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ICT Adoption and Journalism Practice in Zanzibar: The Case of Broadcasting Journalists in Zanzibar

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Abstract

In this study, 160 professional broadcasting journalists were sampled to explore the motives that make broadcast journalists in Zanzibar embrace ICT technology in their professional activities. The study found that ICT technology is a useful instrument for broadcast journalism to practice their professional duties, and ICT technology enables journalists to facilitate information and news-gathering, production, and disseminating useful information effectively, as well as access news sources quickly. Statistics also reveal that 66.3% of participants believed that ICT helps to improve media quality. However, there are challenges faced by professional journalists in the adoption of ICT technology, such as a lack of digital media literacy, training, and access to an internet connection. Therefore, the study recommended that media organizations should provide ICT facilities to their journalists in order for them to carry out their daily responsibilities more professionally. In addition, digital media literacy should be provided to all professional journalists in order to make ICT technology more useful in facilitating professional journalism effectively.

1. Introduction

Zanzibar's media industry, like that of other countries around the world, has recently acknowledged the significance of information and communication technologies (Kakande, 2018) [15]. According to Tong and Lo, (2017) [33], until 1430, newspapers and magazines were the only forms of print media available worldwide before the inversion of advanced information-sharing technologies such as radio and television. These communication channels are critical for forming, expressing, and shaping public opinion on current matters. Moyo, (2016) [18] notes that it is difficult to underrate the latest information and communication technologies' ability to transform the journalism profession. The scholars add that these tools are significant because they can offer journalists incredible access to information worldwide. For those reasons, Shortis, (2001) [29] highlights that much emphasis must be sited on acquiring digitalized facilities, irrespective of how much they cost.

According to a study by the UNESCO Institute for Statistics (UIS) (2016), the adoption of ICT in Africa has been rapid, with the number of internet users increasing from 5 million in 2000 to over 300 million in 2016. This has created a conducive setting for the development of digital journalism in Africa and facilitated broadcast journalist' access to, creation of, and dissemination of news content through various platforms, including websites, social media, blogs, and mobile apps. In a 2017 report, the International Association of Media and Communication Research (IAMCR), indicated that the use of ICT in professional journalism enhanced the quality of news reporting in Africa.

With the advent of ICT recently, journalists are able to interact and receive feedback from their potential audience, leading to further participatory journalism that is approachable to the desires and expectations of the public. On the other hand, according to an Africa Development Bank report, 39% of the African population had access to the internet in 2016. This limits the ability of journalists to both gathering and sharing information proficiently, making it difficult to produce quality media content (African Development Bank, 2017).

Zanzibar being a developing country, media professionals also strive to integrate new information technologies with the journalism profession in order to improve the value of news. However, because of inadequate degree of digital literacy, lack of ICT facilities, and economic and cultural barriers (Ssewakiryanga, 2017) [30]. According to a study by the United Nations Development Programme (UNDP), only 11% of Zanzibar's population has the ability to access the internet (UNDP, 2016) [34]. Additionally, a study done by the World Bank revealed that Zanzibar has a low level of digital literacy, with only 19% of the population having basic computer skills (World Bank, 2018) [38].

The mainstream media background in Zanzibar is dominated by the state, which has inadequate resources for adopting new information technologies (Mutua, 2019) [19]. Furthermore, the limited economic resources of several professional broadcasting journalists in Zanzibar also make it difficult for them to engage in ICT and improve their digital skills (UNDP, 2016) [34]. Therefore, the aforementioned challenges, as noted by scholars, need to be addressed in order for media professionals in Zanzibar to copiously adopt information communication tools and advance their professional duties.

As noted in the previous paragraphs, there have been many studies relating to ICT and journalism conducted outside the Zanzibar context, there is a need to explore exactly the use of those tools in journalism in the Zanzibar context. This current study seeks to understand the ICT usage in the journalism profession in Zanzibar. This study addresses four research questions: What factors inspire Zanzibar broadcast journalists to use ICT technology? What challenges do broadcast journalists in Zanzibar face in adopting ICTTechnology? Does the use of ICT in broadcast journalism improve news media quality? What approaches can be adopted for the use of ICT in effective journalism without compromising journalism professionals in Zanzibar? Therefore, this study would help in better recommending the best strategies for effective use of ICT in journalism practice in Zanzibar and developing countries at large.

2. Literature Review
2.1 Introduction
The development of information and communication technologies (ICT) has significantly led to major changes to journalism practice around the world (Chettah et al., (2022) [2]. ICT has simplified and facilitated the process of gathering and disseminating news for individual journalists and news media organizations and their audiences (Kress, 2003) [16]. The incorporation of ICT tools into classical professional journalism practice has emerged as a point of discussion among academics (Ssewakiryanga, 2017) [30]. The core question, however, is to what extent the development of ICT facilities has changed the journalism profession. It is critical to understand the general application of ICT tools to journalism activities in order to effectively investigate the adoption and implications of ICTs in journalism.

