Convergence in Journalism: Challenges & Methodological Implications

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Pragmatic take on convergence
Convergence models
Indian Media Industry
Perceptions of Indian journalists on media convergence
I. Multi-platform delivery by same reporter hotly debated
II. Cross promotion is becoming more common across media outlets owned by the same group
III. Concern about online ads earning less revenue than traditional media
IV. Online journalism is often limited to cloning content from other media
V. Traditional journalistic attitudes stand in the way of convergence
VI. Social media use is more top-down than bottom-up in media organizations
VII. Investments in training and technological resources required for multimedia reporting still limited
VIII. Lack of remuneration for multimedia skills hinders convergence
What does all this mean?
Methodological Implications for Research
“Big Data” reinforces quantitative tradition in the social sciences
Unreliable and ephemeral online data
Sampling Issues
Ethical Concerns
Suggestions
I. Using a combination of methods
II. Collaborating with informatics experts when dealing with large online datasets
III. Using qualitative methods such as ethnography to get rich details about online behavior.
IV. Devising inductive and innovative research designs and coding schemes
V. Acknowledging limitations openly
VI. Making use of distinctive advantages offered by digital methods