

REVIEWER'S REPORT

Manuscript No.: IJAR-54384

Date: 17/10/2025

Title: News Business in Contemporary Framework: How digital platforms disrupt traditional media workflows in Tanzania.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 17/10/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This paper is significant because it investigates how digital platforms are reshaping traditional media operations in Tanzania. It explores the transformation of news gathering, production, and dissemination within mainstream media, revealing both opportunities and disruptions. By applying the Diffusion of Innovation and Disruptive Innovation theories, it highlights the urgent need for adaptable business models and digital skill development.
- Strength:** The study's strength lies in its mixed-method design, combining quantitative surveys and qualitative interviews from multiple Tanzanian media houses. This methodological rigor provides comprehensive insights into journalists' adaptation to digital tools. The theoretical integration of Technology Acceptance, Diffusion, and Disruptive Innovation models strengthens its conceptual foundation, ensuring both academic depth and practical relevance for policy, media management, and digital transformation strategies.
- Key Insight:** The key insight reveals that while Tanzanian journalists increasingly recognize the importance of digital platforms, mainstream media remain constrained by outdated business models and insufficient investment in technology and training. Successful digital transformation requires strategic innovation, capacity building, and alternative revenue models. The study underscores that embracing digital disruption is essential for media sustainability, audience engagement, and long-term competitiveness.

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Reviewer's Comment / Report

The paper titled “*News Business in Contemporary Framework: How digital platforms disrupt traditional media workflows in Tanzania*” grounded in Diffusion of Innovation Theory, examines digital platforms' disruption of traditional media workflows in Tanzania through surveys (174 reporters) and interviews (18 editors) from five Dar es Salaam outlets. Analyzed via SPSS, findings reveal moderate journalist familiarity with digital tools, persistent traditional practices, and vulnerabilities in gathering, production, and distribution due to underinvestment. Recommending training, infrastructure upgrades, and innovative models, it highlights opportunities amid challenges like revenue loss and misinformation, though sample size limits generalizability.

Suggestions for Improvement:

1. Add a clearer statement of the research gap after presenting existing conditions.
2. Provide a stronger justification for selecting Tanzania as a case beyond its media diversity mention its policy environment or digital growth rate.
3. The review could benefit from a more critical comparison of previous findings rather than a descriptive summary.
4. Add recent (post-2020) sources on African digital journalism transformation.
5. Include a conceptual table summarizing the reviewed literature and identified research gaps.
6. Clarify how each theory specifically aligns with the study's objectives (e.g., DOI for adoption, TAM for user perception).
7. Specify the rationale behind selecting 182 respondents beyond standard chart reference.
8. Clarify how data reliability and validity were ensured (e.g., Cronbach's alpha, pilot test).
9. The methodology section would benefit from a flowchart showing the research process.
10. Use subheadings to structure the discussion (e.g., Digital Familiarity, Challenges, Opportunities).
11. Strengthen the analytical depth by comparing Tanzanian findings with similar studies in Africa.
12. Elaborate more on the “opportunity” side, such as monetization or audience engagement strategies.

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The paper presents a well-structured and empirically grounded investigation into how digital platforms disrupt traditional media workflows in Tanzania. Its theoretical integration and methodological rigor are commendable. However, improvements in literature synthesis, data visualization, and policy-oriented recommendations would strengthen its contribution. Overall, it is a valuable and relevant study that merits publication after moderate revisions to enhance analytical clarity and practical implications. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.