previous research. Studies have shown that social media can be an effective tool for promoting civic engagement and social movements (Yang, 2016).

Overall, the findings of this study highlight the importance of addressing the challenges faced by digital journalism initiatives in order to effectively promote civic engagement in local communities like Bori.

Conclusion
This paper examined the issues with digital journalism in a time when information is power. It provided an explanation of the idea, significance, definition, theories, and characteristics of online journalism. It also examined some significant facets of online journalism. The role the internet plays in the practice of journalism was among the paper's argument. The benefits of

online journalism have not been fully tapped in societies especially in places like Bori and Kenpoly that truly need it. Blogging and other individualistic forms of journalism has not been properly harnessed and practiced for the benefit of the Nigerian society. On the premise of this, it is imperative that the effective usage of digital platforms be considered by journalists in Nigeria and not left at the mercy of citizen journalists who often times are untrained for the journalism profession.

Recommendations

1. Kenpoly should improve access to technology and enhance citizen participation in decision-making processes to further promote civic engagement in Bori.
2. Kenpoly should explore diverse funding sources and partnerships to secure resources and support for its digital journalism initiatives.
3. Kenpoly should prioritize addressing challenges such as limited access to technology and lack of funding to effectively promote civic engagement in local communities like Bori.

References

Abraham, L. (2002). Visual journalism: an integrated conception of visual communication in journalism education. *Journal of Visual Literacy*, 22(2), 175-190. https://doi.org/10.1080/23796529.2002.11674588

Ade, M. (2018, October 5). *The art of effective storytelling and its role in pr. Critical Mention.* https://www.criticalmention.com/blog/public-relations/the-art-of-effective-storytellingand-its-role-in-pr/

Bennett, J. (2009). From flow to user flows: understanding 'good science' programming in the UK digital television landscape. In Holliman, R., Whitelegg, E., Smidt, S., and Thomas, J. (Eds.) *Investigating science communication in the information age: implications for public engagement and popular media*. pp. 183-204. Oxford: Oxford University press.

Bimber, B., Stohl, C., & Flanagin, A. J. (2012). *Collective action in organizations: Interaction and engagement in an era of technological change*. Cambridge University Press.

Boers, R., Ercan, E., Rinsdorf, L., & Vaagan, R.W. (2012). From convergence to connectivism: Teaching journalism 2.0. *Online Journal of Communication and Media Technologies*, 2(4), 52-64. https://doi.org/10.29333/ojcmt/2398

Chao-Chen, L. (2013). Convergence of new and old media: New media representation in traditional news. *Chinese Journal of Communication*, 6(2), 183-201. https://doi.org/10.1080/17544750.2013.785667

Corporation for National and Community Service. (2021). *Volunteering and Civic Engagement in America*.

Deuze, M. (2001). Online journalism: Modelling the first generation of news media on the world wide web. *First Monday*, 6(10), 1-21. https://doi.org/10.5210/fm.v6i10.893

Deuze, M. (2003). The web and its journalism: considering the consequences of different types of news media online. *New Media & Society*, 5, 203-230.

Deuze, M. (2004). What is multimedia journalism? *Journalism Studies*, 5(2), 139-152. https://doi.org/10.1080/1461670042000211131

Deuze, M. (2005). what is Journalism? Professional Identity and ideology of journalists. *Journalism: Theory, Practice and Criticism*, 6, 442-464.342

Deuze, M. (2008). The professional identity of journalists in the context of convergence culture. *Observatorio*, 7, 103-117.

Dimitrova, D. V., & Neznanski, M. (2006). Online journalism and the war in cyberspace: A comparison between U.S. and international newspapers. *Journal of Computer-Mediated Communication*, 12(1), 248-263. https://doi.org/10.1111/j.1083-6101.2006.00324.x

Domingo D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J.B., & Vujnovic, M. (2008). Participatory journalism practices in the media and beyond. *Journalism Practice*, 2(3), 326-342. https://doi.org/10.1080/17512780802281065

Domingo, D. (2006). *Inventing online journalism: Development of the Internet as a news medium in four Catalan online newsrooms*. Department de Periodisme i Ciencies de la Comunicacio. Barcelona, Universitat Autònoma de Barcelona, http://www.tdx.cesca.es/tesis_uab/available/tdx1219106-153347//dd1de1.pdf

Dutta, S., & Gangopadhyay, S. (2019). Digital journalism: Theorizing on present times. *Media Watch*, 10(3), 713–722. DOI:10.15655/mw/2019/v10i3/49684

File, T. (2017). *Voting in America: A look at the 2016 presidential election*. United States Census Bureau.

Galston, W. A. (2001). Political knowledge, political engagement, and civic education. *Annual Review of Political Science*, 4, 217-234.

