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Journalists' behaviour intention to use social media as a news-gathering tool: Reasoned action approach

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Abstract
This study investigates individual and organizational factors and behaviour antecedents that influence journalists to use social media as a news-gathering tool. Here, in this study, it is argued that the implications of social media as a news-gathering tool may be better understood by learning more about the behavioural antecedents mentioned below. Based on the Reasoned Action Approach (RAA), we examined three antecedents of journalists' behaviour intention: individual's attitude, perceived social norms (injunctive norms, descriptive norms), and perceived behavioural control (PBC) to use social media as a news-gathering tool. The results of linear regression with a heterogeneous sample of 103 journalists indicated the relevance of all three RAA factors in explaining behaviour intension to use social media as a news-gathering tool. Specifically, the PBC evolved as the strongest motivational aspect, followed by perceived norms as stronger factor while attitude did not significantly impact the behaviour intention to use social media as a news-gathering tool. Hence, it can be suggested that organizational interventions may aim at shaping both norms and behavioural control to improve journalists' behaviour intention to use social media as a newsgathering tool.

Keywords: Reasoned action approach RAA, social media as a news-gathering tool, journalists' behaviour intention, attitude, perceived norms, perceived behaviour control PBC

Introduction
In the era of internet and social media, the process of news gathering and mass media production has changed drastically. Many networked "news rhythms" are now decided by social media sites that curate, solicit and govern engagement with online news (Clark *et al*. 2014) [7]. Such platforms are not just publishing channels, but places where journalists source, disseminate information, and compete with people and information that have not historically been part of the press. 'Social media rhythms' influence 'press rhythms' when platforms change the making and meaning of 'news time'. Not only does this influence come in the form of technological power to deliver content faster but also cultural power to suggest that social media represent public concerns that the social media rhythms should be press rhythms. From a current business perspective when mass media audiences are becoming increasingly fractured and the industry more competitive, most of the news organizations had made the Web and other Internet tools available to reporters, news researchers and others in the newsroom (L. C. Miller, 1998; Garrison, 1998a; Reddick & King, 1997; Ross & Middleberg, 1997) [13, 12, 15, 17-18]

Media organization expect/ or make mandatory to their journalists to use internet and social media platforms as a news-gathering tool effectively in order to save time and money of organization, or the journalists are self- motivated to use social media platform to produce more relevant and better-quality stories to stay ahead in the field. In both the cases, there are many factors and behavioural antecedent that can influence the journalist's intention to use and adapt social media as news-gathering tool. By understanding these factors and finding relationships between them, can prove useful to understand journalist behaviour intention towards the social media as a news-gathering tool.

In this study we have used the Reasoned Action Approach (RAA) by Fishbein and Ajzen (2010) [11]. The RAA was developed from the Theory of Planned Behaviour (TPB) (Ajzen, 1991) [1], which in turn was developed from the Theory of Reasoned Action.

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The two theories: TRA and TBP share the assumption that intentions are the immediate antecedents to behaviour i.e., the stronger the intention to perform a behaviour, the greater is the likelihood of the behaviour actually occurring (Doll & Ajzen, 1992) [8]. The TPB is designed to predict and explain human behaviours in specific situations (Ajzen, 1991) [1].

From RAA perspective, "Behavior is ultimately determined by the readily accessible beliefs people have about their performing the behavior in question" (Fishbein & Ajzen, 2010. p.203) [11].

Our beliefs come from numerous sources, such as education, personal experiences, people around us, television, newspapers, internet and other media. Individual differences not only influence the experiences of people and the information source they are exposed to, but also the way they interpret the information. Therefore, people belonging to different cultures or having different personality traits may have different beliefs.

In the RAA, three different kinds of beliefs have been stated.

First, people hold beliefs about the positive or negative consequences they might have to experience if they perform the behavior. These outcome expectancies or behavioral *beliefs* are assumed to determine people's attitude towards personally performing the behaviour i.e. their positive or negative evaluation of performing the behavior in question.