2.2 ICT and Journalism in the Digital Information Era
The application of Information and communication technologies (ICT) is significant in achieving sustainable media development (Ochieng, 2014) [24]. Several aspects of people's lives are being transformed by ICT, including the political, social, and economic, as well as the mass media landscape in general (Flew et al., 2012) [4]. Currently, there is a trend towards a new communication system reminiscent of the time when the power of information technologies opened up and drove the edge of the media landscape. Observing this trend, it is worth noting the expansion of the media industry and the establishment of new media organizations over the years.
According to Wilkins and Christians, (2009) mass media are characterized by high investment and global competitions, and digital media compete through what scholars refer to as machine-supported mass communication. The internet has facilitated digital services, especially for radio, television,

and newspapers. Owen, (2009) [25] argue that the internet has been used to facilitate the quickest sharing of information by people around the world. Nowadays, the global mobile communication network has become one of the most valuable assets among professional journalists. The emergence of information technologies, as many scholars noted, has made information quickly accessible all over the world, whereby experts and other sources of information can be easily acknowledged and accessed effectively (Meso and Mkude, 2015) [17]. ICT technologies accelerated the process of information gathering and dissemination across the world. As a result, journalists can perform their professional responsibilities more quickly and affordably (Haas and Steiner, 2006) [10]. Scholars add that the practice of journalism has been made easier and faster due to the availability of ICT facilities, which provide an opportunity for professional journalists to gather valuable information that may have a massive influence on journalists' readiness to use these technologies to facilitate their professional routines.

Van et al., (2012) [36] assert that the rapid growth of the internet along with the emergence of ICTs has brought about dramatic changes in how information is collected, produced, and disseminated to the audience. According to Gade and Lowrey, (2011) [7] traditional news and information systems rely on information disseminated by qualified professionals reporters and media institutions. The scholars also add that traditional media communication is excessive, with information primarily flowing from media organizations to their audiences. However, the evolution of ICT has disrupted such information dissemination; in the recent era of digitalization, new technologies have made it easier to incorporate interactive audience feedback into the news production process (Heinrich, 2011) [23].

The applicability of ICTs in news-gathering is also highlighted by (Tandoc and Vos, 2016) [31]. In their research, the authors found that three digital newsroom reporters employed ICT tools in their daily routine to facilitate news-gathering in media organizations in the USA. The research also discovered that journalists are standardizing ICT tools while adapting some of their principles and practices.

The new information and communication technology tools have also been praised as powerful facilities for media organizations to report news and information. Fuchs, (2011) [6] asserts that the rise of information technologies and the continuing process of liberalization and concentration of property rights have stimulated the advancement of globalization, especially digitalization and innovation of the internet, which have an incredible influence. Scholar adds that ICT has the power to transform the newsroom, creating a network that has brought together reporters, editors, and other news contributors, as well as being used to facilitate performance management in the newsroom. As Eludu et al., (2016) [3] noted, ICT innovations have made professional broadcast journalism clear, simple, quick, and standard.

However, as Fredrick, (2007) [5] noted, while the correlation between ICT adoption and journalism practice has become a growing professional concern, particularly in developing countries, the statistical evidence to support the significant impacts on professionalism remains illusory. Therefore, the objective of this research is to understand the adoption and implications of ICT tools in the context of Zanzibar journalism practice.

2.3 The Role of ICT and Journalism Nexus

Information and communication technology are widely regarded as fundamental tools for the existence of society (Chadwick, 2013) [32]. However, the extent of their accessibility, practical usage, and effect on professional journalism in Zanzibar is unknown. One of the much-debated questions surrounding the significance of new technologies in the journalistic profession is the role ICT plays in gathering and disseminating news and information to a potential audience. Hayes et al., (2007) [13] assert that although the journalism profession has typically been shaped and influenced by information technologies, many mainstream journalists still rely on traditional standards such as accuracy, truth and transparency, credibility, and the quality and value of news. Scholars have suggested that they are concerned with adhering to the rules and principles of journalism in the digital age.

One of the significant roles of information and communication technologies advancement is that ICT has accelerated the global dissemination of information and news (Giffards and Stewart, 2018) [8]. ICT and other technologies have also considerably facilitated processes of news gathering, production, and dissemination around the world. As a result, the pace has enabled journalists to carry out their professional responsibilities more efficiently and affordably (Haas, 2006) [9]. Despite the importance of these technologies, scholars have raised significant concern about the potential impact of ICT on journalism's professional principles and ethics.

Information and communication technologies have also been credited as potential tools for professional journalists and media organizations in reporting news and information. Harper, (2005) [12] notes that many broadcasting media houses have recognized the power of ICT facilities in enhancing their ability to report on multidimensional matters across a wide geographical area. The scholar emphasizes that the growth of ICTs, including digital media platforms, has provided an opportunity for professional broadcasting journalists to simplify their work and ensure the audience receives a variety of news quickly.

