



Journal Homepage: [-www.journalijar.com](http://www.journalijar.com)

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI:10.21474/IJAR01/21950

DOI URL: <http://dx.doi.org/10.21474/IJAR01/21950>



RESEARCH ARTICLE

NEWS BUSINESS IN CONTEMPORARY FRAMEWORK: HOW DIGITAL PLATFORMS DISRUPT TRADITIONAL MEDIA WORKFLOWS IN TANZANIA

Josephat Mwenge Mwanzi and Malima Zacharia

Manuscript Info

Manuscript History

Received: 13 August 2025

Final Accepted: 15 September 2025

Published: October 2025

Key words:-

Digital journalism, media disruption,
newsroom transformation.

Abstract

This study investigated how digital platforms have altered the way mainstream media used to run the news industry in Tanzania; and also sought to find out techniques that journalists use nowadays for news gathering, production, and dissemination. The study was carried out in five media companies in Dar es Salaam: Tanzania Broadcasting Corporation (TBC), IPP Media, Clouds Media Ltd, Tanzania Standard Newspapers (TSN), and Mwananchi Communications Limited (MCL). The analyses were grounded on the Diffusion of Innovation Theory. Qualitative and quantitative methods were used to get data from news reporters and editors respectively, involving surveys ($n = 174$) and interviews ($n = 18$) across five major media houses in Dar es Salaam. A questionnaire for news reporters was randomly distributed to gather quantitative data. Quantitative data was analysed using Statistical Package for Social Science (SPSS) version 16. Findings expose minor digital tool adoption, persistent reliance on traditional ways, and underinvestment in infrastructure and training. The study recommends strategic innovation, digital capacity building, and alternative revenue for traditional media to competitiveness in the digital era.

"© 2025 by the Author(s). Published by IJAR under CC BY 4.0. Unrestricted use allowed with credit to the author."

Introduction:-

Background of the Study:-

Today in the digital era, the integration of multimedia elements in news production has become more prevalent, with Tanzanian media houses increasingly adopting these tools to enhance their storytelling capabilities. According to the Media Council of Tanzania (2022), the integration of digital tools has enabled journalists to access a broader range of sources and provide real-time updates, thereby improving the overall quality and timeliness of news reporting.

In terms of business models in the mainstream media, digital platforms and technological advancements have challenged traditional news and business models in relation to revenue generation. The Media Ownership Monitor (2024) highlights that traditional media outlet must navigate these challenges by adopting sustainable business models, such as digital subscriptions and sponsored content, to remain viable in the digital age. The media landscape in Tanzania is now diverse and vibrant with 183 radio stations and 43 TV stations (Katunzi and Spurk, 2022). The print sector is the most diverse in East Africa. Katunzi and Spurk note that there are 229 newspapers and magazines in Tanzania Mainland, 78 percent being privately owned and the rest owned by the government and its institutions. In Zanzibar, there are 25 radio stations, 12 TV stations and two newspapers (Interview with TCRA officials). Apart from the growth of traditional media, the country is also witnessing growth in internet penetration which now stands

at 37.60 percent (Madhusudhan, 2016). The present study examines the transformative effects of digital platforms on the traditional operations of Tanzanian mainstream media. It specifically explores the techniques employed by journalists for news gathering, production, and dissemination in the contemporary digital era. Additionally, it investigates potential business models that can pave the way for competitive news operation among mainstream media in Tanzania. Tanzania is a country in East Africa with a population of about 60 million people and a diverse media landscape that includes both state-owned and private media outlets (Mabweazara et al., 2014).

Internet penetration and mobile phone usage:-

Tanzania has experienced rapid growth in internet penetration and mobile phone usage in recent years, creating new opportunities and challenges for the media industry (Moyo et al., 2023). The integration of multimedia elements in news production has become more prevalent, with Tanzanian media houses increasingly adopting these tools to enhance their storytelling capabilities. According to the Media Council of Tanzania (2022), the integration of digital tools has enabled journalists to access a broader range of sources and provide real-time updates, thereby improving the overall quality and timeliness of news reporting. In terms of business models in the mainstream media, digital platforms and technological advancements have challenged traditional news and business models in relation to revenue generation.

The Media Ownership Monitor (2024) highlights that traditional media outlet must navigate these challenges by adopting sustainable business models, such as digital subscriptions and sponsored content, to remain viable in the digital age. However, many mainstream media houses face challenges in adapting to credible and fulfilling digital innovation opportunities, particularly within the news gathering, production and distribution systems. Recognizing these challenges, the present study, aimed to learn the impact of digital platforms among such subsector of the media sector. The results provide both opportunities and challenges for mainstream media in Tanzania. The present study is focusing on four primary value chains which include news gathering, production, and distribution, in identified media houses in Dar es Salaam.

Statement of the Problem:-

The rapid proliferation of digital platforms has fundamentally altered the global media landscape, challenging traditional news production, distribution, and monetization models. In Tanzania, where mainstream media historically relied on legacy systems and print-based revenue streams, the digital shift presents both opportunities and disruptions. Despite increasing internet penetration and mobile access, many Tanzanian media houses continue to operate under outdated business models, with limited investment in digital infrastructure and journalist training (Munoriyarwa & Moyo, 2023). Journalists are increasingly using digital tools for news gathering and dissemination, yet their adoption remains uneven and often superficial.

This partial integration reflects broader institutional inertia and a lack of strategic innovation, which threatens the sustainability and competitiveness of traditional media outlets. Moreover, the absence of localized empirical studies on how digital platforms are reshaping newsroom workflows in Tanzania creates a critical gap in both academic literature and media policy discourse. This study addresses that gap by examining how digital platforms disrupt traditional media workflows in Tanzania, using the Diffusion of Innovation Theory, Technology Acceptance Model, and Disruptive Innovation Theory to analyze journalist adaptation, organizational readiness, and strategic responses. Without a clear understanding of these dynamics, Tanzanian media risk falling behind in a rapidly evolving digital ecosystem.

Literature review:-

According to Sherman (2019), traditional media (especially radio) is still the most accessible medium in Africa, Tanzania included. However, the traditional initiatives in news gathering, producing, and distribution are based on unsustainable news business models (Kervenoael, Kasap, and Eryarsoy, (n.d.). Traditional media outlets in Tanzania can now publish stories online and share them across multiple social media channels, ensuring wider reach and engagement. According to the Open University of Tanzania (2022), this shift has allowed Tanzanian newspapers, TV, and radio stations to reach audiences beyond their traditional geographic boundaries. A study by the University of Dar es Salaam (2022) found that Tanzanian media houses are increasingly adopting these multimedia tools to enhance their news production processes. The shift to digital has disrupted traditional revenue models. Advertising revenue, which was once a mainstay for print and broadcast media, has declined as advertisers move to digital platforms.

This has forced media houses to explore alternative revenue streams, such as digital subscriptions and sponsored content. The rapid dissemination of information on digital platforms has led to the spread of misinformation. Traditional media outlets in Tanzania face the challenge of maintaining credibility while competing with unverified sources of news on social media. This issue is compounded by the lack of stringent regulations governing online content. The distribution of news has also been transformed by digital platforms. Traditional media outlets now use websites, social media, and mobile applications to reach a broader audience. Furthermore, digital platforms facilitate real-time updates and instant sharing, which enhances the timeliness

Empirical Literature:-**Studies Conducted Outside Tanzania:-**

This section primarily looks at digital platforms advancement and their role in the media sector. The concept of digital platforms in a media digitisation environment has proved to be a useful analytical tool for understanding how technological innovations can play an important role in shaping the way online news is generated, produced and delivered (Kazan, 2018). A study conducted in South Africa by Deffor (2015) entitled *An Evaluation of the Impact of the Digital Platform on Hard News Storytelling at the BBC and SABC Online News Sites*, found that among other things, the norms that govern the production of hard online news are deeply rooted in the old media platforms of print, radio and television such that significant continuities can be seen with respect to specific techniques and practices.

In addition, 67% of those who participated in the study were not satisfied by mainstream media's techniques to gather produce and distribute news. In Kenya, Kloeet et al., (2019) examined the readiness of print media platforms to adopt new ways of improving the delivery of agricultural information and concluded that, it also finds that the norms that govern the production of hard online news are deeply rooted in the old media platforms of print, radio, and television, such that significant continuities can be seen with respect to specific techniques and practices.

