

**THE FUTURE OF JOURNALISM: HOW WOMEN, MILLENNIALS, AND
TECHNOLOGY ARE CHANGING THE FIELD**

by

Sarah E. Gibson

A thesis submitted to the Faculty of the University of Delaware in partial fulfillment of the requirements for the Honors Bachelor of Arts in English with Distinction

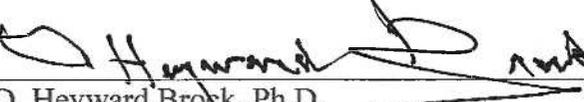
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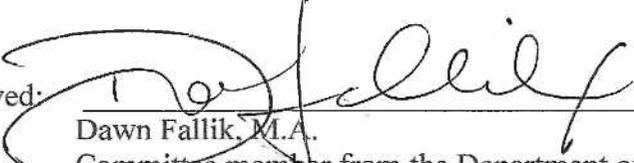
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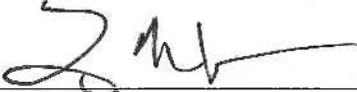
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ABSTRACT

This thesis serves to analyze the field of journalism through multidisciplinary research at the intersection of professional writing, reporting, and technology. There is no clear answer emerging from debates about the future role of journalists in our society and the related technology trends involving social media; however, based on interviews with professional journalists about current and past trends in the field, this thesis proposes a possible direction for the future of journalism. A viable future for journalism depends on three major factors that each influence the field: women, millennials, and technology.

Based on background reading and a series of interviews with professional journalists, the author has come to the conclusion that the future of journalism no longer lies in the network of experienced, older men; rather, the field is changing to the point where young women, mostly millennials, are becoming the reporters, and they are using technology that was unheard of even fifteen years ago.

After extensive qualitative content analysis, the author was able to provide new insights to the existing literature regarding four major themes from this research: the relationship between millennials and technology is crucial to the future of the field; young journalists need to adopt some of the networks of legacy journalists; journalism will be better, faster, and cheaper in the future; and the place of women in journalism is still very complicated.

Chapter 1

INTRODUCTION

1.1 Why Does the Future of Journalism Matter?

The *Los Angeles Times* published an article questioning the future of journalism with the headline “Newspapers challenged as never before,” and the lede read, “Are you holding an endangered species in your hands?” (Ryfe, 29). The article went on to discuss recent newspaper closures and the decline in circulation and the industry. This article was not published recently; rather, it was written in 1976, two full decades before the internet even took hold in newsrooms (Ryfe, 30). The newspaper decline and the future of journalism has been in question for far longer than the emergence of the internet and “fake news” and bloggers acting as professional journalists.

In the midst of fear for the death of the industry, professionals in the field have their own concerns, but ultimately they seem to know journalism will be able to adapt with the times. In this thesis, ten journalists were interviewed to determine their professional opinions on the future of the field, in addition to their observations regarding the inclusion of women, millennials, and technology. Journalism matters to our society, so what lies in store for the future of journalism is important.

1.2 Statement of Purpose

There is a great deal of noise emerging from the debates about the future role of journalists in our society and the related technology trends involving social media, and the existing research suggests that the role of women, millennials, and technology are

all changing the field. This thesis serves to suggest a path for the future of journalism. This research will be applicable for professional journalists and students who intend to go into the field of journalism, as it serves to examine the field and provide insight into a possible direction. Based on interviews with professional journalists in the field, an analysis was conducted that suggests the future path for journalism as well as the place of women and millennials in the field. The current knowledge about the inclusion of women, millennials, and technology in the field of journalism has been relatively under researched, and this thesis attempts to correct that, as well as provide guidance on the possible future of journalism. Hopefully, the author's research here has added to the knowledge in the world regarding the future of journalism and the place of women, millennials, and technology in that future.

Chapter 2

LITERATURE REVIEW

This chapter serves to examine what previous scholars have published regarding the key themes in this thesis. By determining what work has already been done in terms of researching the future of journalism and the place of women, millennials, and technology in the field, the author could narrow down the questions that needed to be asked and decide in what direction this thesis should proceed. By first examining journalism as a field, the author identified the critical aspects of journalism that served as the basis for the interview questions. For each aspect of journalism that is researched in this thesis, the author designed interview questions that provided insights about the research questions.

2.1 Journalism as a Field

Journalism is the process of gathering, assessing, creating, and presenting news and information to the public (Franklin, 2). This information, which is mostly news about our society, serves to help readers by providing them with factual information they can rely on. Journalists serve as the watchdogs of government and society, and in order to have the title of a journalist, professionals must be ethical and responsible enough to be trusted in that role.

According to almost every expert in the field, traditional journalism is declining rapidly. Tim Grobaty, one of the ten professional journalists interviewed for this thesis, wrote about this topic in his book, *I'm Dyin' Here*: "On the downside, I am a

journalist. Specifically, a newspaper columnist. And it's not a theory that all newspapers will die. It's a law. It can't not happen" (Grobaty, 2). Upon further discussion with Grobaty, he clarified that he was referring to print journalism, not the field itself. However, his words still display the amount of uncertainty many scholars feel about the decline of the field as a whole. "Based on advertising expenditures in print newspapers, its decline began as early as the 1920s, yet the decline has accelerated in recent years" (Ryfe, 1).