The role of ICT in journalism practice is also ascribed by (Obijiofor, 2003) [22]. In his study about Nigerian and Ghanaian journalists' attitudes and perceptions of the new information and communication technologies in their professional journalism practice, the scholar found that 96.2% percent of the respondents said that technologies have improved rather than deteriorated the quality of news and newspapers in their respective countries. However, the scholar cautioned that the quality of news production and reporting would be affected, if both journalists and media organizations prioritized cost reduction and profit maximization over the consideration of professional principles and audience expectations and demands.

A number of researchers discussed ICTs as a potential tool for journalists to use in generating, sourcing, and verifying information and news ideas. For instance, the study done by ING News, (2014) revealed that more than half of the 165 Dutch journalists used ICT tools to facilitate their professional journalism practices, such as news sourcing and accuracy checking. Houdhary, (2014) Developed countries have advanced internet services and other ICT facilities and infrastructures, allowing journalists in these countries to embrace and use them in their daily routines in comparison to other developing countries. However, the scholar notes that journalists may struggle to produce quality news if they lack insightful, specialized skills on ICT and digital facilities.

The preceding discussion on the growing usage of ICT offers valuable perspectives on the significant role of information technologies in professional journalism practice in the digital era. Despite the fact that Zanzibar journalists employ ICT for journalistic purposes, there is a lack of empirical statistics that validate the role that ICT technologies play in the context of the Zanzibar journalism environment. This paper therefore, seeks to provide empirical evidence about the role of ICT in journalism practice from a Zanzibar perspective.

2.4 ICT and its Implications for Professional Journalism

The relationship between information and communication technology (ICT) and journalism integration has caught the attention of many scholars who want to understand the impact of new information technologies on journalism practice, with the common ground that these technologies are key players due to their ability to reshape and facilitate journalism activities. With the rise and development of ICT, several recent studies have sought to understand how the information technologies inspire journalists' adoption and usage in their professional duties (Fredrick, 2007) [5].

A significant number of studies have focused attention on the gathering, processing, and dissemination of news and information (Alum, 2014; Ibrahim et al., 2021 [14]). However, little consideration has been given to the relationship between the adoption of information technologies and their implications for professional journalism, particularly in developing countries such as Zanzibar.

The evolution of new technologies into professional journalism has significantly changed traditional news-gathering processes and production patterns. A few academic studies have been conducted to investigate the impact of new information technologies on professional journalism practice in various countries worldwide (Fredrick, 2007 [5]; Paulussen, 2012 [26]; Gilmer, 2022). Despite the growing literature in this area of academic scholarship, little is known about whether the information and communication technology has been useful to traditional journalism operations and its impact on professional journalism in the Zanzibar media landscape. During the process of technological adaptation, effective changes can happen in their respective societies, determined by the nature and use of this new technology in the adapting culture. As a result, different societies react differently to new technologies.

Following the development of contemporary technologies across the world, developing countries, including Zanzibar, have become the focal point of discussions on the impact of integrating new information technology into journalism professions. A number of conflicting perspectives have been broadly discussed by different scholars. The first group of scholars considers that the adoption of new information technologies has facilitated the professional development of broadcast journalists (Nag, 2011 [20]; Apuke, 2015; Wilson, 2005). In the same vein, the study conducted by Veglis and Bratsas, (2017) [37] notes that the adoption of ICT facilitates the production, management, dissemination, and storage of news and information. The adoption of information and communication technologies may also make it easier for

reporters and media organizations to publish information in a timely manner, breaking news, and current events as they occur.

On the other hand, scholars such as Wilson, (2005) inspire the positive impact of information and communication technologies on the development of professional journalism. Despite the fact that new technology poses a number of challenges to traditional journalism, the scholar believes that professional journalism has undergone a massive positive transformation due to the development of ICTs. As Talabi, (2011) briefly explained, information technologies have arisen to improve journalism practice rather than undermine basic professional principles and standards. To this end, Meikle and Young, (2011) acknowledged that the introduction of ICT has boosted professional journalism not only for gathering and verifying information, even if the origin source is far away, disseminating news and information to a prospective audience, but also empowering editorial tasks to be more flexible. This brings to light the fact that, with ICT in place, news dissemination has become easier and more dependable.

On the contrary, the second group of researchers felt that the adoption of new information and communication technologies by journalists interrupted journalism as a profession (Fredrick, 2007 [5]; Diaz-Campo and Segado-Bo, 2015; Hamada, 2018 [11]). In a related study on the impact of ICT on journalism professions conducted by (Saugstup, 2005; Hamada, 2018 [11]) the authors advance that the adoption and use of new information technology have been connected to negative consequences that affect professional journalism ethics and principles. According to their findings, information technologies jeopardize journalism principles, as well as the trustworthiness and credibility of the news and media professions in general. Such scholars believe that engagement with contemporary information technology reduced the quality and value of journalism as a profession. Researchers concluded that the use of ICT innovation in journalism has demotivated the basic rules and ethical principles of journalism. It is significant to note that studies on the integration of ICT technologies and journalism practice have focused on negative impressions, highlighting the importance of understanding the risks and threats posed by emerging technologies in media professionals (Saugstup, 2005).