Another study, this time by Pradhan (2018), focused on how journalists use social media in India and the impact on structural, functional, and professional aspects of web journalism. It was established that mainstream media, such as TV and newspapers, was supposed to increase the scope of content generation and sharing in order to compete with social media. Social media platforms were commended as an important tool for the audience and as useful tools for journalists (Pradhan, 2018). Abernathy (2017) states that “digital technologies have the power to disrupt traditional communications. With fewer resources, which enable them to successfully disrupt incumbents by leveraging information-based assets and following an exponential price-performance trajectory.

Picard (2011) examined broadcasting journalists' perceptions of the credibility of internet news information, measuring several factors. It was discovered that broadcasting was then undergoing dramatic technological changes, as is the case even today in many parts of the world (Mutula, 2010). Respondents were aware that the dominant broadcasting news content champions, both radio and television, have been distributed through a limited number of dedicated distribution paths. Terrestrial distribution was the first to unfold to a mass audience with linear programmes. Cable and satellite distribution followed, then Internet Protocol Television (IPTV) (Rossotto et al., 2019). Another factor discussed was that the transition from analogue to digital transmission brought about an unprecedented increase in capacity available on the terrestrial platform. The findings indicated that the trend, in turn, enabled an extended offer of news programmes as well as increased technical quality (e.g. HDTV and possibly 3DTV and Ultra-HDTV in the future) (Rossotto et al., 2019). These reviewed studies directly show that the development of digital platforms has disrupted traditional media in many ways, including the news business. This justifies the present study, indicating that there was a need to study the impacts of digital platforms on news gathering, production, and distribution in mainstream media houses in Tanzania (Kabbar, 2020).

Previous studies in Tanzania:-

The studies available in Tanzania indicate that the usage of digital platforms in Tanzania by mainstream media is unpredictable sometimes (Sherman, 2019). A study carried out by Mbilinyi, Tumbo, and Rwehumbiza (2010), states that the interactive features of digital platforms in Tanzania have created a forum whose primary function is the exchange of economic information. In their study titled, “Economics of digital platforms for the agriculture sector in Tanzania,” they discovered that blogs, YouTube, Twitter, and Facebook have become increasingly used for dissemination of information Tanzania. However, the study did not check the impacts of these digital platforms on news gathering, production, and distribution in traditional media.

Additionally, a survey which was conducted by Mfumbusa and Mataba, (2007) to 165 journalists in Tanzania indicate that 60 percent of the respondents felt less bound by social media for covering stories. The study also found that half of the journalists who participated in the study had little knowledge about professional ways of dealing with digital journalism. The findings further demonstrated that most journalists use digital platforms and social networks like Facebook just to find out what people are talking about. Another related work to this study is a global research by Rosenstand et al. (2018), which explored the changing environment around news across countries.

This is in line with the research done by a team of researchers from the Reuters Institute engaged more than 74,000 people in 37 countries, Tanzania included. Rosenst et al., (2018) delivered their findings, which show that web news consumption is shifting into subscriptions, which allow consumers to choose what news they want in Tanzania. Kudos went to traditional media such as TV and newspapers where 75% of the respondents were comfortable that journalists provide news with verifiable sources, which assures me of its trustworthiness. On digital media, however, it was revealed that many stories had no sources, and those with no sources cannot be verified easily. This limits confidence in the reliability of the online news. In addition, Okana and Teaching (2017) studied the influence of online journalism on news reach in Tanzania. The study concluded that using technology in news gathering, production, and distribution to reach many people was as important as the news' credibility issue. Digital platforms for news businesses were considered important for mainstream media (Okana & Teaching, 2017). The study also commended the usage of digital platforms which allow news to be accessible to internet users.

A study by Spurk and Katunzi (2019), among other things, discovered that "apart from the growth of traditional media, the country is witnessing a paradigm shift in the internet space; increased penetration from 17% in 2012 to 45% in 2017" (p. 45). However, the results also reveal that although traditional media were more willing to spend money on online news, there was a lack of competence and intimidation from the online regulations. Related to the previous point, media owners and managers do not invest money in ensuring their journalists are equipped with sufficient technology to be digitally innovative. It reported that the leading problems journalists identified in using online resources unclouded dishonest among some online news sites containing unreliable information, or fake news. Web-related problems, based on the technology itself, were not perceived to be as severe. This has further broadened the need for online journalists to be more proactive rather than creative in using these opportunities (Media Council of Tanzania, 2019). According to Rwehumbiza (2010), the interactive features of digital platforms in Tanzania have created a forum whose primary function is to exchange of economic information. In their study, Economics of digital platforms for the agriculture sector in Tanzania analyse digital platforms, YouTube, Twitter, and Facebook have become increasingly used disseminating information.

A global research Rosenstand et al., (2018), explored the changing environment around news across countries. The research called Digital News Report in 2018, was done by a team of researchers. The study commended usage of digital platforms, in this context allowing news to be accessible to internet users. A Study on Journalistic Use of social media, established that online media such as bloggers, websites, and online TV have to increase the scope of content generation and sharing through. Social media platforms were commended as important tools for the public but also as valuable tools for journalists (Pradhan, 2018). These findings are in line with Muvaka (2015) who argued that the mushrooming growth of online news sites services has expanded the scope of content generation and sharing. Muvaka's work called Assessing the Impact of The Digital Migration Process on Media Consumers: A Case Of Television In Kenya argues that the Internet-based platforms have emerged as essential news platforms for the public. On the other hand, Li and Suh, (2015), argues that news on social media [blogs] platforms suffers from a relative lack of professional gatekeepers to monitor the generation and dissemination of content (Scheinbaum, 2015).

Synthesis and Knowledge Gap:-

Although previous research established the fact that audiences benefit from instant and personalised online news content and information, reviewed studies show that even recent researchers have focused on the quality of media, content analysis, and online journalism and ethics (Bolter and Grusin, 2002). Few studies provide empirical insights into newsroom-level transformations in Tanzania, and little attention has been given to investigating on how digital platforms have impacted specifically news gathering, production, and distribution in the mainstream media. This study fills that gap by analyzing both technological adoption and organizational response. The aim of this study, therefore, was to contribute to this research area by investigating the impacts of those platforms on the news operation of mainstream media in Tanzania. The gap identified highlights the limited studies specifically addressing the impacts of digital platforms on news gathering, production, and distribution in Tanzania.

Given the lack of sufficient research in this area, this study aims to be distinctive, particularly at a time when there is growing concern about the rise of digital platforms amidst questions regarding the credibility of news in the country (Nduhura, 2013 adequately explored in the Tanzanian context.

Theoretical and Conceptual Framework:-

The current study primarily draws on the Diffusion of Innovation (DOI) theory by Everett Rogers (1962) and the Technology Acceptance Model (TAM) by Davis (1989). However, due to their limitations, the researcher has also incorporated the theory of Disruptive Innovation. The DOI theory, proposed by Everett Rogers, explains how innovations are adopted within a social system over time. It identifies key factors such as and relevance of news (Simonite, 2013). The innovation itself, communication channels, time, and the social system that influence the adoption process. However, DOI primarily focuses on the gradual adoption of innovations and may not fully capture the rapid and transformative impact of disruptive innovations (Rogers, 2003). The Theory of Disruptive Innovation, introduced by Clayton Christensen, explains how smaller companies with fewer resources can successfully challenge established businesses.

Disruptive innovations typically start by targeting overlooked segments of the market with simpler, more affordable solutions. Over time, these innovations improve and move upmarket, eventually displacing established competitors (Christensen, 1997). This theory highlights the importance of understanding the dynamics of market disruption and the strategies that can be employed to navigate such changes. Theoretical perspectives and communication models integrating directly the use of digital platforms are slow to emerge in journalism and mass communication literature. The newness of interactive networked information media must be viewed as a contributing factor. In this study, three theories have been applied to explain the general use or effect of digital platforms. The foundation model for this study was the Technology Acceptance Model (TAM).

As the study sought to explore how digital platforms impact news gathering, production and distribution, then journalists' use of digital platforms or digital platforms in their daily routine was essential to be investigated. Furthermore, two other theories were reviewed before making a decision about which of those theories was relevant: The selected theory was applied to supplement the study's foundation model. Therefore, Diffusion Theory, which focuses on the introduction and spread of new technological innovations, was a helpful guide for understanding how digital platforms have evolved over the years. Some researchers (Rossotto et al., 2019) have demonstrated the usefulness of DOI as it explains "how," "why," and "what" new thoughts and technology spread. Rogers (1995) explained that the process of Diffusion of Innovation resembles a mental process that an individual goes through before adopting or rejecting an innovation.

