FROM JOURNALISM TO CITIZEN JOURNALISM: THE JOURNEY TO DEMOCRATIC EXPRESSION

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Abstract

The changes in technology over the years have brought about transformation in journalism globally, through the availability of Internet, computers and android devices has made communication easy. This study is an analysis that explored the changing phase from journalism to citizen journalism: the journey to democratic expression. The objective is to examine the distinctive features of journalism, citizen journalism and the transformation of journalism in the digital age. The paper analyzed the evolving trends in journalism and how it has transformed the citizens from passive to active participants in the media contribution to an evolving democratic system. The study is anchored on Technological Acceptance Model (TAM) and Diffusion of Innovative Theory. Technological Acceptance Model state that beliefs influence attitude that leads to intentions and therefore generate behaviour. From it perceived usefulness, to the perceived ease of use and attitude which leads to behavioural intentions to use. Diffusion of Innovative theory is an adoption of new ideas, products or practices by members of given society. The theory proposes that the media as well as interpersonal contracts provide information and this interaction does influence opinion and judgement. The theory sees diffusion as a process by which innovation is communicated through certain channels over a period of time among members of social group. The interrogation in this paper shows that Journalism art did not envisage a role for audiences as news producers while citizen journalism aims to engage people as citizens in both the news making process and the use of the news. The study also showed the evolving typology of journalism over time and concludes that the digital age is a golden era for journalism. It has enabled access to significant data caches, leading to ground breaking journalism known as citizen journalism that has enable citizen to be active participant in media.

Keywords: Journalism, Communication, Democracy, Social Media, Nigeria

Introduction

Journalism is undergoing a fundamental transformation globally. The availability of the Internet, computers and android devices has made global communication easy. The source of journalism transformation is classified into economic, regulatory and cultural factors driven by changes in technology. This has brought about a shift in the nature of journalism all over the world. The deregulation of telecommunication is part of the change in structure of journalism worldwide; leading to increased competition in journalism, media and communication. The end of the Cold War led to the emergence of a variety of social, political and environmental shift in journalism. Journalism has entered a new age of alignment for stakeholders, competitors, as well as consumers of news.

Similarly, software development and new applications have added to the transformation of newspaper and broadcast media to Internet-based communication, thereby democratising citizen expression all over the world. This fundamental technological change has crystalised the convergence of telecommunication, computing and traditional media (Pavlik and Mcintosh, 2019).

Since the rise of penny press of the mid-nineteenth century, the entire shape of news has been altered. The populist penny press began an inevitable gradual shift from selling newspapers on monthly or annual subscription to daily sales. This was because the media recognised the growing audience of the middle-class readers who pay for a newspaper on a daily bases by deliberately cultivating the audience interests in local events and everyday occurrences. This ushered in a new

journalism with new forms of communication created and a new historical phenomenon emerged to disseminate information to a large, heterogeneous group of people within a short period of time. The penny press, also responded to the democratic market society created by the growth of mass democracy, a market ideology and urban society. The formation of these mass publics came about at the same time with democracy as a political process introduced into many countries (Jowett & O'Donnell, 2006).

Some of the fundamental changes experienced from the 20th to 21st century includes, an emerging new form of journalism whose qualities include global information access, ubiquitous news stories, instantaneous reporting, interactivity, multimedia content and extreme content customisation that cut across the different segments of journalism. These in many ways represent a better form of journalism which engages an increasingly alienated audience (Pavlik and Mcintosh, 2019).

Shannon (2023) also notes that citizen journalism presents many challenges as well as good benefits to the values and standards of journalism, in terms of authenticity and truth. This type of journalism allows imaging in a medium where anyone with a computer or mobile phone can send information through online channels such as blogs and social media platform. This is done through posting of photos of events, giving on-the-sport information on events as they unfold which may not be at the reach of the journalists at that particular time. Although a massive shift in the nature of journalism transformation is not one-dimensional, it is a set of economy regulatory and cultural forces driven by technological changes, converging over the years. This new media system embraces all forms of human communications in a digital format and this has the potentials in breaking geographical barriers in order to create access to provide news and information thereby changing the media and communication landscape in ways that make it possible for envisioning a more engaged citizen participation in journalism (Shannon, 2023).