Therefore, this paper also seeks to understand challenges in the application of ICTs in journalism and their implications for ethical principles in the profession in the Zanzibar context.

2.5 Challenges of ICT for Journalism Practice

The mainstream media industry has seen a rapid and dramatic transformation in how information and news are collected, produced, accessed, and disseminated to a prospective audience (Paulussen, 2016) [26]. These dramatic shifts have compelled the media industry and journalists to implement information technology strategies for surviving and performing their duties professionally in the digital age (Zayani, 2021) [39]. The integration of ICT into professional journalism practice has become the focal point of debate among professional media academics, regarding the opportunities and challenges brought by these technologies in journalism operations.

It is observed that the information technologies have also caused a number of challenges for journalists in media

organizations as they perform their responsibilities. There are several factors that contribute to why some journalists quickly adopt new information technologies while others struggle. According to Obayi, (2018) [21] several journalists perceive information technologies as an additional task to their current overburdened workload. Bockowsky, (2004) notes that many journalists face difficulties when it comes to adopting new technology. The scholar adds that basic ICT and digital information literacy and awareness, access to multimedia, and the interactive potential of web technologies pose major challenges for some journalists.

Many scholars, such as Lallana, (2019) argue that in an age of technological innovation, the excessive interest of ICT users has established itself as one of the major personal challenges facing media professionals in adopting new technologies into their professional routine. According to Schifferes, (2014) [28] the lack of adequate training for journalists in ICT facility usage in journalism practice, which determines the quality and efficiency of media performance, also is one of the significant difficulties for many mainstream media professional journalists, particularly in developing countries.

In the study done by Salua, (2007) it was also observed that journalism is not only becoming more complex, but that information overload is gradually weakening news sources' integrity, increasing complexity in typing devices and sometimes misleading digital content. They argue that there are huge obstacles to the adoption of new information and communication technologies in various aspects, including education and social and economic development, such as access to technologies, supporting infrastructure, training, and skills development.

These perspectives provide noteworthy insights into the current and future relationship between information technologies and the status of professional journalism operations in both developed and developing countries. However, the connection between ICT technologies and traditional journalism practice is now increasing professional concern. Therefore, this study seeks to explore ICT usage in journalism, by offering empirical data on the challenges confronting broadcasting professional journalists in Zanzibar. In the brightness of the reviewed literature and some identified information gaps, this paper raises the following research questions:

3. Research Questions
RQ1: What factors inspire Zanzibar broadcast journalists to use ICT technologies to perform their professional responsibilities?
RQ2: What challenges do broadcast journalists in Zanzibar face in adopting ICT?
RQ3: Does the use of ICT in broadcast journalism improve news media quality?
RQ4: What approaches can be adopted for the use of ICT in effective journalism without compromising journalism professionals in Zanzibar?

4. Theoretical Perspectives
The positivist approach to communication theory is based on traditional social and psychological communication. Communication theories explain the causes and driving forces that inspire people to use specific sources of information they need. Based on the User and Gratification Theory (UGT), people have various individual desires, and

they will use various sources of materials to gratify those desires (Brandtzaeg and Heim, 2009). The theory identifies basic needs as information, knowledge, self-identity, entertainment, relaxation, and socialization. The Diffusion of Innovation Theory (DIT) is another theory that is used to explore human behaviour and technology diffusion. The diffusion of innovation theory developed by Rogers (2003) [27] is a widely used theoretical framework in the field of technology diffusion and innovation.

The theory postulates that organizations or individuals are really expected to apply technology in order to achieve a desired overall result. This model is appropriate for this paper, as it highlights the ICT adoption process and the factors that inspire journalists to integrate new information technologies into their professional duties. The study employed both the Users and Gratification Theory (UGT) and the Diffusion of Innovation Theory (DIT) to gain a comprehensive understanding of the degree to which information and communication technologies are adopted and used to facilitate professional journalism operations. The study also employed UGT to offer an inclusive analysis of why journalists use ICT facilities in their professional responsibilities. These theories provided a concise understanding of whether and why Zanzibar journalists embrace and adopt ICT into their daily routine.

5. Methodology
The nature of this research was a qualitative survey study that aimed to attain a holistic understanding of the extent to which Zanzibar journalists have integrated the use of ICT into their professional duties. This is the best instrument for collecting primary data in a survey study (Deumlich, 2010). This method offers the required information, opinions, attitudes, and motivations of different people by questioning the respondents. To this end, a questionnaire was chosen as the primary data collection instrument to determine the attitudes and opinions of journalists in Zanzibar regarding the impact of ICTs on the journalism profession because of its impersonal nature, which makes the data obtained from it reliable, more importantly, it contains both open and closed questions, which makes both respondents and researchers trust the confidentiality of their communication.

The study was conducted from December 1st, 2022 to February 28, 2023. An online survey questionnaire was distributed to 180 professional broadcasting journalists in Zanzibar as respondents to this study. Purposive sampling was used by the researcher to select respondents, and their primary requirement to participate in this study must be that they are professional journalists working in Zanzibar's broadcasting media. To obtain participants, the researcher employed purposive sampling and their main qualification to participate in this study must be a professional broadcasting journalists who are working in broadcast media in Zanzibar.