Second, people form beliefs that important individuals or groups in their lives approve or disapprove of their performing the behavior and beliefs that these referents themselves perform or don't perform the behavior in question. In their totality, these injunctive and descriptive normative beliefs produce a perceived norm i.e. perceived social pressure to engage or not engage in the behavior.

Lastly, people also form beliefs about personal and environmental factors, which can help or impede their attempts to carry out the behavior. In their aggregate, these *control beliefs* result in a sense of high or low self-efficacy (Bandura, 1986, 1997) [5, 4] or perceived behavioral control with regard to the behavior. If control beliefs identify more facilitating than inhibiting factors, perceived behavioral control must be high.

Behavioural antecedents of using social media as a news-gathering tool

In this study, we have used the RAA to investigate the influence of journalists' perception on newsgathering behavior intension of using social media as a news-gathering tool.

The extent to which people (within organisation) expect journalists to use social media as a news-gathering tool (injunctive norms) and the extent to which their direct work environment shows usefulness of social media as newsgathering tool (descriptive norms), and last but not the least journalist's number of skills and abilities to use social media as a news-gathering tool (perceived behavioral control).

Attitude
Generally, an attitude, may be defined as a "latent disposition or tendency to respond with some degree of favourableness or unfavourableness to a psychological object" (Fishbein & Ajzen, 2010, p. 125) [11] within our reasoned action framework, attitudes follow directly from beliefs about the attitude object. In general, our beliefs about

an object are formed by associating it with various characteristics, attributes and qualities. Throughout their lives, people's experiences lead them to form different beliefs about various objects. These beliefs may be formed as a consequence of direct observation or they may be acquired indirectly by accepting information from peer groups, teachers, media, and other sources of information or they may be and they may be self-generated through inference processes. More formally, we define belief as the subjective probability that an object has a certain attribute. The terms object and attribute are used in the generic sense, and they refer to any discriminable aspect of an individual's world.

The way beliefs influence attitudes is described by the most important model called as the expectancy-value model (see Feather, 1959, 1982). One of the first and most complete statements of the model can be found in Fishbein's (1963, 1967b) [9, 10] summation theory of attitude, although somewhat narrower versions were proposed earlier by Peak (1955) [14], Carlson (1956) [6], and Rosenberg (1956) [20]. Consistent with Fishbein's expectancy-value model, we assume that attitudes toward an object are formed automatically and inevitably as new beliefs are formed about the object. Specifically, people are assumed to have pre-existing evaluations of the attributes that become linked to an object in the process of belief formation. Depending on the strength of the beliefs, the attribute evaluations become associated with the attitude object and in a process of summation produce the overall attitude toward the object. Thus, on future occasions, the attitude object will automatically elicit the summated evaluative response, that is, the overall attitude toward the object. This model is shown symbolically in

Equation

$$A \propto \Sigma \, b_i \, e_i$$

Here A stands for attitude towards an object, b_i refers to the strength of the belief that the object has attribute I; while e_i is the evaluation of attribute i.

On the basis of above statements, we can consider that attitude towards using social media as newsgathering tool has an impact on journalist behaviour intention towards using social media as newsgathering tool and in this study, we test would test the hypothesis:

Hypothesis 1: there is a significant impact of attitude towards the using social media as newsgathering tool on ehaviour intension of using social media as news gathering tool.

Perceived norms
In the theory of RAA, norms can be defined as "perceived social pressure to perform (or not to perform) a given behavior" (Fishbein & Ajzen, 2010, p. 130) [11] and constitute another significant antecedent in the prediction of behaviour.

There are two aspects of norms in the RAA. The first one being injunctive norms that refers to the perceptions of what important referent individuals or groups think "should or ought to be done with respect to performing a given behavior" (Fishbein & Ajzen, 2010, p.131) [11]. Injunctive norms often affect behavioral rules that apply equally to

every member of a specific group (Fishbein & Ajzen, 2010) [11]. The second aspect is descriptive norms, which is based on the assumption that peer pressure is an important determinant of behaviour. Hence, it refers to perceptions that important others "are or are not performing the behavior in question" (Fishbein & Ajzen, 2010, p. 131) [11]. The measure of normative beliefs in this study contains items that assess injunctive and descriptive norms.