Journalism is described as a golden era in the digital age, that is enabling access to significant data caches, leading to ground breaking journalism known as citizen journalism, causing new models of cross border collaborative reporting and access to information and diverse sources at a click of the mouse and also delivered unprecedented problems and structural changes to the news industry (Posetti, 2017).This paper, therefore, seeks to:

a)   examine the distinctive features of journalism and citizen journalism and the transformation of journalism in the digital age

b)   Explore the evolving trends in journalism and how it has transformed the citizen from passive to active participant in the media.

c)   Conceptual Clarification
Journalism

Journalism is defined as a process of gathering, preparing, collecting, photographing, recording, writing, editing, reporting and publishing of news or information that concern local, national and international events of public interest. Sibanda (2019) opines that journalism is the gathering, reporting and dissemination of news or information for public interest. Journalism is the professional selection of actual news to an audience by means of technological distributing methods. Technology helps in effectively distributing media messages. This has taken the centre stage in the modern journalistic theatre and has brought changes and serve as essential. Kaufhold, Valenzuela, and Zuniga (2010) describe journalism as news content produced by paid trained and supervised journalists delivered by media outlets; these include newspaper, television, radio and the internet which work within established editorial norms.

The act of journalism consists of three elements: usually has a person pursing a story, that is intended for an audience and it is of social importance to the public. Journalism possesses attribute some of which were identified by the Project for excellent Journalism of New Media. This includes: the examination of the use of sources, specific number of people and the official make up, gender and diversity of multiple viewpoints. The project looked at content diversity such as topic diversity in which journalists are able to link content not produced by their organisation. The transparency of sources and how journalists incorporate information that encourages civic engagement and level of understanding of the citizen were considered.

The Citizen

A citizen is a person who is a native of naturalized member of a country and is entitled to protection from the government of the country. Everybody in the world is a citizen of some country. In Nigeria an individual can become a citizen of a country either by birth, marriage, decent and naturalization. The citizen is entitled to enjoy all legal rights and privileges granted by a state to the people comprising its constituency, is obligated to obey the law and to fulfill duties as called (Noun, 2020). Citizen is an individual with certain right and duties under a government and who by birth or by choice, owes allegiance (loyal) to the government.

The citizen is characterises as a person who lives in a country, city or community and is legally recognized as belonging to that place. Citizen of a place has a responsibility given by the law of that community. The citizen has a right that is entitled to as an individual. For example, Nigerian citizen have the right to vote and be voted for. Other characteristic of good citizen is honesty. Compassion, respect, patriotism, tolerance, accountable and moral courage. Najam (2010) discusses the three types of citizen as personally - responsible citizen is a type that acts responsibly in the community, develops solid character traits such as honesty, responsibility and respect for the law which is accessary for good citizenship. Secondly, participatory citizen is actively participating in the civic affairs and social life of the community at local, state and national level, this citizen understands the structure of government, vote in an election and volun**teer** in the community. The third is the justice-oriented citizen argue that effective democratic citizens need opportunities to analyse and understand the interplay of social, economic, and political forces, these the advocates use rhetoric and analysis that calls attention to matter of injustice and the importance of pursuing social justice.

Rosen (2006) a media scholar distinguished the "citizen" from the "consumer" or "client", to discuss citizens means to treat them: as making their own contribution to public life, as potential participants in public affairs, as citizens of the whole, with shared interests as a deliberative body or a public with issues to discuss, as choosers or decision makers, as learners with skills to develop, as connected to place and responsible for place. To ask people to deliberate with others goes beyond asking them to express their opinions; it involves demanding "a certain standard of citizenship these include civility, mutual respect, and informed participation, a willingness to listen and respond" (Rosen, 2006).