According to the Bureau of Labor Statistics from the United States Department of Labor's 2015 *Occupational Outlook Handbook*, careers for journalists are expected to decline by nine percent in the decade between 2014 and 2024. "Declining advertising revenue in radio, newspapers, and television will negatively impact the employment growth for these occupations" ("Reporters, Correspondents, and Broadcast News Analysts"). At the same time, the public has never had such comprehensive access to news, and new kinds of journalism are emerging through online or satellite platforms.

However, the expansion of the supply of news has not necessarily opened the door to a journalism which defines itself through professional training, a code of ethics, an editorial regime, and a principled focus on verifiable news and information" (Turner, 390). This shift was partially caused by not only the change in how people get news, but how trustworthy that news is depending on its origin. "American journalism is in a period of terror. The invention of the internet has caused a fundamental shift not just in the platform for information — screen as opposed to paper — but in the way people seek information" (Bowden, 231).

To recover from the decline in print media, newspapers are moving to offer more online content (Franklin, 2). With this comes concerns of “fake news” and who can publish articles and claim to be journalists. The movement from print newsrooms to online content and the increase in questioning the validity of news content are two major changes in the field of journalism. “From the outset of the development of the press in America, if the purpose of journalism was to seek common ground and tell universal truths, each segment of America had its own individual truth. The lens of traditional media, beginning with print, specifically transmitted the truth of white men and conveyed it as though it were universally applicable” (Sanders, 1). However, this could be changing as women and millennials begin to enter the field of journalism, and their impact is exacerbated by the major advances in technology that have altered the field drastically.

2.2 The Future of Journalism

While a great deal has been written on the long history of journalism, comparatively little content has been created on the future of journalism. Aside from the “gloom and doom” prophecies declaring that the field of journalism will ultimately collapse and fail with the increase of technology, a select number of scholars have attempted to suggest possible directions for the future of journalism. “It would be hard to find a field that matches journalism’s obsession with, and public anxiety about, its own future. There’s good reason for this anxiety, as traditional structures and processes crumble while new ones remain under construction” (Lowrey, 2).

One reason for concern is the decline in advertising, which has traditionally been a large source of revenue for print media. “Print advertising declined 5.2 percent worldwide in 2014, with the biggest losses in North America, Asia, and Europe... and

in the United Kingdom, some weeks during 2015, it was down as much as 30 percent” (Lowrey, 2). Between 2005 and 2009, newspaper advertisement revenue dropped by 47 percent, and between 2006 and 2011, daily newspaper staffs declined by 25 percent (Gunelius, “Technology and the Evolution of Journalism and News Consumption”). “Use of mobile digital platforms is climbing sharply, but digital ad revenue is not, up only 8.5 percent worldwide in 2014” (Lowrey, 2). In the 2016 study by Lowrey and Shan, researchers used economic literature and the field of journalism to outline strategies and analyze the field in order to create predictions for its future. Researchers compared the field of journalism to the methods used to study the weather: “The strategy is also consistent with the finding from Fine’s (2007) study of meteorologists that they rely heavily on knowledge of current weather conditions in predicting future conditions... So, in the midst of fundamental uncertainty, journalism futurists can claim only that more of the same kinds of conditions or outcomes await us” (Lowrey, 12 – 13). Lowrey and Shan also found examples of “path dependence,” meaning “Experts claimed that trends and conditions shaping trends would be reproduced: They would simply continue and there would be more of the same – a kind of path dependence” (Lowrey, 14).

David M. Ryfe, professor of journalism at Middle Tennessee State University, suggests that as the field evolves and declines, it will simply be shifting into a new medium. “Going forward, there will still be journalists, and there likely will still be newspapers. Rather, journalism is unraveling. By this I mean that the boundaries of journalism are blurring” (Ryfe, 140). Ryfe cites online publications and the emergence of fake news as the blurring of the lines of the field. No longer can citizens search online and trust every article and “journalist” they find, Ryfe says. “Journalism gained

coherence in the pushing and pulling between professionalism, the economy, and the state. Online, the pushing and pulling between these forces is much weaker, and this has weakened the integrity of the field” (Ryfe, 139). Journalism can seem like a static field due to its “boundaries, orderliness, and stability” (Ryfe) and its role as the “watchdog” to protect the interests of the public. However, journalism is still a dynamic field for many reasons. “New people enter and exit the field every day, for instance” (Ryfe, 143), not to mention the influx of technology and the way that is altering the field of journalism.

Why does journalism have to change? “Radio, television, cable television, the World Wide Web, and smartphones successively disrupted the formats in which journalism producers reached the public. And since it is usually necessary to reach large audiences to pay for the costs of professional journalism, each of these disruptive waves has brought anxiety about — and innovation to solve — the problem of making money” (Coll, 21). Technological innovation must be considered and implemented in the field of journalism for newspapers to survive. If big news organizations like *The New York Times* and the *Economist* had not made the leap to digital content, it is unlikely they would be able to afford to stay in business.