Injunctive and descriptive norms are based on the total set of salient normative beliefs, each weighted by motivation to comply with the referent. This is shown in the Equation, where NI is the injunctive/descriptive norm, n_i is the injunctive/descriptive normative belief about referent $_i$, m_i is the motivation to comply with referent $_i$, and the sum is over the total number of salient referents:

$$NI \propto \Sigma \, n_i \, m_i$$

For this study, we will try to find out that normative belief towards using social media as a news-gathering tool has an impact on journalists' behaviour intention towards using social media as a news gathering tool, and in the study, we will test the following hypothesis:

Hypothesis 2:
There is a significant impact of Perceived norms about using social media as a newsgathering tool on behaviour intension of using social media as a news-gathering tool.

Perceived behaviour control
PBC is valued as an important antecedent in the RAA framework. It reflects "the extent to which people believe that they are capable of, or have control over, performing a given behavior" (Fishbein & Ajzen, 2010, p. 64) [11]. A lack of control to perform a certain behavior may impede its successful performance. The notion of control includes both internal and external elements (Fishbein & Ajzen, 2010) [11]; however, the factors that determine actual control over a certain behavior are often unclear, and so is relevant information about these factors. Instead, perceived behavioral control is acknowledged as a proxy for actual control, considered to reflect the latter accurately to an acceptable extent (Fishbein & Ajzen, 2010) [11].

Perceived behavioural control is assumed to take into account the availability of information, opportunities, skills, and other resources required to perform the behaviour as possible barriers or obstacles that may have to be overcome. In their totality, control beliefs lead to the perception that one has or does not have the ability to carry out the behavior (i.e., perceived behavioral control). The equation below shows the relation between control beliefs and perceived behavioral control in symbolic form. In this equation, PBC is perceived behavioral control; c_i is the belief that control factor $_i$ will be present; p_i is the power of factor $_i$ to facilitate or impede performance of the behavior; and the sum is over the number of salient control beliefs.

$$PBC \propto \Sigma c_i \, p_i$$

With respect to using social media as a newsgathering tool. The more of the required resources and opportunities journalists think they possess, and the fewer obstacles or impediments they anticipate, the greater should be their perceived control over their performance of the behaviour.

Therefore, in current study, we are testing the following hypotheses

Hypothesis 3: There is a significant impact of Perceived Behavioral control on Behaviour intension to use social media as a news gathering tool.
The fact that the above mentioned three predictors of intentions can take on different weights tells us that the intention to perform a given behavior is based on a particular combination of attitudinal, normative, and control considerations. Thus, some journalists may use social media as a news-gathering tool because they have positive attitudes towards social media as a news-gathering tool, whereas other may do so because of perceived social pressure. The relative importance of the different predictors can vary from one population to another (Fishbein & Ajzen, 2010 p .22) [11].

The Empirical Study
For the study, the data has been collected from journalists, who are currently working in any news organizations and media industries, such as digital media, electronic media, print media and others. A questionnaire, presenting a series of items, was designed to measure the constructs in the study. Respondents were presented a five-point Likert-type scale, upon which the journalists were asked to respond. The scale and weights used were: Strongly Agree-5; Agree-4; Neutral-3; Disagree-2; and Strongly Disagree-1. The questionnaire was distributed to the journalists via Internet using a survey tool 'google form questionnaire.
The URL/link for the web page containing the questionnaire was emailed and shared on WhatsApp with them.
A total of 103 journalists took part, of which Sixty three percent were male respondents and thirty-seven percent were female respondents. Thirty-eight percent of the respondents were in the age group between 18 and 25 years; thirty-five percent were in the age group between 26 and 30 years, eleven percent belonged to the age group between 31 and 35 years, and seven percent were in the age group above 35 years. Nine percent respondents age could not be classified as they entered wrong data.
Besides, sixty-one percent journalists work in the digital media, sixteen percent work in the electronic media, nineteen percent respondents work in the print media while approximately four percent work in other media organisations.