The process involves four key factors: the innovation itself, communication channels, time, and the social system. Adoption of a new idea, behavior, or product (such as new digital platforms) does not happen simultaneously in a social system (or in the newsrooms either); rather, it is a process whereby some people are more apt to adopt the innovation than others. The theory is applicable in this study because it seeks to identify how, over time, an idea or product gains momentum and diffuses through a specific population or social system especially in the mainstream media context. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than they had previously (e.g., purchase or use a new product, acquire and perform a new behavior, etc.). The key to adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this perception that diffusion is possible.

Table 1: Summary of the selected theories

Name of the Theory	Implication of this study
Diffusion of Innovation Theory (DIT)	Impacts of MSM's news work are influenced by DP technological attributes which include relative advantage, complexity, compatibility, trialability and observability.
Technology Acceptance Model (TAM)	The news business in MSM is impacted by three aspects technology context, organisational context and environmental context.
The conceptual framework for this study comprises the Technology Acceptance Model (TAM) and Diffusion of Innovation theory (DOI). Key variables from TAM include access and use, while awareness came from DOI	

In the context of the identified theories in this study, however, these theories are complementary to each other in relation to this study. For example, the theory of Diffusion Innovation was identified by the researcher as the main theory for the study, accompanied by the Technology Acceptance Model (TAM). In this theory, mainly it was learned that, the perceived innovation as usefulness and ease of use tend to influence attitudes towards using it. The TAM key assumptions, variables and their context are applicable in this study as they assist in examining the news producers' access and use of digital platform services. In addition to digital native news organizations, most newspapers, radio stations and TV channels are present online and use social media to reach more people. M-Papers, a digital newsstand, allows members of the public to subscribe to electronic versions of newspapers and magazines (Emanuel (2013).

Table 2: Conceptual Table: Literature Synthesis

Theme	Key Studies	Identified Gaps
Digital Adoption	Rogers (2003); Davis (1989)	Limited Tanzanian-specific data
Workflow Disruption	Christensen (1997); Munoriyarwa et al. (2024)	Lack of empirical newsroom-level analysis
Monetization & Engagement	Munoriyarwa & Moyo (2023); Nyabola (2020)	Few policy-oriented recommendations for Tanzania

Conceptual Framework:-

The conceptual framework for this study was formed from the Diffusion of Innovation Theory (DOI) and the Technology Acceptance Model (TAM). Key variables from DOI include awareness, while variables from TAM are represented by access and use, as presented in Figure 1 below.

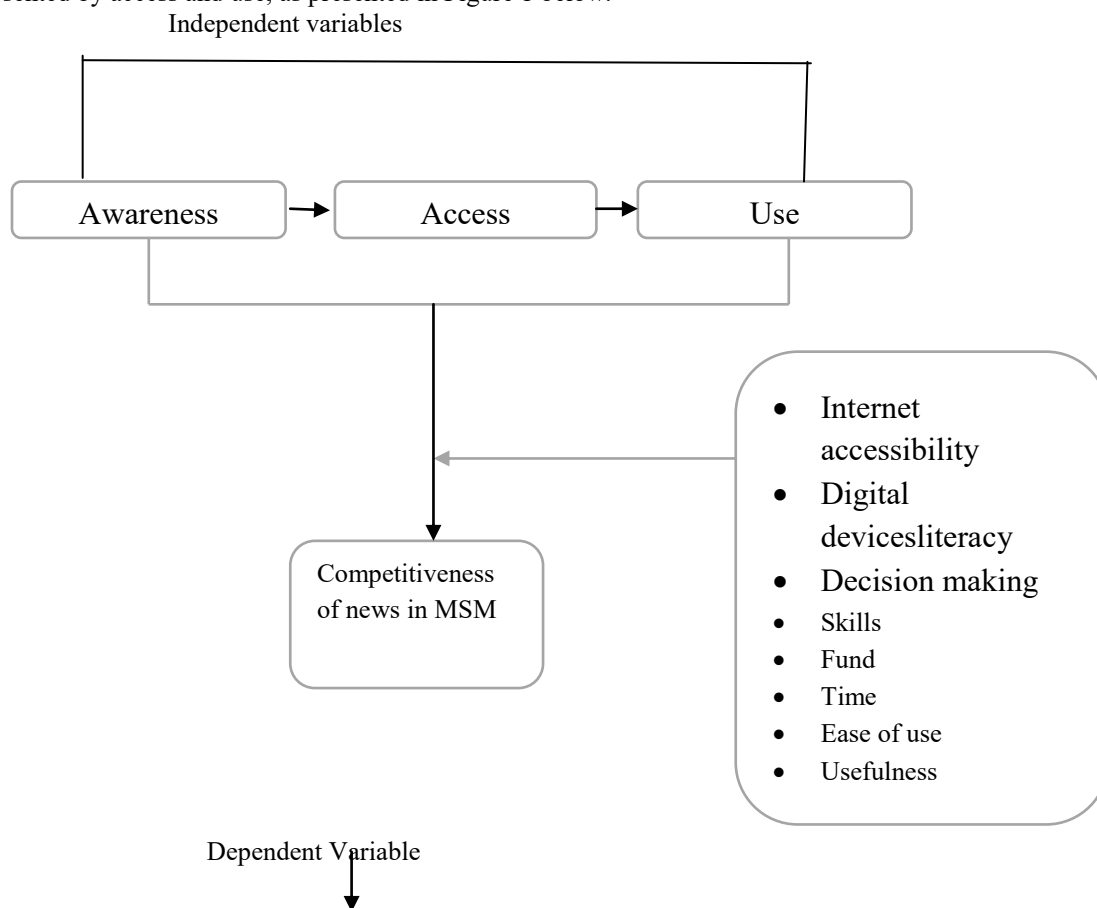


Figure 1: Conceptual Framework

As illustrated in Figure 1: above, the conceptual model shows three independent variables examined by this study: awareness access and use and effective digital platforms services as dependent variables. However, this study did not ignore the fact that there are intervening factors that may positively or negatively affect mainstream media access and use of Digital platforms (DP). These factors include internet availability, Computer literacy, and availability and possession of the devices used in news gathering, producing, and distributing. The key assumption of the study was that mainstream media in Tanzania are aware of DP services. Thus, they can access and use them, as described in Rogers's model of Diffusion of innovation (DOI), that access and eventually use of innovation is determined by awareness.

Similarly, Davis (1989), in his TAM model, proposes that perceived usefulness and perceived ease of use may influence an individual to use a particular technology. The conceptual framework, therefore, provides the description of the study by exploring the extent to which MSM are aware of DP services and accessibility and use of the same. According to Sherman (2019) It is how mainstream media manage to compete and guarantee news access to all audiences, especially those who spend time online, that will make traditional media organisations credible. Therefore, this trend has prompted some mainstream media in Tanzania to convert their news business to the Internet through various platforms. This means that those who do not have visibility to the internet will have a harder time surviving in the middle of digital platforms. Through the selected theories, it is important to set clear and simple expectations about the present study, which basically explores chiefly how the mainstream media houses in Tanzania adopt digital platforms and positioning themselves to deliver the news audience value in ways that are efficient, convenient and easy to access. The platform provides opportunities for news to offer audiences a wide variety of TV shows, movies, texts, and story-based photos.

Research methodology:-

The design of this research was Mixed Methods Designs (MMR). This method integrated the quantitative method in collecting data through surveys, and qualitative by using interviews to collect data through surveys and qualitative by using interviews with key informants. Thus, the present study used Concurrent Methods Design (Triangulation), allowing the researcher to combine quantitative and qualitative (QUAL+ QUAN) data. According to Creswell (2009), qualitative research is an approach to data collection, analysis, and report writing referring to traditional quantitative research. In order to collect input from respondents, this research used a survey and interview and a Qualitative method was used to answer objective number three, which wanted to gain opinions on the impacts of digital platforms on news business among mainstream media and propose a viable competitive model for future improvement. A mixed-methods research design involves qualitative and quantitative data collection in response to research questions (Creswell, 2013) to explore the impacts of digital platforms on mainstream media to minimising errors or limitations (Rosenstand et al., 2018).