The concept of citizenship has changed in the last few decades, from citizen who needs information. Deuze (2007) argues how most people tend to be seen by politicians, scholars, and journalists alike as citizens that need to inform themselves widely about all political parties, so that they can make an informed decision during election time. Dueze shows how this model of citizenship is a thing of the past, an unrealistic and rather elitist notion of how people should make up their minds, and what political representation means to them. Another reason for the inappropriateness of the informed citizen as a benchmark for democratic theory is its reliance on a worldview that is premised on media access in the context of channel scarcity.

Deuze, (2007) consider citizen as a "mediapolis": a mediated public space where media culture underpins and overarches the experiences of everyday life, scanning all kinds of news and information sources such as newspapers, magazines, TV shows, blogs, online and offline social networks, and so on—for the topics that matter to them personally. People are not necessarily engaged by any body, they just commit their time and energy to it on their own terms.

Campbell (2015) assert that to focus on the relationship between citizen journalism and journalism, it is important to locate the citizen part of the concept which emerged alongside other terms such as participatory journalism. The underlaying issues is what it means to be a citizen who engaged in journalism? Campbell, illustrated what it means to be citizen by considering the relationship between the geographical and political location of the citizen journalist and the primary focus of their journalism. For example, "Salam Pax" a Baghdad blogger, who attracted global attention whose English language blog during 2003 Iraq War offered a unique perspective in the War was among citizen journalist. Pax's blog became part of the news media landscape in the Iraq War journalism, and in the post-war period, Pax produced report for the mainstream media. Pax's blog became an example of 'bridge-blogging', where a blogger writes for an audience of different language, culture or nationality. Pax blog offered the western audience the perspective of an ordinary Iraqi citizen experience of the War but everything about the Pax's blog reflected an

individual whose sense of identity and citizenship was between Iraq and the west, this made Pax's blog so successful with western audiences.

Another example of a prominent citizen journalist who showed the issue of locating the citizen is "Guido Fawker" a political blogger in the United Kingdom. Fawkes called as a witness to the 2012 Leveson inquiry into press standards, set up after widespread evidence of illegal phone hacking by newspaper journalist underpinning a culture a culture of invasive reporting of private lives in the British press. Fawkes spoke of hosting his blog in servers in the USA to avoid prosecution by the British courts and stated that he was a citizen of a free republic and so that he does not pay attention to what British judge orders. Fawkes was referring to Irish judge citizenship which allows him to circumvent British judicial restriction in reporting. This offers the reverse scenario to that of Pax inventing the bride- blogger role, instead of being an internal citizen of a state producing journalism for those outside while Fawkes citizen of Britain and yet providing journalism predominantly on British politic for British citizens. In this sense citizenship a "dynamic identity understood within social and political arrangement form the context in which it is practiced" (Campbell, 2015).

Citizen Journalism

Citizen journalism is a form of journalism where common citizens take the initiative to report news, events or express opinion, happenings within their community. It is viewed as news of the people, by the people and for the people. They are mostly independent citizen journalist freelancing citizen reporters and are not considered by conventional journalistic processes, functional without editorial oversight. Citizen journalists most often utilise a variety of technologies made possible by the internet by gathering, processing, researching reporting analysing and publishing news and information (Banda 2010).

Gillmor (2006), cited by Banda notes citizen journalism is a people-centred largely online movement of the so called 'we are media." Banda (2010) opines further that citizen Journalism is people centred and it allows for democracy. The concept of democracy is a whole idea that citizen journalism is about, democratic citizenship with unlimited capacity to make their opinion known to the public. This is unlike the rituals of conventional media where there are restrictions on the content of the news and journalism practice, by implication it is an indictment against them.