6. Data Presentation
This segment exposes the descriptive data interpretation of demographic findings. The demographic data consists of gender, age, level of education, and usage of ICT technology in practicing journalism.
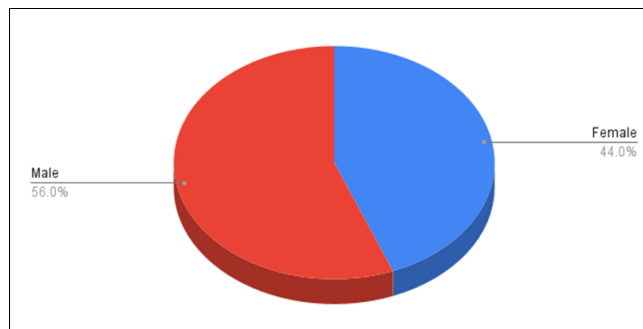

Fig 1: Illustrates the Gender Structure of the Respondents

According to the surveyed population, 56% of the respondents are male journalists, while 44% of the respondents in this study are female broadcasting journalists. With all indication, the male broadcast journalists are more than the female journalists in general, as shown in Fig 1 above.
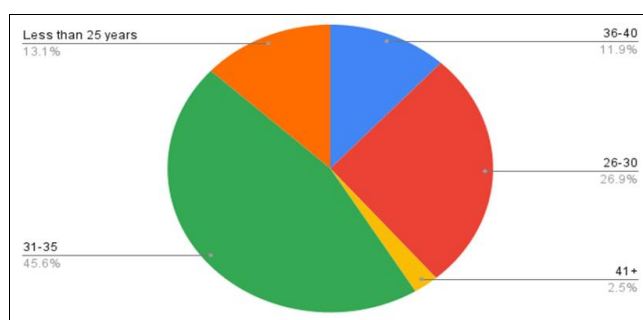

Fig 2: Demonstrates the Age Distribution of the Broadcasting Journalists in Zanzibar

The results in the figure above show that both male and female broadcasting journalists in Zanzibar (85.6%) relatively belong to the young and middle age groups. Whereby 13.1% of the respondents were under the age less than 25, 26.9% were between the ages of 26 and 30, and 45.6% were between the ages of 31 and 35 of the surveyed population. The most common identified age range of the surveyed broadcasting journalists lies between 31 and 35 years. While 11.9% of the population sample is between the ages of 36 and 40. The rest of the respondents are between the ages of 41 and above and make up 2.1% of the total study population.

Table 1: Demonstrate Education Level of the Broadcasting Journalists in Zanzibar

Education Level	Number of Respondents	Percentage
Certificate	56	35%
Diploma	81	50.6%
Bachelor	16	10%
Master	7	4.4%
Total	160	100%

Source: Constructed by Author, 2023

The above findings reveal that the majority of the broadcasting journalists (85.6%) in Zanzibar have a low level of education, with 50.6% of respondents having a diploma level, while 35% of those surveyed held a

certificate level. Whereas 14.4% of the journalists have a higher level of education, with 10% holding a bachelor's degree, while of the remaining surveyed journalists, 4.4% hold a master's degree. Therefore, the results indicate a scarcity of broadcast journalists with high degrees in Zanzibar's media outlets.

Table 2: Describes the Journalists Training on the Usage of ICT

Journalism Training	Number of Respondents	Percentage
Yes	102	63.7%
No	58	36.3%
Total	160	100%

Source: Constructed by Author, 2023

The findings in the table above indicate that out of the 160 respondents, 63.7% which represent the majority of the surveyed respondents agreed that they received training on how to use ICT facilities in their daily routine. Whereas 58 respondents, which represent (36.3%) claimed that they never received any formal ICT training in their journalism activities. Therefore, a large number of journalists believed that with proper and special ICT training, they could adopt new technologies and facilitate their duties more effectively.

ICT adoption and Journalism Practice in Zanzibar
In the first research question, the researcher used to investigate the factors that inspire Zanzibar broadcast journalists to use ICT technologies to carry out their professional duties. The researcher used a survey technique to collect data from respondents.
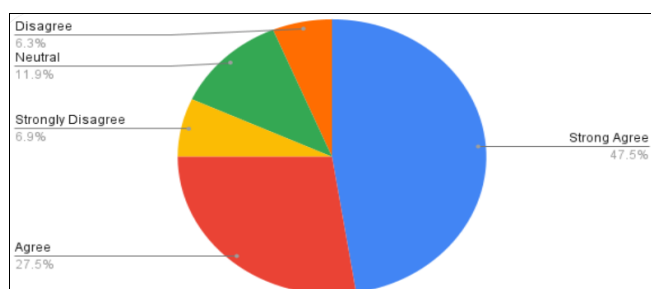

Fig 3: Describe the ICT Usage in News Gathering

From the above pie chart, the results show that 47.5% of the respondents (broadcasting journalists) at least strongly agree that using ICT in journalism helps gather news in a timely manner, while only 27.5% agree. On the contrary, 6.9% of the surveyed respondents (journalists) strongly disagree that using ICT in journalism helps gathering news in a timely manner, while 6.3% disagree. Whereas, 11.9% neither agreed nor disagreed with the statement, remaining neutral. The fact is that, ICT have become potential tools, which is why the majority of journalists in Zanzibar adopt these technologies to facilitate gathering information timely.