Quantitative methods:-

Quantitative methods focused on gathering numerical data from reporters or journalists in the identified mainstream media under this study. Furthermore, it allowed the conceptualization of reality in terms of variables and relationships between them (Powell, Hyde, & Punch, 2014). The main instrument used in collecting primary data in the quantitative phase was a structured questionnaire, which enabled the researcher to transform the raw data obtained into usable statistics through SPSS software. Data collection was obtained by using a structured questionnaire, which helped to describe attitudes, opinions, and practices, which were used to answer objectives one and two of this study.

Qualitative Methods:-

Qualitative methods provided the researcher with individual-level opinions and understanding of journalists about the impacts of digital platforms in the role of gathering, producing, and distributing news in their respective mainstream media houses. Data was obtained through a structured questionnaire. The qualitative method used in this study was an interview of news editors categorised as Key Informants (KIs).

Data from the interviews helped with understanding the factors behind respondents' perception about the impacts of digital platforms on news gathering, production, and distribution of news. The qualitative part enabled the study to capture in-depth information and a better understanding of the research issue from Key Informants (KI).

Study Area:-

The study was set and conducted in Dar es Salaam region, Tanzania. Media ownership is highly concentrated in this city, including private and government-owned media. For example, according to government statistics, in terms of

mainstream media landscaping in Tanzania, newspapers and magazines collectively make up a total of 254, radio stations 186, and 44 Television and online content service providers. However, almost 80% of the giant mainstream media houses operate from Dar es Salaam, a commercial city with more than five million people (Census, 2022). It is in this city where you can find mainstream media like IPP Media, Clouds Group Media (CGM), Tanzanian Broadcasting Corporation (TBC), Uhuru Publications Limited (UPL) Azam Media Group and other relatively major players. It is the capital of the co-extensive Dar es Salaam Region, one of Tanzania's digital journalists who work in mainstream media. Around 25% of Tanzanians use online or digital platforms, and most of them are found in Dar es Salaam where the Internet is far faster and reliable compared to any other area of the country. Facebook, YouTube, WhatsApp, and Instagram are the most popular digital media platforms (Rossotto, et al., 2019). Therefore, it was relevant to conduct this study in this area where sources of data were obtained. Many qualified news reporters, editors, and producers work in Dar es Salaam. Therefore, the researcher was able to collect relevant data from the target population in order to ensure the objectives of the study.

Study Population:-

Population refers to the complete set of events, people, or things that a researcher is interested in and from which any sample is taken (Kombo & Tromph, 2006). For this study, the targeted population was all journalists working in major mainstream media in Dar es Salaam. The targeted population was 370, according to the approximated data from Media Council of Tanzania (2019). They work as news reporters and editors in traditional media categories (print, radio, and TV). This target group becomes a unit of analysis for this study, picked from a list of selected mainstream media channels in the study area. The researcher then picked three newsrooms from each traditional media category of the identified media houses as a representation unit; hence nine (9) media houses were selected to participate in this study.

Sampling Framework:-

This study's sampling frame consisted of news reporters and their associate editors. Sample size and sampling procedure reflect the research objectives and kinds of data collected in both quantitative and qualitative phases. The sampling frame under this study focused on newsrooms from a list of mainstream media in Dar es Salaam. These selected were: Tanzania Broadcasting Corporation (TBC), IPP Media, Mwananchi Communications Limited (MCL), Tanzania Standard Newspapers (TSN), Clouds Media Group (CMG), and Uhuru Publication Limited (UPL). The first sampling frame was the list of reporters; the second was the list of News editors from the representative media. This study employed two sampling techniques: stratified random and purposive sampling. The sampling frame was a list of journalists from registered mainstream media houses (Tanzania Broadcasting Corporation (TBC), IPP Media, Mwananchi Communications Limited (MCL), Tanzania Standard Newspapers (TSN), and Clouds Media Group (CMG).

Sampling procedure:-

This study used a mixed sampling technique to ensure the generalisation of the findings for all registered mainstream news outlets in Tanzania. These included stratified random and purposive sampling techniques. These techniques were used in the sampling procedure to select the respondents for this study. A multistage sampling technique was applied to ensure the generalisation of the findings for all categories of mainstream media in Tanzania. The first part was to identify media houses with respect to their classifications. The second stage employed simple random sampling to select three media outlets from each class or category of the mainstream media subsector: radio, newspapers, and TV. The researcher ensured the availability of a fair representation from each of these categories or classes. After identifying the medium, the next stage involved simple random sampling where journalists from the selected media houses completed the questionnaire. The stratified sampling facilitated the procedure picking the sample.

They were TBC, IPP Media, Clouds Media, TSN, and MCL. Then, from these media houses, the researcher obtained data from the news of three (3) radio stations to research, namely, Radio One, Clouds FM, and TBC Taifa, representing the category of radio as one of the mainstream media categories. Then, a list of three (3) TV outlets was identified, and these were ITV, Clouds TV, and TBC1. Finally, the researcher identified three (3) newsrooms of newspapers: Daily News, Mwananchi newspapers, and Nipashe newspapers. Therefore, this procedure successfully obtained all mainstream media categories or classes: radio, print, and TV. In addition, these media outlets were deliberately selected because they hold the biggest share in Tanzania's media industry in terms of investment and coverage and employ a larger number of journalists compared to the rest. All of them are headquartered in Dar es Salaam, with bureaus located in upcountry regions as well.

Stratified Random Sampling:-

A stratified random sampling involves dividing the entire population into homogeneous groups called strata (plural for stratum). A random sample from each stratum was taken in a number proportional to the stratum's size when compared to the population. Stratified random sampling was used to select mainstream journalists and respondents who filled out the questionnaire. This technique was exploited based on its benefits that it could improve representativeness by decreasing the sampling error which could occur when doing the homogeneous strata from a population. This technique usually produces smaller samples with fewer sampling errors than the sample obtained from a heterogeneous population. This technique facilitates selecting a representative individual who was selected randomly for this study. The strata formulated in this study are TBC media, IPP media, Clouds media, and MCL.

Sample Size:-

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Charles, Ehiarekhian, Hudson, & Oboh, 2020). The sample size for this study was determined based on standard charts of determining sample size, adopted from Krejcie and Morgan (1970), as shown in Table. 3.1.

$$\text{SIZE} = \frac{X^2 NP (1-P)}{d^2 (N-1) + X^2 P (1-P)}$$

X^2 = table value of Chi-Square @ $d.f. = 1$ for desired confidence level
 .10 = 2.71 .05 = 3.84 .01 = 6.64 .001 = 10.83
 N = population size
 P = population proportion (assumed to be .50)
 d = degree of accuracy (expressed as a proportion)

Therefore, the sample size of this study was 182 respondents. The sample size from the population strictly targeted journalists from the selected mainstream media for this study. The responses from this identified sample size were vital to make relevant conclusions for this study about digital platforms for news production, and dissemination.

Table 3: Chart for determining Sample size from a given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size "S" is sample size.

Source: Krejcie and Morgan (1970, p. 607-610)

Therefore, the sample size of this study was 182 respondents. The sample size from the population strictly targeted journalists from the selected mainstream media for this study. The responses from this identified sample size were vital to make relevant conclusions for this study about digital platforms for news production, dissemination, and consumption. Keeping in mind that the COVID-19 pandemic could not allow all respondents to be contacted in person, and others could not return the questionnaires, the researcher set the sample size to 182, which was found to be accessible for providing the required information.

Purposive sampling:**Purposive sampling:**

Purposive sampling involved 18 key informants for interviews, whereby two (2) news chief editors from each media outlet were selected in this study as a representative sample. Purposive sampling was used to select 18 Key Informants (KI) for interviews in this study as a representative sample to investigate the impact of digital platforms on news gathering, production, and distribution in mainstream media houses in Dar es Salaam.

Data Collection Methods:

In this study, the questionnaires, interview methods and reviewing of various publications were used to collect primary and secondary data. Issues included in the questionnaire were such as preferences of digital platforms and news coverage options, practices towards sharing news via digital platforms, and their effectiveness.

Primary Data:

Primary data is information gathered directly from the respondents. In this study, data was collected through a questionnaire and an in-depth interview. In this method, respondents in the study area were assessed on the use of the digital platform.

Secondary Data:

The documentary review was used to collect secondary data. The collection and analysis of published documents from internal sources, which included reports, records, the Internet and other documents, were useful for this study.