Expounding further on the concept of citizen journalism Bruns (2008) submits that citizen journalism is fuelled by the audience (people) who now actively engage in the Journalistic process as a means of content creation and dissemination which no longer necessarily constitutes a system secondary to the technologies available to mainstream media organisations. He posits that citizen Journalism can make an effective, successful, and important contribution to news converge in a number of ways

a)   It can extend the breath of journalistic converge by reporting (first hand) from areas which mainstream media is too underscored and inflexible to cover. This could include analysis in specialist fields such as economic sources as well as reporting about issues which have been ignored by the news media for various reasons.

b)   It can improve the depth of journalistic coverage by offering more detailed evaluation of current affairs especially issues of politics, incorporating a greater variety of voices by enabling more metaperceptual coverage of new and information.

The practice of citizen journalism gives people greater freedom to participate in open democratic debates. This democratised media challenges the notion of the professional media as the exclusive, privileged, trusted, informed intermediary of the news and the dominance of centralized, commercialized, state-controlled and even professionalised media (Gillmor, 2004; Rosen, 2006; Bowman & Willis, 2013; Pavlik and Mcintosh, 2019). Gillmor (2004) noted that powerful technologies and acknowledgement of the citizen's new role as a news producer have allowed bloggers to make mainstream news media more transparent because of their role as media watchdogs as opposed the guarding's they were. Citizen journalism's role as a watchdog contributes to the process of holding governments, corporations and media agencies accountable for their actions, thus, putting citizen journalists at the forefront of transparency (Good, 2009). It also shows the possibility of "we are media" in threatening the hegemony [of the journalism profession] as the gatekeeper of news (Bowman & Willis, 2013). In this sense, citizen journalism has been regarded as an ideal form of public

participation in political debates and civic discourse (Deuze & Dimoudi, 2002)

Theoretical Underpinning

This study hinges on Technological Acceptance Model (TAM) and Diffusion of innovation theory. Technological Acceptance Model (TAM) is a model proposes by Davis in 1986 used to explain user acceptances of behaviour. The model state that beliefs influence attitude that leads to intentions and therefore generate behaviour. Davis, perceived usefulness, with perceived ease of use and attitude leads to behavioural intentions to use. (Mugo el ta, 2017)

TAM model explain the acceptance of information systems by individuals in a society. The model postulates the acceptance of technology by users' behavioural intentions that determine the perception of technology usefulness in carrying out a task and perceived by it use (Mariken el ta, 2023) it is designed to show how users come to accept and use technology. The model was established on the premise that when users are presented with new technology, three major factors influence their decision on how and when they will use it. The first determinant is its perceived usefulness, secondly, the perceived ease of use while the third determinant is user attitude toward the usage (Mugo el ta, 2017).This model is relevant to this study in sense that, the acceptance of technology in the 21st century by individuals and it usefulness has change people's behavioural intentions from consumers of news to producers of news or information due to the ease of use. The use of this information system has transformed journalism practice today to citizen journalism

Diffusion of innovation theory is an adoption of new ideas, particularly in the media. The diffusion of innovation theory originated in early1903 through the work of French sociologist Gabriel Tarde. The theory predicts that the media as well as interpersonal contracts provide information and this interaction does influence opinion and judgement. Rogers (1995) in studying how innovations occur argued that it consists of four stages: Invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks, the nature of networks and roles opinion leaders play in determining their likelihood that the innovation will be adopted (University of Twente, 2004).

The theory finds relevance in diffusion which 'is the process by which an innovation is communicated through certain channels over a period of time, among members of a social system. "An innovation is an idea, practice, or object that is perceived to be new by an individual or other unit of adoption" (University of Twente, 2004). The theory is related to this study because it focused on the characteristics of an innovation which is citizen journalism that has influence professional journalism practice. Its adoption has changed the decision-making process that occurs in the media. This new idea or practice has also transformed individuals from ordinary citizen to being journalist without undergoing any journalistic training. Communication channels have adopted citizen journalism in the process or line of duty

Distinctive Features of Journalism and Citizen Journalism

The distinctive features of journalism and citizen journalism is that in journalism, professional journalists are involved in the entire process of news production from gathering information to writing, editing, and publishing the story. Professional journalism also employs established professional values of journalism at every stage. Therefore, audience/user participation occurs at a minimal level in the professional model. Audiences are only allowed to participate reactively, such as through letters to the editor, call in programmed or other forms of audience feedback (Kperogi, 2011).