Table - The Demographics of the Respondents

Table 1: Gender

Gender	Frequency	Percentage
Male	65	63.1
Female	38	36.9
Total	103	100

Table 2: Age

Age Category	Frequency	Percentage
18-25	39	38
26-30	36	35
31-35	12	11
35+	7	7
Unidentified	9	9
Total	103	100

Table 3: Type of media Organization

| Media Organization	Frequency	Percentage
Digital Media	63	61.2
Electronic Media	16	15.5
Print Media	20	19.4
Others	4	4.1
Total	103	100

The dependent variable (behaviour intention) was regressed on predicting variable of attitude, social norms and PBC. The independent variables significantly predict behaviour intention, F (3,99) = 30.073, $p<$ .001, which indicates that the three factors under study have a significant impact on behaviour intention. Moreover, the $R^2 =$ .477 depicts that the model explains 47.7% of the variance in behaviour intention.

Table 4: The following table shows the summary of the findings

Hypotheses	Regression weights	B	t	P - value	Hypotheses Supported
H$_1$	At→BI	.005	.300	.764	No
H$_2$	PN→BI	.017	2.071	.041	Yes
H$_3$	PBC→BI	.102	5.6167	.000	Yes
R	.477				
F (3,99)	30.073				

Note: *$p<$ 0.05. At: Attitude, BI: Behaviour Intention, PN: Perceived Norms, PBC: Perceived Behavioral Control.
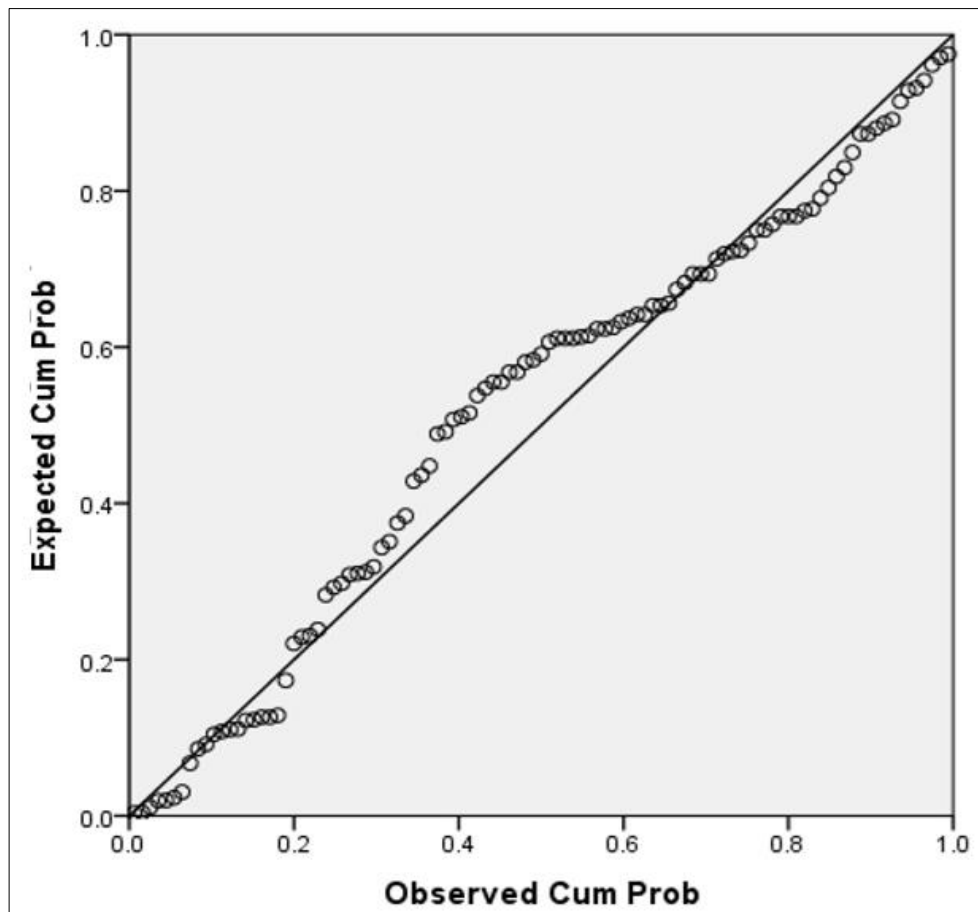
Fig 1: Normal P-P Plot of Regression Standard Residual Dependent Variable: Intension
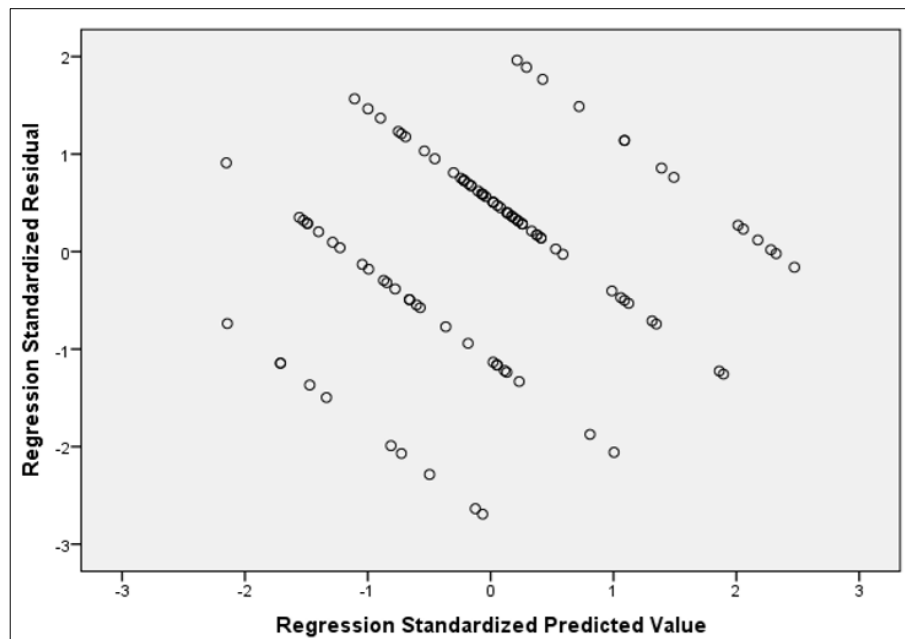
Fig 2: Scatterplot Dependent Variable: Intension