Questionnaire Method:

The questionnaires with both close-ended and open-ended questions were circulated to 182 respondents at five (5) registered mainstream media houses identified for this study. A structured and self-administered questionnaire was used to collect data. The use of a self-administered questionnaire helped to cover a large number of respondents in a short period of time. Therefore, among those 182 distributed questionnaires, 174 were filled out and collected for data analysis, and 18 respondents were interviewed.

Interview Method:

Eighteen (18) respondents were sampled as key informant interviewees. From a qualitative perspective, interviews under guiding questions were done with news editors in a purposeful sampling. The researchers intentionally selected participants who had experience with the central research problem, or who had a key role in the present study. It also assists the researcher in supplementing other information and thus increasing validity. Since interviews are time-consuming and can have biases, to minimise these weaknesses, the interviewer conducted interviews in the identified mainstream media of this study. So, in this category, a total of eighteen (18) respondents were interviewed.

Data Analysis:

Quantitative data analysis was performed using descriptive, correlation, and regression analysis under the SPSS tool. Descriptive data analysis was done to profile and describe the respondents' characteristics, where frequencies and graphs served as tools to profile the nature of respondents and their behaviour intentions in general, while correlation and regression served on the association of variables. Qualitative data analysis was done using the narrative data analysis technique, which served as a tool to elaborate and explain findings from the quantitative phase.

Ethical Considerations:

In the course of collecting data, all ethics were observed, including obtaining consent from participants, permission from all potential sources and authorities, and keeping confidentiality of the participation in the study. As Wimmer and Dominick (2006) suggest, all precautions were taken to avoid potential harm to subjects (in this case, journalists).

A set of ten rules posited by Cook (1976) in Wimmer and Dominick (2006) guided relations between the researcher and journalists. The rules ensured subjects' consent, avoided coercion, shunned lying about the nature of the research, maintained subjects' self-respect, prevented mental or physical stress, respected privacy and exercised fairness and respect. This was achieved by carefully designing the survey questions to ensure that they could not cause harm to the subjects.

Findings and Discussions:-

The findings reveal that digital platforms have varied impacts on news operations of mainstream media in Tanzania, including loss of audience, advertisers, and some young skilled journalists moving on to work in digital platforms. Results demonstrate that 127(73.3%) of respondents revealed that news is mostly still produced in the old techniques of traditional media; and 57(32.8%) of respondents believed digital platforms compliment their news work, rather than competing it; but they demonstrated concerns that their media owners were reluctant to invest in compatible equipment for digital news.

Familiarity with Digital Platforms among Journalists:-

The specific objective of this question was to find out journalists' general awareness or familiarity with digital platforms (DP) and how they use them. Familiarity with DP was an important aspect in assessing and explaining the respondents' performance against the use of DP in the discussion. The assumption was that the personal familiarity of journalists with DP carries the power to influence or determine their decisions to use DP. This point was measured by using indicators such as slightly familiar, not at all familiar, moderately familiar, extremely familiar, and somewhat familiar, as detailed in (Table 1) below.

Table 4: Familiarity with Digital Platform for Journalistic

Category	Frequency	Percent
Not at all familiar	6	3.4
Slightly familiar	36	20.7
Somewhat familiar	86	49.4
Moderate familiar	38	21.8
Extremely familiar	8	4.6
Total	174	100.0

Source: Field Data (2021)

The largest number of all respondents, 86 (49.4%), from the quantitative data, irrespective of their experience and type of media outlets, indicated to pose a fair level of awareness related to digital platforms for news business. First and foremost, in the context of the present study, digital platform functions involve researching news ideas, filtering insights and data, interactivity with sources and audiences, and ability to distribute news stories to a wider range of audiences faster than traditional approaches can do. The data revealing that 49.4% of journalists are somewhat familiar with digital platforms, while 21.8% are moderately familiar, and 4.6% are extremely familiar. This level of familiarity suggests that digital platforms are becoming integral to journalistic practices in Tanzania. However, 24.1% of journalists are either slightly familiar or not at all familiar with digital platforms, indicating a need for further investments among journalists, including training and in-house mentoring support.

Addressing the gaps in familiarity with digital tools and overcoming challenges related to revenue and misinformation are crucial for maximising the benefits of digital platforms in the Tanzanian media landscape. In accordance to the current study, while many journalists are believed to have a fair familiarity or awareness of digital platforms for news issues, the number does not mean that mainstream media have digital capacity at that highest number through journalists who claim to have an understanding of digital platforms. On the other hand, larger proportions of news editors who had worked with digital platforms in news production and distribution have demonstrated to have had a very favourable view of their work, but a surprisingly small proportion of respondents in this aspect indicated they have a moderate level of familiarity.

Furthermore, only 8 (4.6%) of all 174 respondents from the quantitative findings, rated themselves at the level of extreme familiarity with digital platforms. Only a small fraction of respondents, 6 (3.4%), claimed they were not familiar with digital platforms. These findings bring about concerns if the mainstream media want in fact to

transform in the context of news business. Table 4.9 above shows the levels of awareness of respondents on digital platforms and their impact on their role in gathering, producing, and distributing news. The findings of this study further demonstrate that mainstream media in Tanzania will likely continue to be vulnerable to digital platforms in the aspects of news gathering, production, and distribution, if current traditional news business models remain intact.

Drawing evidence from global research, it seems even advertisers are moving fast towards online or digital advertisement, as the following extract shows: As the media industry fights to stay on top, the need to investigate alternative business models and evaluate emerging technologies becomes increasingly self-evident. Media companies seeking to innovate in these disruptive surroundings must pay close attention to emerging innovation areas and the startups driving this disruptive digitalisation. 50% of all spending in media [worldwide] was predicted to be dedicated to digital affairs by 2019, a clear indicator that digitalisation is the single most important innovation area actively shaping the media industry” (TMF Research Report, 2021).

This conclusion was backed by 78% of the Key Informants (KI) who revealed that coping with digital platforms was yet a paradox to them, given that they lack funds and the will from media owners to invest in digital news business strategically. The present study found that while traditional techniques are still prevalent, there is a gradual shift towards incorporating digital tools in news gathering, production, and dissemination. Journalists are increasingly using social media platforms like Twitter and Facebook to gather real-time information and eyewitness accounts. Mobile journalism (MoJo) has also gained traction, allowing journalists to capture and report news using smartphones. In terms of production, multimedia storytelling techniques are being adopted, albeit slowly. Media organizations are beginning to integrate videos, podcasts, and interactive graphics into their content to make it more engaging. However, this transition requires substantial investment in technology and training, which many media houses are hesitant to undertake due to financial constraints.

For news dissemination, digital platforms such as websites and social media channels are becoming more prominent. Despite this, the study found that traditional distribution methods, such as print and broadcast, still dominate. This dual approach reflects the ongoing struggle to balance traditional practices with the demands of the digital era. Challenges in adopting digital platforms, the findings reveal that reluctance of media owners to invest in digital equipment and training emerged as a significant barrier to digital transformation. This reluctance is often rooted in financial constraints and a lack of understanding of the potential benefits of digital tools. The study revealed that 78% of Key Informants (KIs) expressed concerns about the paradox of coping with digital platforms without adequate investment. They highlighted the need for strategic investment in digital infrastructure to remain competitive.

Another challenge is the digital divide, particularly in rural areas where internet access is limited. This divide hampers the ability of media houses to reach a broader audience and fully leverage digital platforms. Additionally, issues such as low levels of digital literacy and high costs of internet-enabled devices further exacerbate the problem. Digital platforms have the potential to revolutionise news operations by providing new avenues for content distribution and audience engagement. However, the findings indicate that mainstream media in Tanzania has been slow to adopt these platforms fully. The reluctance to invest in digital tools and the persistence of traditional practices are significant barriers to digital transformation.

The findings of this study demonstrate that digital platforms have varied impacts on the news operations of mainstream media in Tanzania. While there are significant challenges, such as the loss of audience and advertisers, and the reluctance to invest in digital tools, there are also opportunities for innovation and growth. By adopting a strategic approach to digital transformation, diversifying revenue streams, and fostering partnerships, mainstream media in Tanzania can overcome these challenges and achieve sustainability in the digital era.

The findings from the current study and some other reviewed studies have confirmed the fact that the impact of digital platforms is noticeable mainly in the progress of gathering hard news, production of gathered material for news stories, and as well as the distribution aspect. The how and extent to which mainstream media compete and cope with digital news coverage –was _yet a paradox_ before the present study. However, relying on the interview conducted with news editors and the surveyed data in the identified mainstream media show that a raft of them face some pressing challenges associated with the force of digital platforms in Tanzania and beyond, from economic costs to changing journalistic working culture, ideation of news stories, production, dissemination and consumption.