Table 3: ICT Enable Journalists to Obtain Audience Feedback Easily

Audience Feedback	Number of Respondents	Percentage
Strong Disagree	5	3.1%
Disagree	8	5%
Neutral	11	6.9%
Agree	54	33.8%
Strong Agree	82	51.2%
Total	160	100%

Source: Constructed by Author, 2023

The results reveal that the majority of the respondents (85%) at least agree that using ICT makes it easier for journalists to obtain audience feedback, with 51.2% of respondents strongly agreeing and 33.8% agreeing. On the other hand, 5% of the respondents disagree that using ICT makes it easier for journalists to obtain audience feedback, with 3.1% at least strongly disagreeing. However, 6.9% hold a neutral response. These results therefore, show that the majority of journalists in Zanzibar believe that the adoption of ICT tools helps them to interact and get audience feedback easily.

Table 4: ICT Helps Broadcasting Journalists to Verify Information Accurately and Effectively

Information Verification	Number of Respondents	Percentage
Strong Disagree	6	3.8%
Disagree	9	5.6%
Neutral	12	8.1%
Agree	62	38.7%
Strong Agree	70	43.8%
Total	160	100%

Source: Constructed by Author, 2023

The empirical survey data shows that out of 160 respondents, 70 (representing 43.8% of surveyed respondents) strongly agreed that using ICT in journalism helps journalists to verify information accurately and effectively, while 38.7% agreed, whereas 9 respondents, representing 5.6% of the total, disagreed that using ICT in journalism helps journalists verify information accurately and effectively, with 6 respondents, which represent 3.8% of the surveyed respondents. The remaining respondents (8.1%) expressed a neutral response. Clearly, the results show that most broadcasting journalists in Zanzibar use ICT tools to facilitate news verification effectively.

Table 5: ICT Helps Broadcasting Journalists to Easily and Quickly Access News Sources

Access News Story	Number of Respondents	Percentage
Strong Disagree	10	6.3%
Disagree	5	3.1%
Neutral	9	5.6%
Agree	59	36.9%
Strong Agree	77	48.1%
Total	160	100%

Source: Constructed by Author, 2023

The results in the table above show that 48.1% of the respondents strongly agree that ICT helps journalists access news sources easily, while 36.9% agree. In contrast, 6.3% of the surveyed broadcasting journalists in Zanzibar strongly disagreed that ICT helps journalists access news sources easily, while 3.1% disagreed. However, 5.6% of the respondents had a neutral reaction. The results point out that the majority of journalists in Zanzibar embrace ICT facilities for accessing news sources effectively and quickly.
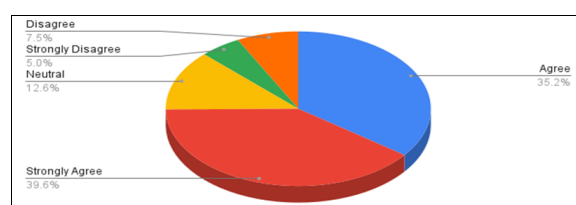

Fig 4: ICT Helps Broadcasting Journalists to Improve Effectively Counter Face News

From the data above, it can be noted that a significant number of the respondents (74.8) at least agree that using ICT tools helps broadcast journalists counter fake news, with 39.6% strongly agreeing and 35.2% agreeing. Whereas (12.5%) of the respondents at least disagreed that using ICT tools helps broadcast journalists counter fake news, 5.0% strongly disagreed, while 7.5% disagreed. The reminder 12.6% of the surveyed respondents had a neutral decision. Based on these empirical data, it appears that ICT tools are more helpful to professional journalists to counter fake news in Zanzibar.
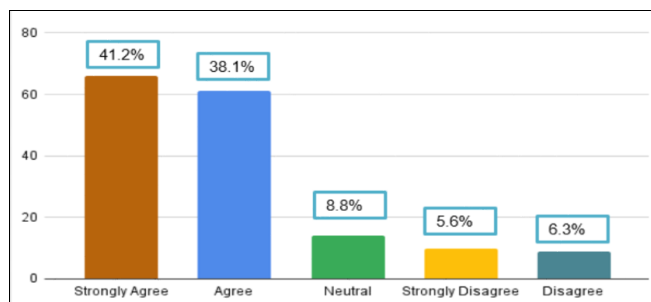

Fig 5: ICT Helps Broadcasting Journalists to Better Observe Professional Standard

The results indicate that 41.2% of the respondents (journalists) strongly agreed that using ICT helps broadcast journalists better observe professional standards, while 38.1% of the surveyed respondents agreed. In contrast, 5.6% of the surveyed journalists strongly disagreed that using ICT helps broadcasting journalists better observe professional standards, while 6.3% of the respondents disagreed. On the other hand, the rest of the respondents (8.8%) remain neutral. Therefore, the findings show that the number of broadcasting journalists in Zanzibar believed that ICT facilities empowered them to observe professional standards in their daily routine.

