

Nonprofits and new media: How do NPOs and their employees adopt and use
new media to communicate with and influence their community?

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Abstract

This study looks at how new media technologies are adopted by nonprofit organizations (NPOs) and their employees. Using qualitative interviews, the study explores how new media are incorporated into NPO work and how such adoption allows the organizations and their staff to have greater influence on their community by serving an agenda setting function in society. Overall, participants in this study find that there are many positive outcomes of new media adoption, such as increased efficiencies, a greater connection with the NPO community, and the ability to see immediate results from using new media for activities such as posting to social networking sites. Participants also mentioned the downsides of new media adoption that include a faster pace of work, the expectation to be available 24/7, and increased sloppy work. The majority of participants see new media as tools that enable NPOs to serve a news producing function in society.