In the perspective of the present study, other literature reviews argue that, Tanzanian newspapers have adapted the digital era by establishing online presences and utilizing social media to reach their audiences. However, they face significant challenges, including revenue generation strategies and combating misinformation. The shift to digital has disrupted traditional revenue models, forcing newspapers to explore alternative sources of income such as digital subscriptions and online advertising (Miller, 2020). Additionally, the prevalence of misinformation on digital platforms requires newspapers to invest in fact-checking and verification processes to maintain credibility (Nguyen, 2019).

Type and Frequency Uses of Digital Platforms:-

Generally, respondents across all MSM had mixed feelings regarding the type of digital platforms used and the frequency with which news was gathered, produced, and distributed. Most of the respondents seemed comfortable with the digital platforms that many people use for social interactions and news stories. In the present study, findings from the descriptive statistical analysis show that about 68(39.1) demonstrated that Instagram was one of the digital platforms that they frequently used for news distribution. About 41(23.6%) agreed that they were not frequently using modern technologies for news purposes, and 65 (37.3%) indicated that they were less conversant in using new techniques in gathering, producing, and disseminating news in their respective mainstream media houses.

In addition, YouTube was indicated to be used at maximum since about 68(39.1%) said that they were using YouTube almost every day to view content and news online, and 38 (21.1%) reported that they rarely use YouTube for news. In addition, findings indicated that the TikTok platform, as a social media tool, also used by 65(37.4%), whereas 53(30.4%) reported had been using blogs mainly for distributing news and for social interactions.

Other main platforms journalists use include Facebook, Twitter and blog websites. Furthermore, blogs, Wikipedia, and Tumblr were found to be in use, and fewer journalists used them. Results from descriptive analysis indicate that Instagram, YouTube, TikTok and Facebook were used much more by journalists compared to other digital platforms.

Those platforms are used to share news links of news stories or programmes, for example, when aired on different radio stations and different hours hence so they can listen in at their convenience. Some respondents in TV stations and newspapers were okay with at least using the digital platforms or their main channels by timing the news outlets as shown below:

Table 5: Type and Frequency Uses of Digital Platforms

Item	Strongly Disagree		Disagree		Cummul Disagree		Infrequently		Agree		Strongly Agree		Cummul Agree	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Twitter	5	2.9	69	39.7	-	-	38	21.8	39	22.4	23	13.2	62	35.6
Instagram	7	4.0	58	33.3	65	37.3	41	23.6	45	25.9	23	13.2	68	39.1
Facebook	8	4.6	49	28.2	57	32.7	53	30.5	37	21.3	27	15.5	64	36.8
Tik Tok	12	6.9	41	23.6	53	30.4	56	32.2	37	21.3	28	16.1	65	37.4
YouTube	2	1.1	36	20.7	38	21.1	68	39.1	37	21.3	31	17.8	68	39.1
Website	8	4.6	41	23.6	49	28.1	64	36.8	37	21.3	24	13.8	61	35.1
Blog	12	6.9	48	27.6	60	34.4	64	36.8	33	19.0	17	9.8	50	28.8
Wikipedia	30	17.2	55	31.6	85	48.9	40	23.0	34	19.5	15	8.6	49	28.1
Tumblr	44	25.3	58	33.3	102	58.6	37	21.3	25	14.4	10	5.7	35	20.1

Source: Field data (2021)

The researcher also conducted interviews with news editors in the mainstream media in order to find out their awareness about the techniques and frequencies used by digital platforms for news gathering, production, and distribution in their respective mainstream media houses. The results show that many news editors (79%) normally use digital platforms such as Facebook, WhatsApp and Instagram to distribute news, but rarely do they use the same or different platforms to gather and process news.

However, all eighteen (18) news editors interviewed for this study were aware of various digital platforms, and they generally acknowledged that digital platforms are such, and they generally acknowledged that digital platforms have the potential for news gathering, production, and dissemination for mainstream media channels. About (80%) of these news editors were passionate about helping their younger journalists to apply digital platforms for news

gathering, production, and distribution. When asked about the benefits of digital platforms for news, most of them (12 (67%)) explained that new digital communication platforms have made it possible for some broadcasting institutions to air their news online, making it possible for many people to access local news stories easily and faster than traditional ways of news gathering, producing, and distributing conventional TV newspapers and radio stations.

These changing trends in the mainstream media demand accountability of all involved parties, especially media owners, journalists, and practitioners. Traditional infrastructures and models that have been in place over the years must be transformed so that mainstream media can compete in the current news market through the effective use of useful and updated communications . tools. *"I have been in the mainstream media industry for almost thirty years, and I have fought to stay on top since the new digital platforms started to distribute news in Tanzania. However, I am worried the company's management will soon seek to innovate further. Therefore, behind somebody is back, I am learning techniques and skills related to using modern mobile phones to record voices and take pictures and videos. The interesting part of it is being able to edit news and distribute it on the very handsets"* (Male TV News Editor, 19 March 2021).

The current study further sought to find out the readiness of news editors and the frequency with which they use digital platforms for news purposes. The findings from both the interviews and administered questionnaires among journalists show the ongoing digital revolution in their respective mainstream media houses is likely to improve because the zeal of editors and journalists respectively is high. A related study to the present study conducted in Nigeria revealed mainstream media that have journalists with background in digital news are doing pretty well in the digital media surroundings. Academia.edu (2020) argues that leading Nigerian television broadcasting organisation now use Facebook, Twitter, YouTube, Google Plus and other social media platforms, among others, to gather news, process and distribute it, as well as using the above-mentioned digital platforms to get feedback from its viewers and listeners about the organisation's news and programmes.

According to Kirui (2017), who also studied digital adaptation in Kenyan mainstream media channels, a relatively good number of journalists in the country had adopted and developed themselves to using different digital platforms for gathering and sharing news across multiple audiences. Most of them had skills in the best use of social media to produce and distribute news effectively, and get audiences engaged in the new media platforms. The study further found that frequently used digital platforms include Twitter, Facebook, YouTube, and Google Plus.

The ranked highest mainstream media in using digital platforms was a TV station which recorded 100,000 hits, with 14 million views on its YouTube and 300,000 downloads of its mobile application on Windows, Android, Apple, and Blackberry. Effectively, the TV station, by then, was monitoring and tracking the acceptability of its news and other programmes across the world through social media portals. As of June 2014, the TV station had 20,428,905 subscribers on YouTube, which increased to 124,672, and an increase of over 20 million views was recorded for news and programmes in 2017. In response to this new development, the TV station in question created a Social Media Desk to cater to issues arising from the new media platforms.

However, this study learned from Key Informers (KI) that there was an increased fear among many news editors 13 (72%) to produce and distribute news through digital platforms, which hindered them from competitively raising the uses of digital platforms for news purposes. This fear was reported to have been prompted by the government's new Online Regulations, which were issued in 2018 by the Tanzania Communications Authority (TCRA). These news editors expressed that they worried TCRA might take action against non-compliance to the regulations, including ordering the removal of prohibited news content since they were unskilled enough with the online news business. Truly, we are very much challenged by media that use digital platforms for news issues. At the same time, my media owners know we need to embrace new technologies when they serve to expand our audiences. We broadcast on an extremely challenging terrain, and despite operating two FM radio transmitters, we have residents who cannot receive the broadcast clearly and rely on our 24/7 internet web stream to listen (Male Radio Editor, 18 March 2021).

This worry about distributing news online among some news editors was due to the fact that since 2018, TCRA introduced new online content regulations under the Electronic and Postal Communications Act because there were complaints that although new digital communication platforms have made it possible for some media institutions to air their news and information online; there were many ethical problems in the posted online content. This prompted TCRA to pose online regulations address clearly the aspect of local online content, especially for online TV and radio stations. According to a related study (TMF, 2021), the Government of the United Republic of Tanzania

recognises that effective use of information and knowledge is a critical factor for rapid socio-economic growth in its goal to become a middle-income country by 2025 (URT, 2016).