Does ICT Improve or Deteriorate Media Quality
In order to understand whether the ICT tools improve or deteriorate media professionalism and quality.

Table 6: Describe the Journalists Opinion Whether ICT Improve or Deteriorate Media Quality

Opinion	Number of Respondents	Percentage
Improve Media Quality	106	66.3%
Deteriorate Media Quality	31	19.4%
Neutral	23	14.4%
Total	**160**	**100%**

Source: Constructed by Author, 2023

The results indicate that the majority of the respondents, 66.3%, at least agree that using ICT in journalism practice improves media quality, whereas 19.4% of the respondents believed that using ICT in journalism practice deteriorate media quality. The rest of the respondents, 14.4%, neither agreed nor disagreed with the statement, hence they were neutral. The results, therefore, indicate that ICT has become a powerful tool in promoting professional media quality as well as broadcast journalism in Zanzibar in general.

ICT Challenges in Journalism Practice in Zanzibar
In assessing the challenges that broadcast journalists in Zanzibar face in adopting ICT technologies, the respondents were asked to provide their experiences with adopting ICT technologies in their professional activities.

Table 7: Lack of Digital Literacy Limit the Effective Usage of ICT Technology by Journalists

Access News Story	Number of Respondents	Percentage
Strong Disagree	10	6.3%
Disagree	7	4.4%
Neutral	17	10.6%
Agree	71	44.4%
Strong Agree	55	34.4%
Total	160	100%

Source: Constructed by Author, 2023

The study results indicate that 71 of the respondents, which is 44.4%, observed that a lack of digital literacy was among the drawbacks of adopting and practicing ICT in professional journalism in Zanzibar, with 55 which represent 34.4% strongly agreeing. On the other hand, 10 respondents, who represent 6.3% of the total, strongly disagreed that a lack of digital literacy is among the drawbacks of adopting and practicing ICT in professional journalism in Zanzibar, closed followed by 7 who represent 4.4% of the respondents disagreed. However, 12.6% of the respondents expressed a neutral reaction. Thus, the majority of respondents believe that the lack of digital literacy hinders professional journalists from adopting ICT technology to exercise their professional duties effectively.
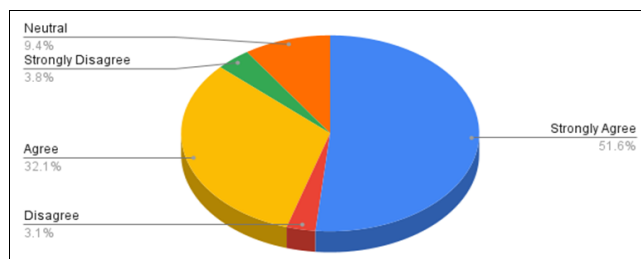

Fig 6: Inadequate Training for Acquiring ICT Skills

The survey results demonstrate that a significant number (83.7%) of the respondents claimed that inadequate ICT training limits the capacity of professional journalists to acquire ICT skills, with 51.6% strongly agreeing while 32.1% of the respondents agreeing. Whereas 3.8% strongly disagreed that inadequate ICT training contributes to limiting the capacity of professional journalists to acquire ICT skills while 3.1 disagreed. The rest of the respondents, 9.4%, took a neutral action. Therefore, a number of respondents believed that with proper and special ICT training, the journalists in Zanzibar can use ICT facilities effectively in their professional responsibilities.
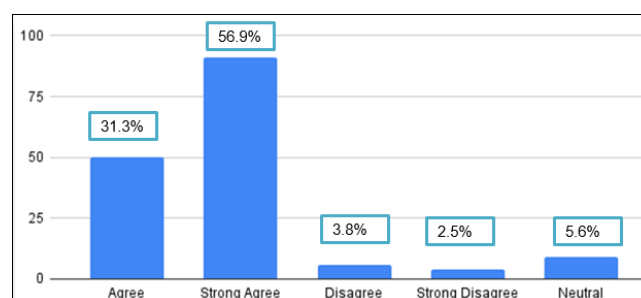

Fig 7: Demonstrate the Opinion of Journalists about the Cost of ICT

The results from the figure above reveal that the majority of the surveyed respondents (88.2%) most agree that the cost of ICT tools is among the challenges facing professional journalists in Zanzibar in employing ICT technology, with 56.9% strongly agreeing while 31.3% agreeing. On the other hand, a smaller number (6.3%) of the respondents at least disagreed that the cost of ICT tools is among the challenges facing professional journalists in Zanzibar to employ ICT, with 3.8% disagreeing and 2.5% strongly disagreeing. Whereas, 5.6% supported the neutral response. Hence, the overall respondents believed that the low cost of ICT facilities would enable a number of journalists to use ICT in their daily professional routine.

