THE AMERICAN NEWSROOM IN THE NEW ERA: FACTORS THAT INFLUENCE THE ADOPTION OR REJECTION OF NEW TECHNOLOGIES BY NON-MANAGEMENT NEWSPAPER NEWS PRODUCERS

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ABSTRACT

The purpose of my thesis is to explore what influences the adoption or resistance to new technology in newsrooms and how new technologies change the journalistic processes. I looked at how non-management news producers dealt with technology throughout time, referring to the previous adoption of now embraced technologies, and I inquired about technologies that they are currently experimenting with, attempting to predict the probability of them using other new technologies that they might not be familiar with. The research method that I used is qualitative semi-structured interviews with 11 news producers from newspapers across the United States, who talked about their perception on how their newsrooms deal with technology-related decisions.

My results showed that non-management news producers believe newspaper newsrooms adopt technology based on preferences and industry practices. The media seems keen on experimenting with new types of technologies, but there are several aspects that they fail to consider. This makes the implementation of these technologies either hard to understand by users or very hard to carry out per se.