EXAMINING MEDIA CONVERGENCE: DOES IT CONVERGE GOOD JOURNALISM, ECONOMIC SYNERGIES, AND COMPETITIVE ADVANTAGES?

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ABSTRACT

This dissertation explores the “simple theory” (Murphy, 2002): Those most experienced in it expect that media convergence will create good journalism, generate the effects of scale and scope economies, and achieve competitive advantages for converged news organizations. Based on theories of scale and scope economies, quality journalism’s generation of good business, and organizations’ competitive advantages, this study achieved some dichotomous findings by using the qualitative technique of semi-structured interviews to interview 37 people who have experience in media convergence,

On the one hand, this qualitative study found media convergence’s inevitability is rapidly emerging, and its influence is being demonstrated with a certain single medium’s content magnified and diversified by convergent media platforms and such user-generated content’s avenues as OhmyNews and YouTube. With the linkage between good journalism and good business further advanced, this study bridged the links between convergence and good journalism.

On the other, this study revealed that private media companies, especially of small or medium sizes, by enjoying some more freedom from the pressures from Wall Street, can demonstrate better balance in continuing with their original convergence strategies to achieve competitive advantages in an environment of weak media economy.