Journalism art did not envisage a role for audiences as news producers. Whereas, citizen journalism aims to engage people as citizens in both the news making process and the use of the news. Journalists used town hall meetings, citizen panels, and polls as common strategies to tap into the concerns of the community, which then form the reporting agenda for the news. Professional journalists still hold the role of gatekeepers in editing the stories and publishing the news which frames the issues and presents the story elements in a way that addresses public concerns and helps the people to participate in the community (Nip, 2006).

In citizen journalism, users maintain sole responsibility for gathering information as well as producing and publishing entirely citizen-generated news (Nip, 2006). Bowman and Willis (2013) considered citizen journalism as the act of a

citizen, or a group of citizens, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information so as to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires. In fact, citizen journalism allows the citizens to be participants in a wild range of journalistic activity (Kperogi, 2011). The fact is, citizen journalism model, ideally, allows members of community to generate and distribute news stories without any involvement with traditional media and professional journalists. It provides news stories related to people and events that might be considered mundane events often ignored by most professional publishers. However, it does not mean that any unfiltered, user-generated content on the internet can be characterized as citizen journalism. In order to be included in the category of citizen journalism, user-generated content needs to include some original interviewing, reporting, or analysis of events or issues to which people other than the authors have access (Nip, 2006). Nevertheless, the models overlap at the conceptual level and the models do not have intrinsic, self-sufficient meaning, and constantly change in time and space.

Kperogi (2011) stated that citizen journalism has been built on various media platforms, including personal blogs, photo, or video sharing sites, social media, microblogging sites, legacy media's citizen participation pages, independent citizen news sites, hyper-local news sites, and personal broadcasting sites. Many other terms are used instead of or indistinct from citizen journalism. In scholarly publications, terms including networked journalism, grassroots, pro-am journalism, and multi-perspectival journalism are used simultaneously to indicate citizen participation in the news making. Lewis et al. (2010) explained that journalism is no longer the provenance of professionals only. The door is open to everyone who wish to be involved in the act of creating news content, as opposed to merely reacting to it. This is an evidence that the media is being democratized.

However, Nip (2006) made clear that the important distinction between participatory/public journalism and citizen journalism is in terms of those involved in news making process. In participatory journalism, news users generate content that they pass on to journalism professionals who then use that and other information to create, publish and market a professionally produced news product. In this study, therefore, the term, citizen journalism, comprehensively embraces other terms as long as the terms incorporate the essence of the characteristics articulated in this review. User-participation in news production system has long been part of journalism and responses to established journalism.

Evolving Typology of Journalism
Models of connection between mainstream journalism and the people according to the practices observed by Nip, (2006), can be categorized as: (1) traditional journalism, (2) public journalism, (3) interactive journalism, (4) participatory journalism, and (5) citizen journalism.