It has been setting guiding regulatory frameworks to ensure that its citizens effectively utilise ICTs to realise this goal. This study also revealed that Online Content Regulations under the Electronic and Postal Communications Act of 2018 stand as the best example that draws back some media houses to use digital platforms for news purposes. TCRA was given the power to take authorised actions against non-compliance to the regulations. The problem is that the present study revealed that those existing online regulations remain vulnerable to keeping pace with digital platforms. Further, that even though the public nowadays demands instant news. Therefore, there is a need to study the contemporary experiences of the mainstream media in Tanzania and online media practitioners.

Challenges and Opportunities for Mainstream Media:-

Table 6: Challenges in the Use of Digital Platforms (N =18)

Challenges in DP Use	Responses	
	Frequency	Percent
Lack of skills	9	50
Lack of technical support	6	33
Lack of Internet connectivity	2	11
Unreliable power supply	1	5

Source: Field Data (March, 2021)

The present study's findings demonstrate that digital transformation of traditional media in Tanzania presents both opportunities and challenges. While digital platforms have enhanced news gathering, production, and distribution, they also require journalists to continuously update their skills and adapt to new technologies. Addressing the gaps in familiarity with digital tools and overcoming challenges related to revenue and misinformation are crucial for maximizing the benefits of digital platforms in the Tanzanian media landscape. According to Garcia (2021), journalists in mainstream media are now expected to be proficient in various digital tools and platforms, enabling them to gather, produce, and distribute news more effectively. This has led to the emergence of new journalistic roles such as social media managers and multimedia journalists. The digital transformation has also emphasized the importance of continuous learning and adaptation in the journalistic profession.

In Tanzania, the growth of digital innovations and the availability of less expensive Smartphone devices has triggered many people across the country to access news on digital platforms like Twitter, Instagram, and Blogs (Media Council of Tanzania, 2019). Out of 23 million internet users in Tanzania, 96 percent accessed services on mobile devices (Mtebe & Raphael, 2018). Proportionally, most users are members of chat groups such as WhatsApp, which they use to get news and information (Mosso, 2019). This has further broadened the need for online journalists to be more proactive and credible (Media Council of Tanzania, 2019).

According to Rosenstae at al. (2018) digital platforms vary in definition according to their uses and capabilities. For example, while some media practitioners still arguing about the relevance of WhatsApp to be considered a digital platform for news purposes, a recent Reuters Institute Digital News Report has tracked the growing importance of WhatsApp and other messaging platforms, particularly in developing countries (Chen & Qiu, 2019). According to the same report, around 120 million people use WhatsApp in Brazil alone. This generalises that WhatsApp has become another key network for news sharing, in addition to the existing prominent platforms.

In the context of this study, digital platforms' functions involved researching news ideas, filtering insights, connecting with sources, editing news, and having the ability to share news stories with a wider range of audiences fast (Nic et al., 2018). Thus, this study continues to analyse and discuss the impacts of content-based digital platforms on mainstream media houses in Tanzania. According to Goode (2005) "Content-based digital platforms refer to a technology whose application significantly affects the way the journalism industry functions (Christensen, 2006). According to Christensen, (2006), apart from crucial stages in adopting innovation, three critical questions are identified in their theory: "how", "why", and for "what" reasons innovation can be diffused by the users. At the same time, one of the news editors interviewed said: People seem to like and follow our news bulletins through Facebook, Instagram, and Twitter, and the news producers know little about how to run these platforms better. At some point, we were fined by TCRA because we allowed an audience to post unethical views (Male TV

News Editor, 22 March 2021. Empirical studies show that digital platforms play multiple roles in the news business. One of the important functions of such technologies is enabling journalists to gather news electronically. According to Kloet et al. (2019) Digital platforms help news reporting by enabling the reporter and editors to keep up with the pace of numerous events that happen locally and globally. For example, journalists can get clear sound, pictures, and video clips of varied news stories. Also, news producers can use digital platforms or technologies even to transmit or post news live from the location where news stories are happening at that certain time. Electronic or digital news-gathering, producing, and distribution purposely make the usage of digital platforms' video and audio technologies by news producers the modern way of ensuring media companies gather and distribute news immediately, instead of using the old ways of analogue film cameras, for example. The term was coined during the rise of videotape technology in the 1970s.

Conclusion:-

Overall, the study provides valuable insights into the unique challenges and opportunities faced by mainstream media in Tanzania as they navigate the digital landscape. The study established that digital platform had contributed a great deal to mainstream media's news business, with particular aspects of gathering, producing and distributing news stories. Furthermore, this study revealed that digital platforms have negative and positive impacts on news gathering, production, and distribution in the mainstream media in Tanzania. The current study's findings were somewhat in agreement with Picard (2011) and Hanson (2005), whose arguments instituted that the continued paradigm shifts in digital platforms over the past two decades have led governments around the world, Tanzania included, to shape their traditional models related to news gathering, producing, and dissemination.

References:-

1. Abernathy, P. M. (2017). *The Expanding News Desert*. University of North Carolina Press.:
2. Ahmad, F., Abbas, T., Latif, S., & Rasheed, A. (2014). Impacts of transformational leadership on employee's motivation in telecommunication sector. *Journal of Managements policy and Practices*. 2 (2):11 - 25.
3. Bakuwa, J., & Mouton, J. (2015). A review of the scholarship on HELM training in Africa. In *African Minds* (Eds.).
4. BBC News. (2023). *Tanzania Media Guide*. Retrieved from BBC News.
5. Belmont, Thomson/Wadsworth Cengage Learning.
6. Black, J., & Bryant. (1995). *Introduction to media communication: understanding the past, experience the present, marvel at the future*. (4th ed). area of publication? Brown & Benchmark.
7. Bolter, J. D., & Grusin, R. (1999). *Remediation: Understanding New Media*. MIT Press.
8. Brown, J. (2018). The impact of digital platforms on news distribution. **Journal of Media Studies**, 12(3), 45-60.
9. Charles, R., Ehiarekhian, G., Hudson, R. C., & Oboh, G. E. (2020). Digital platforms and the Arab Spring of 2011. *Digital platforms and the Arab Spring of 2011*.
10. Chen, J. Y., & Qiu, J. L. (2019). Digital utility: Datafication, regulation, labor, and DiDi's platformization of urban transport in China. <https://doi.org/10.1080/17544750.2019.1614964>
11. Christensen, C. M. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press.
12. Christensen, C. M. (2006). The Ongoing Process of Building a Theory of Disruption. *Journal of Product Innovation Management*, 23, 39–55.
13. Christensen, C. M. (2016). *Disruptive Innovation: An Intellectual History and Directions for Future Research*.
14. Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks, California: SAGE Publications.
15. Curran, J., Fenton, N., & Freedman, D. (2009). *Misunderstanding the Internet*. Routledge.
16. Dai, W., & Zhang, X. (2009). Public service system for SMEs in e-government. *Journal of Software*, 4(6), 508–515. <https://doi.org/10.4304/jsw.4.6.508-515>
17. Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319-340.
18. Dearing, B. J. W., & Cox, J. G. (2018). Diffusion of innovations theory, principles, and practice, 183–190. <https://doi.org/10.1377/hlthaff.2017.1104>.
19. Emanuel, J. (2013). Users and citation management tools: Use and support. *Reference Services Review*, 41(4), 639–659. <https://doi.org/10.1108>.
20. Field Data. (2021). *Familiarity with Digital Platform for Journalistic*.