Table 8: Availability of Technical Expertise in Media Houses

Opinion	Number of Respondents	Percentage
Strong Disagree	5	3.1%
Disagree	11	6.9%
Neutral	16	10%
Agree	51	31.9%
Strong Agree	77	48.1%
Total	160	100%

Source: Constructed by Author, 2023

The results discovered that the majority of respondents who are 77 which make 48.1% of the study surveyed strongly agreed that the availability of technical expertise in their media house influence their use of ICT in their daily activities, followed by 51 of the respondents, who make up 31.9% of the respondents agreed. While 11 of the surveyed journalists (closed tracked by 6.9%) disagreed that the availability of technical expertise in the media house is not a reason for journalists to use ICT technology in their professional duties, 5 of the respondents (3.1%) strongly disagreed. The rest of the respondents 16 which represent 10% uphold neutral decision. Therefore, the majority of surveyed journalists agree that the availability of technical expertise in their media houses leads the journalists to adopt ICT tools to facilitate their professional duties effectively.
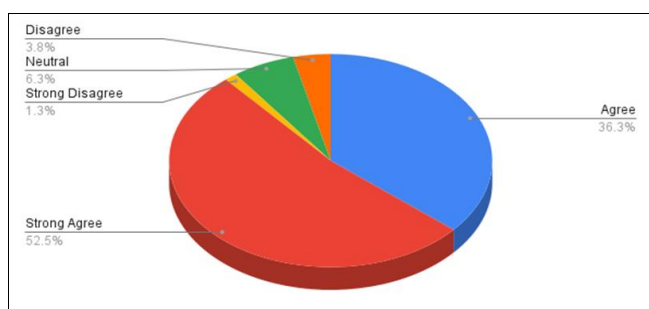

Fig 8: Demonstrate the Lake of Access to Internet Connectivity

The results reveal that the majority of the respondents (88.8%) at least agree that lack of access to internet connectivity is among the challenges facing many professional journalists in Zanzibar in adopting ICT, with 52.5 % strongly agreeing while 36.3% agreeing. While a slight number of the respondents 5.1% at least disagreed that lack of access to internet connectivity was not the challenge facing professional journalists to use ICT in Zanzibar with 3.8% disagreed while 1.3% strongly disagreed. However, 6.3% had a neutral reaction. This indicates that a significant number of journalists in Zanzibar believe that a lack of internet connectivity is among the challenges they face in

adopting ICT into their daily routine.

7. Conclusion
The growth and rise of ICT technologies have largely been received with both optimistic and pessimistic views that acknowledge the positive characteristics of ICTs in professional journalism practice. It was revealed that the positive aspects of ICT are powerful tools for facilitating news-gathering, production, and dissemination to a prospective public. In the light of the study results and literature reviewed above, the study exposed that using ICT technology in journalism helps them to facilitate and verify information accurately and effectively, as evidenced by the data in table above, which demonstrated 43.8% of respondents strongly agreed. That is, information and communication technologies are powerful tools for facilitating journalism activities.

Furthermore, despite the challenges that broadcast journalists in Zanzibar face in adopting ICT technologies, such as lack of internet connectivity, very expensive internet services, and digital media literacy among others, it can be noted that the majority of respondents (broadcasting journalists) who embraced and use ICT tools are relatively higher in Zanzibar (73.8%) of respondents they have access to ICT facilities. Thus, the current study's practical evidence will contribute to academic knowledge on the effectiveness of using ICT technology to effectively promote professional journalism practice in Zanzibar.

Despite the fact that ICT technologies are connected with a number of threats to traditional journalism norms, the current study shows the significant opportunities for professional journalism to adopt and facilitate their professional duties due to their quickly and effectively producing and disseminating of useful information in Zanzibar and around the world. The empirical data, therefore, suggest that ICT technology has turned out to be a significant instrument in facilitating professional journalism activities quickly and efficiently, not only in Zanzibar as observed in this research but also in a global context.

8. Recommendations
In the brightness of empirical data presented in this study, since journalists have expressed excitement about acquiring and using ICT facilities to improve their professional duties, a significant number of recommendations are offered to help Zanzibar broadcasting journalists adopt and implement ICT facilities to enhance their professional activities. Therefore, it was suggested that;

Despite the challenges that ICT poses to professional journalists, Zanzibar journalists are not frightened to adopt and employ ICT technologies to facilitate their professional responsibilities. Media houses should ensure that internet access and technological expertise are well available in all of their offices so that journalists can complete their work quickly and effectively. Furthermore, media organizations should provide ICT software and hardware to enable their journalists to carry out their daily routine more efficiently. In addition, journalists themselves should always take advantage of training opportunities to improve their digital and information literacy in the use of ICT facilities while adhering to traditional journalism norms and ethics. To end this, the government of Zanzibar should also build and facilitate conducive infrastructure in rural areas so that journalists and other ICT users can easily access, send, and

receive information from several locations.

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