EVOLUTION OF JOURNALISM
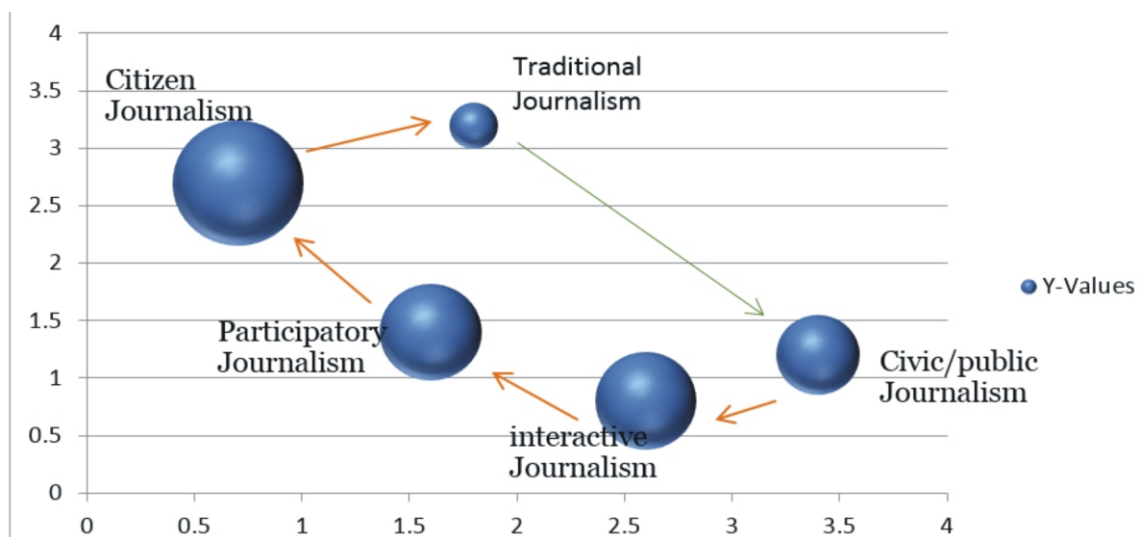
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Traditional Journalism

In traditional journalism, professional journalists are the gate-keepers who filter through the happenings in the society, select the significant events, and report them for their audience. The people do not play any part in the news process, except as news sources from which journalists gather information and opinions. But most people, except government officials and those who bear titles, have little chance of becoming news sources. Otherwise, the journalists perform the entire news process, from story idea generation, news gathering, writing, editing, to publishing, exercising their professional news values at every stage. Members of the news audience could send letters to the editor or lodge complaints after the news is delivered, which may feedback to the journalists for making corrections or for future reference.

Public / Civic Journalism

In trying to address the disconnect of traditional journalism with the citizen, public journalism aims to engage the people as citizens both in the news making process and the use of the news. Town hall meetings, citizen panels, and polls are common techniques used to tap the concerns of the community, which would then form the reporting agenda for the journalists. During the news gathering process, professional journalists often report back to the citizens what they have found for generating discussion in search of solutions to the problems (Nip, 2006). There have been cases where the citizens even partnered with the professionals in gathering the news. However, the professional journalists play the role of gatekeepers in editing the stories and publishing the news, which frame the issues and present the story elements in a way that addresses public concerns and helps the people to participate in the community. Pieces written by citizens are often included as part of a public journalism package. This has deepened the democratization of the media (Hong, 2014).

Public journalism is criticized because it still sustains "the fundamental essence of professional, mainstream media practices", even though "pretending to be an improvement on mainstream journalism" (Kperogi, 2011, p.317).

Interactive Journalism

Interactivity is a concept of online journalism that has been employed and used in two dimensions: (1) content interactivity, and (2) interpersonal interactivity. Content interactivity is enabled not only by the technical capabilities that allow users to free themselves from the linearity set by the professional journalists, but also by the complexity of choice of content made available. Interpersonal interactivity is potentially possible if capabilities of communicating with the content producers and other users are provided, but takes place only when professional journalists answer inquiring emails or chat with users, and when users respond to postings of others on messages boards and chat sessions. The web, which houses the online sites of news organizations, has been the platform used for interactive journalism. It is this context that this paper discusses the involvement of the news users which takes place after the news is published; the professional journalists are responsible for producing the news content for publication. Towards the late 1990s, some public journalism projects adopted interactive techniques.