21. Garcia, M. (2021). The evolving role of journalists in the digital age. **Journal of Digital Journalism**, 15(2), 78-92.
22. Goode, S. (2005). A Longitudinal Study of ISP Reactions to Australian. *AJIS*, 13(1).
23. <https://sphweb.bumc.bu.edu/otlt/mphmodules/sb/behavioralchangetheories/behavioralchangetheories4.html>
24. Joel, S., & Kondoro, A. W. (2017). Article 3 261 Accessibility and Usability of Government Websites in Tanzania The African. *The African Journal of Information Systems*, 9(4), 262.
25. Jones, L. (2019). Multimedia journalism: Enhancing storytelling in the digital era. **Media and Communication**, 14(1), 34-50.
26. Kabbar, E. F. (2020). Measuring E-Government Development: The Haves and the Have-nots. *IBIMA Business Review*, 2020(August). <https://doi.org/10.5171/2020.678700>
27. Kassen, M. (2015). E-Government in the United States: The Federal Model of Implementation. In *Understanding Systems of e-Government*.
28. Kazan, E. (2018). Towards a Disruptive Digital Platform Model. Department of Digitalization Copenhagen Business School. <https://doi.org/10398/9640>
29. Kervenoael, R. De, Kasap, N., & Eryarsoy, E. (n.d.). Mobile phone and e-government in Turkey : Practices and technological choices at the 2 . Government and technology in Turkey. 2006.
30. Kloet, J. de, Poell, T., Guohua, Z., & Fai, C. Y. (2019). The platformization of Chinese Society: infrastructure, governance, and practice. *Chinese Journal of Communication*, 249–256. <https://doi.org/10.1080/17544750.2019.1644008>
31. Kombo, & Tromph. (2006). Proposal and thesis writing: An introduction. Makuyu: Paulines Publications Africa.
32. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities Educational and Psychological Measurement, 30(3), 607-61012.
33. Li, R., & Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms : Evidence from Facebook Pages. *Procedia - Procedia Computer Science*, 72, 314–328. <https://doi.org/10.1016/j.procs.2015.12.146>
34. Lwoga, E. T., Sife, A. S., Busagala, L. S. P., & Chilimo, W. (2016). The role of universities in creating ICT awareness , literacy and expertise : Experiences from Tanzanian public universities.Directorate for ICT support, Makerere University Uganda. Retrieved from <http://www.suaire.sua.ac.tz>.
35. Madhusudhan, M. (2016). Use of online citation tools by students and research scholars of department of library and information science, University of Delhi. <https://doi.org/10.14429/djlit.36.3.9428>.
36. Magolanga, E. M. (2022). The Use of Online Social Media Platforms by Tanzania Journalists to Produce and Disseminate Development News. *Tanzania Journal of Engineering and Technology*. :
37. Mbilinyi, B. P., Tumbo, S. D., & Rwehumbiza, K. D. (2010). Economics of digital platforms for agriculture sector in Tanzania. Retrieved from <http://www.suanet.ac.tz/ccaa>
38. McQuail, D. (2003). *Mass communication Theory* (6th. ed.). Washington: SAGE.
39. Media Council of Tanzania. (2019). *State of the Media in Tanzania 2017—2018*.
40. Media Council of Tanzania. (2022). *State of the Media Report 2020-2021*. Retrieved from Media Council of Tanzania.
41. Media Ownership Monitor. (2024). *Tanzania Media Ownership*. Retrieved from Media Ownership Monitor.
42. Mfumbusa, B., & Mataba, P. (2007). Evaluation of attitudes and perception among Journalists environment: Communication Training programme.
43. Miller, R. (2020). Revenue challenges for newspapers in the digital age. **Journal of Media Economics**, 10(4), 56-70.
44. Missouri Group. (2004). *Telling the Story: The convergence of print, Broadcasting and Online media* (2nd Ed).
45. Mkude, C. G., & Wimmer, M. A. (2015). Studying interdependencies of e-government challenges in Tanzania along a pestel analysis. 23rd European Conference on Information Systems, ECIS 2015, 2015-May, 0–15.
46. Mosso, L. (2019). The Regulator-Quarterly Magazine of the Tanzania Communications Regulatory Authority (TCRA). <https://doi.org/1/2019/20>
47. Mtebe, J. S., & Raphael, C. (2018). A Critical Review of eLearning Research Trends in Tanzania, 5(2), 163–178.
48. Muneja, P. S. (2016). Adoption and use of scholarly communication web-based tools in Tanzania’s universities. Retrieved from <http://41.86.178.5:8080/xmlui/handle>.
49. Mutula, S. M., & Mostert, J. (2010). Challenges and opportunities of e-government in South Africa. *Electronic Library*, 28(1), 38–53. <https://doi.org/10.1108/02640471011023360>
50. Muvaka, B. (2015). Assessing The Impact of The Digital Migration Process on Media Consumers: A Case Of

- Television In Kenya. University of Nairobi.
51. Nduhura, D. (2013). Citizen journalism in the Rwanda media: Real revolution or sheer hype. *African Journal of Communication*, 1.
 52. Nduhura, D. (2013). *The Impact of New Media on Traditional Mainstream Mass Media*. Lambert Academic Publishing.
 53. Ngowi, L., Kalinga, E., & Mvungi, N. (2021). Socio-Technical Perspective for Electronic Tax Information System in Tanzania. *Tanzania Journal of Engineering and Technology*, 40(1), 62–78. <https://doi.org/10.52339/tjet.v40i1.714>
 54. Nguyen, T. (2019). Combating misinformation in the digital age. *Journal of Information Ethics*, 8(2), 23-37.
 55. Nic, N., Levy, D. A. L., & Nielsen, R. K. (2018). Reuters Institute Digital News Report 2018. Reuters Institute Digital News, 1, 1–139. <https://doi.org/10.1017/CBO9781107415324.004>
 56. Okana, E., & Teaching, O. (2017). Influence of Online Journalism on News Reach in Kenya, 7(14), 101–106.
 57. Open University of Tanzania. (2022). The Impact of social media on Traditional Media in Tanzania.
 58. Parabhoi, L., Seth, A. K., & Pathy, S. K. (2017). Usefulness of software tools : a comparison with special reference to digital journalism and traditional journalism. *Journal of Advances in Library and Information Science*, 6(3), 288-293. Retrieved from <https://jalis.in/pdf/>.
 59. Perry, Dixon, Connery, & Sullivan. (2019). *Media Genius Communications at the intersection of media and intelligence*.
 60. Powell, D., Hyde, M., & Punch, R. (2014). Inclusion in postsecondary institutions with small numbers of deaf and hard-of-hearing students: Highlights and challenges. *Journal of Deaf Studies and Deaf Education*, 19(1), 126–140. <https://doi.org/10.1093/deafed/ent035>
 61. Pradhan, P. (2018). A study on Journalistic use of Social Media, 8(1), 49–59.
 62. Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.
 63. Rosenstand at al. (2018). A definition and a conceptual framework of digital disruption. Stockholm, Sweden: ISPIM Innovation Conference. <https://doi.org/f10c8f3b0218dedc9fe17>
 64. Rossotto et al. (2019). Digital platforms: A literature review and policy implications for development; Competition and Regulation in Network Industries, 19(1–2), 93–109.
 65. Sæbø, Ø. (2017). E-government in Tanzania : Current Status and Future Challenges Øystein Sæbø To cite this version : HAL Id : hal-01543597.
 66. Samsor, A. M. (2021). Challenges and Prospects of e-Government implementation in Afghanistan. *International Trade, Politics and Development*, 5(1), 51–70. <https://doi.org/10.1108/itpd-01-2020-0001>
 67. Scheinbaum, A. C. (2015). Digital Engagement : Opportunities and Risks for Sponsors Marketing via Mobile and Digital Platforms, 56(4), 341–345.
 68. Sherman, J. (2019). With New Laws to Filter Online Content, Will the Internet Remain Free and Open? *World Politics Review*.
 69. Sipior, J. C., Ward, B. T., & Connolly, R. (2013). E-government Awareness and Visitation among the Digitally Disadvantaged. *Journal of Internet Commerce*, 12(1), 26–47. <https://doi.org/10.1080/15332861.2013.763692>
 70. Smith, A. (2020). Real-time news gathering in the digital era. *Journal of New Media*, 11(1), 12-29.
 71. Spurk, & Katunzi, A. (2019). Tanzania Yearbook on Media Quality in Tanzania 2018: Synthesised Report on Overall results.
 72. Sujit, B. (2014). A Comparative analysis of Zotero and Mendeley reference management software. *International Journal of Computer, Control, Quantum and Information Engineering*, 8(4), 1870–1873. <https://doi.org/10.14257/ijmue.2014.9.10.30>.
 73. The Chanzo. (2024). Report Highlights Sorry State of Tanzania’s Media Economy. : Media Innovation Network. (2022). Optimism in Tanzania’s Media Industry After a Dark Period.
 74. United Nations, (2003). UN Global E-government Survey 2003. In Undesa.
 75. University of Dar es Salaam. (2014). The impact of new media on journalism practices in Tanzania. Retrieved from University of Dar es Salaam Repository.
 76. University of Dar es Salaam. (2022). The Impact of New Media on Journalism Practices in Tanzania.
 77. University of Dar es Salaam. (2022). The Impact of New Media on Journalism Practices in Tanzania.
 78. URT. (2016). National ICT policy. Dar es Salaam. Retrieved from www.tanzania.go.tz
 79. Wimmer, R.D and Dominick J. R. (2006), *Mass Media Research: An introduction*.