Garett, R., Chiu, J., Zhang, L., & Young, S.D. (2016). A literature review: Website design and user engagement. *Online Journal of Communication Media Technology*, 6(3), 1-14.

Harpel-Burk, P. (2006). Medium-sized universities connect to their libraries: Links on university home pages and user group pages. *Information Technology and Libraries*, 25(1), 12-23. https://doi.org/10.6017/ital.v25i1.3325

Henry. J. (2006). *Convergence culture: Where old and new media collide*. New York, London: New York University press.

Holliman, R. (2010). *Media convergence*, In S, Priest. (ed) Encyclopedia of science and technology communication. Newbury Park, CA, Sage.

Lyons, M., & Nivison-Smith, I. (2006). Volunteerism and social capital: Implications for social policy. *Journal of Sociology*, 42(3), 271-286.

Matheson, D. (2004). Weblogs and the epistemology of the news: Some trends in online journalism. *New Media & Society*, 6(4), 443–468. DOI: 10.1177/146144804044329

McFarland, D. A., & Thomas, R. J. (2006). Bowling young: How youth voluntary associations influence adult political participation. *American Sociological Review*, 71(3), 401-425.

Mitchell, A. (2018, December 3). Americans still prefer watching to reading the news – and mostly still through television. Pew Research Center. https://www.journalism.org/2018/12/03/americans-still-prefer-watching-to-reading-thenews-and-mostly-still-through-television/

Nee, R.C. (2013). Creative destruction: An exploratory study of how digitally native news nonprofits are innovating online journalism practices. International Journal on Media Management, 15(1), 3–22. https://doi.org/10.1080/14241277.2012.732153

Newman, N. (2020). *Executive summary and key findings of the 2020 report*. Reuters Institute for the study of journalism. https://www.digitalnewsreport.org/survey/2020/overviewkey-findings-2020/

NTIA. (2020). Digital Nation Data Explorer.

Pavlik, J. (2001). *Journalism and new media*. New York: Columbia University Press.

Pew Research Center. (2019). Public trust in government: 1958-2019.

Pincus, H., Wojcieszak, M., & Boomgarden, H. (2017). Do multimedia matter? Cognitive and affective effects of embedded multimedia journalism. *Journalism & Mass Communication Quarterly*, 94(3), 747–771.

Prom, N.A. (2020). Types of hypertext speech structure. Russian Linguistic Bulletin 2(22), 65-78. DOI: https://doi.org/10.18454/RULB.2020.22.2.5

Putnam, R. D. (2000). Bowling alone: The collapse and revival of American community. Simon and Schuster.

Richardson, B. (2018). Indexing higher-education websites: Creation, design, and content management. *The Indexer*, 36(4), 161–170.

Shearer, E. (2021, January 12). *More than eight-in-ten Americans get news from digital devices*. Pew Research Center. https://www.pewresearch.org/fact-tank/2021/01/12/more-thaneight-in-ten-americans-get-news-from-digital-devices/

Spyridou, L.P., Matsiola, M., Veglis, A., Kalliris, G., & Dimoulas, C. (2013). Journalism in a state of flux: Journalists as agents of technology innovation and emerging news practices. *The International Communication Gazette*, 75(1), 76-98. DOI: 10.1177/1748048512461763

Steensen, S. (2011). Online journalism and the promises of new technology. *Journalism Studies*, 12(3), 311–327. https://doi.org/10.1080/1461670X.2010.501151

Tárcia, L., & Marinho, S.P.P. (2008). Challenges and new ways of teaching journalism in times of media convergence. Brazilian Journalism Research, 4(2), 29–53. https://doi.org/10.25200/BJR.v4n2.2008.148

Tarrow, S. G. (2011). *Power in movement: Social movements and contentious politics*. Cambridge University Press.

Thurman, N., & Lupton, B. (2008). Convergence calls: Multimedia storytelling at british news websites. Convergence: *The International Journal of Research into New Media Technologies*, 14(4), 439-455. http://dx.doi.org/10.1177/1354856508094662

Ureta, A.L., & Fernández, S.P. (2018). Keeping pace with journalism training in the age of social media and convergence: How worthwhile is it to teach online skills? *Journalism*, 19(6), 877–891. https://doi.org/10.1177/1464884917743174

Verba, S., Schlozman, K. L., & Brady, H. E. (1995). *Voice and equality: Civic voluntarism in American politics*. Harvard University Press.

Walker, M. (2019, November 19). *Americans favor mobile devices over desktops and laptops for getting news. Pew Research Center*. https://www.pewresearch.org/facttank/2019/11/19/americans-favor-mobile-devices-over-desktops-and-laptops-for-gettingnews/

Yang, G. (2016). Narrative agency in hashtag activism: The case of #BlackLivesMatter. *New Media & Society*, 18(9), 1964-1982.