Participatory Journalism

Although public journalism allows the participation of news users in the news making process, the term "participatory journalism" has been coined recently as mainstream journalism, which now accepts the idea of giving news users the chance to express their views about public affairs. But the term is used sometimes to include a phenomenon which is more appropriately called 'citizen journalism' (Lasica 2003). Sometimes what rightfully is participatory journalism is called citizen journalism (Gillmor 2005). Participatory journalism and citizen journalism are sometimes referred to as the same phenomenon. However, it is important to distinguish between the two. News users could participate in the news making process in multiple ways, but in the recent development, participatory journalism takes the form of the news users generating content, more or less independently of the professionals, whereas the professionals generate some other content, and also produce, publish and market the whole news product. User contribution is solicited within a frame designed by the professionals. The model of participatory hyperlocal news is being experimented by some mainstream news organizations, like letters to the editor, the section of newspapers which could be considered a forerunner of participatory journalism, although the submitted letters are likely to be heavier than the participatory contributions. Public journalism

projects included stories written by news users were the pioneer of participatory journalism as they published the experiences, not just views, of news users. The above four models of journalism do not necessarily describe the totality of individual news operations, but may describe moments or sections of individual operations.

Participatory journalism is user-participation in the news gathering process. In participatory journalism, news audiences are allowed to have a chance to present their perspective about public affairs (Nip, 2006). People in and out the newsroom are actively engaged in communicating with one another (Bowman & Willis, 2013), allowing all to participate in the ongoing process of news production. While the practice known as public or participatory journalism is sometimes regarded as being essentially the same as citizen journalism, these terms should remain distinct from citizen journalism.

Citizen Journalism

Citizen journalism came about as a reaction to the deepening gap between journalism and the citizens; on the other hand, it reflects concerns about the participation of ordinary people in public life in general (Rosen, 2006). Kperogi (2011) noted that Citizen journalism imposes on itself the task of actively seeking the input of local communities both in decisions about what constitutes newsworthy events and in how the news is presented. citizen journalism seems to provide a greater connection with citizens' concerns than traditional journalism does.

Citizen journalism is the process where the people are responsible for gathering content, visioning, producing and publishing the news product, call citizen journalism. In this model, professionals are not involved at all (unless in the capacity of citizens, but not as paid employees). It can be one or a number of individuals, a citizen group, or a nonprofit organization without a paid staff running a news blog, news web site, community radio station, or newspaper. To qualify as journalism, the content needs to include some original interviewing, reporting, or analysis of events or issues to which people other than the authors have access. A prominent example of this

model is the transnational multimedia Indymedia site. The photographs and videos taken of the tsunami in South Asia by tourists and the local people in December, 2004 would amount to citizen journalism if they were published by the people themselves, but would be participatory journalism if the material was handed to a mainstream news organization for publication. The five models of audience connection proposed above vary on the extent and form of people participation with citizen journalism, involving the people to the greatest extent, and traditional journalism the least. Interactive journalism gives the users initiative after the news is published, whereas participatory journalism gets the users to gather the news. Public journalism encompasses a wide range of experimentation in engaging citizens as advisers and partners in news gathering and writing, while also allowing interaction after news publication.

Conclusion

The paper has established the fact that journalism has undergone a fundamental transformation from a professional selection of news facts, to an audience-based system by means of technological distribution methods, to citizen journalism where common citizens take the initiative to report news, events or express opinion, happening within their community. This has propelled the change in the concept of citizenship in the last few decades. The model of citizenship was based on a notion of people wishing to be informed by having access to only a few sources and channels of information, but mixed media ecology has become outdated. Media have come to be integrated into every aspect of people's daily life, particularly facilitated by the proliferation of the internet and digital communication network giving rise to the democratization process.

Journalism has been described as a golden era in the digital age for. It has enabled access to significant data caches, leading to ground breaking journalism known as citizen journalism, causing new models of cross border collaborative reporting and access to information and diverse sources at a click of the mouse and also delivered unprecedented challenges and structural changes to the news industry.

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