

# #InFlux

Journalists' adoption of social media and journalists' social roles

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M.Sc.

The dissertation is based on the following part studies:

The social journalist. Embracing the social media life or creating a new digital divide? Co-authored with Monika Djerf-Pierre and originally published in *Digital Journalism* 1(3), pp. 368–385. doi:10.1080/21670811.2013.776804

J-tweeters. Pointing towards a new set of professional practices and norms in journalism. Originally published in *Digital Journalism* 3(2), pp. 279–297. doi:10.1080/21670811.2014.897833

When journalists tweet. Disclosure, participatory, and personal transparency. Originally published in *Social Media + Society* 2(1), pp. 1–13. doi:10.1177/2056305115624528

Appropriating social media. The changing uses of social media among journalists across time. Co-authored with Monika Djerf-Pierre and Marina Ghersetti and originally published in *Digital Journalism* 4(7), pp. 849–860. doi:10.1080/21670811.2016.1152557

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## Abstract

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*#InFlux* investigates journalists' adoption of social media and social network sites (SNS) from the theoretical perspective of *journalistic roles*. It shows how the *social roles* of journalists are situated along the axes of formal–personal and news media logic–social media logic: *skeptical shunners* and *activists*, *lurkers* and *networkers*, *news hubs* and *celebrified marketers*, *coordinators* and *ambassadors*, *professional marketers* and *pragmatics*, *entrepreneurs* and journalists in *incognito mode*. The emergence of a *social news media logic* has implications for journalistic ethics and possibly brings a de-professionalization of journalists.

This thesis also shows that social media and SNS had an immediate impact among Swedish journalists and are now regarded as highly valued professional tools. Over time, the initial hype has faded – the general use can now best be described as pragmatic, while the high-end users use social media and SNS strategically for networking, audience dialogue, and personal branding. Journalists' core professional ideals are not affected by the adoption of social media and SNS.

The statistical methodological approach applied – a mixed design with surveys (cross-sectional and panel data) and content analysis of Twitter data – allows for a generalization of the findings to the national population of journalists in Sweden as well as for comparisons between groups of journalists, and shows a way of how to find a representative sample of journalists on Twitter and other SNS and how to make best use of the data collected.

**KEYWORDS** journalism, journalists, journalistic roles, normalizing, appropriation of technology, accommodation of social media logic, social media logic, social news media logic, social media, Twitter