Discussion
This study aimed at applying the RAA to understand journalists' intention to use social media as a news-gathering tool. To do so, we gained an understanding of the factors and behaviour antecedents that affect journalist' behaviour intention by examining the relationship between individual and organizational antecedents of news-gathering behavior and the respective journalists' behaviour. specifically, attitude towards the news-gathering behaviour via social media. Perceived norms, and the PBC were considered as antecedents of journalist' integration behavior.

On the whole, the results shows a meaningful pattern of antecedents of journalist news-gathering behaviour via social media. Two of three antecedent (perceived norms and PBC) of the RAA made significant contributions to the prediction. The third antecedent attitude toward social media as news-gathering tool do not significantly contributed to the prediction. Across all the responded the attitude toward the social media remains mostly positive. Also Compared to the other two factors there are very little variation in the attitude toward the social media across the all respondent.

PBC was found to be a particularly strong predictor for behaviour intention. This result implies a strong link between the journalist' perception that he has or does not have the ability to use social media as news-gathering tool and the resulting behavior.

Conclusion
In this study, we show the applicability and utility of the RAA framework for behaviour intention to use social media as news-gathering tool research. Overall, the proposed model offers new insights into the linkages between attitude, perceived norms (injunctive and Descriptive), perceived behavioural control, and journalist Behaviour intention.

By looking at potential antecedents of Behaviour intention of newsgathering via social media, researcher gain a deeper understanding of the driving forces that motivate journalist to use social media as news-gathering tool. This understanding may serve as a starting point for a better alignment of journalist needs and media organization or at large media industries' expectations.

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