In these changing times, newspaper organizations must be careful; a Pew Research study indicated that 61 percent of customers who stopped paying for a daily newspaper did so because they thought the stories were less complete than in the past, hinting at problems with the journalists’ work (Gunelius, “Technology and the Evolution of Journalism and News Consumption”). Comparing this with the Pew Research study that 71 percent of adults who claim to get most of their news from friends and family on social media, this points to a need to change the current methods

of modern journalism (Gunelius, “Technology and the Evolution of Journalism and News Consumption”).

These concerns go beyond the owners and editors at news organizations and down to even the professional journalists themselves, because even they are interested in participating in the technological innovations and advances. “...Journalists also have an interest in exciting and persuading the public about the value of deep reporting by modeling how it can be done in dazzling and impactful new ways” (Coll, 21 – 22). From algorithms that predict computer usage statistics to air and water quality sensors, most innovations can be used in a journalistic setting and all are important for bringing information to the public. “It may not always be glamorous, or drive traffic, but it is essential if professional journalism is to reaffirm and defend its First Amendment role in an era when code is power...” (Coll, 22).

In order to truly report on the world, journalists have to keep up with the future of not only journalism, but all innovation. “The idea that journalism might become a disinterested, independent, public-minded profession that keeps watch on rich, powerful individuals and institutions arose before the spread of radio. It has survived and adapted through one technological and media business disruption after another, and through the rise and decline of major industries” (Coll, 23). There has always been innovation, and journalism has been changing with the times since the beginning of the field.

In fact, journalism — getting facts and information, at least — has never been easier than with widespread use of the internet and computers. “While many fields have been disrupted by automation and computation, few have converged as abruptly and publicly as software engineering and journalism” (Bell, 26 – 27). Modern

journalism goes beyond reporting and facts to include a technological literacy as well as a comprehension of social media and online content. In addition to the aforementioned innovation in areas like algorithms and environmental sensors, journalistic innovations also include keeping up with the largest social media companies like Twitter, Facebook, Instagram, and Snapchat (Bell, 28).

2.3 Education in the Field of Journalism

One of the first considerations regarding the future of journalism is accounting for the current education for journalism students. Since these students become the journalists, they are crucial when considering the general directionality of the field. Some schools have adapted to the new students and technology, while some have not. “The institutions of the academy have also recognized the potential crisis for journalism and its education with some responding by (finally) embracing other disciplines more fully into the curricula” (Tumber, 551).

Like any type of education, the change in journalism education is related not only to the additional technologies to include in the curricula, but also to the changing perception of the field — “fake news” and diminishing confidence in the media made for interesting changes to the educational environment. “Journalism has been ‘caught’ in a changing world, uncertain about universalism and relativism, language and culture. The task for scholars and educators is to provide, through a variety of disciplines, enquiry and teaching that can both respond to and address these issues” (Tumber, 552).

2.4 Women in the Field of Journalism

According to a 2014 report by the Women’s Media Center, “63.4 percent of those with bylines and on-camera appearances were men, while women constituted 36.1 percent of contributors” (“The Status of Women in the U.S. Media 2014”) — the missing 0.5 percent were bylines that were not reported for this study. Their prior 2013 report stated that only 27.02 percent of bylines were written by women. However, the number of women on staff in the newsrooms of major newspapers has hovered around 36 percent since 1999 (“The Status of Women in the U.S. Media 2014”). This disturbing fact prompted the author to look outside of the traditional print newsrooms and to ask interviewees what they have experienced, and many gave feedback that contradicted this data. According to Poynter, a global leader in journalism research, women in journalism in 2003 made up around 33 percent of reporters, while women working in other professions accounted for 49.8 percent of their average populations; this shows the underrepresentation of women in the field of journalism (Mitchell, “Women Journalists Aren’t Increasing Overall”).

In 1987, Joann Lublin — one of the ten professional journalists interviewed for this thesis — was one of the managers in *The Wall Street Journal*’s first-ever bureau led entirely by women. As Lublin wrote, “I was one of the women who helped crack the glass ceiling at *The Wall Street Journal*” (Lublin, 13). Lublin is not only a journalist, but also an expert on the topic of sex discrimination against women in the workplace. She wrote her 1971 master’s thesis on discrimination against female journalists on the basis of their gender. According to her results at the time, half of her interviewees claimed they lacked the same promotion opportunities as the men they worked with. While things are better, Lublin says, the situation of gender inequality at upper levels of the workplace still has a lot of room for improvement.

Vivian Smith, an author of *Outsiders Still: Why Women Journalists Love – And Leave – Their Newspaper Careers* and a woman journalist herself, holds the profession itself accountable for the lack of women. As her book title suggests, women are leaving journalism at high numbers, so clearly the problem cannot just be with women entering the field, but why they leave. Smith, and other scholars, suggest an answer: to have families. “Recently, many women print journalists — and men, too — have been leaving newspapers in greater numbers, taking buyouts and being laid off, as the newspaper industry shrinks in the face of business and technological upheaval” (Smith, 4). According to Smith, many women leave not only because of the changing field, but because they believe being a journalist is not compatible with being a mother and having a family.

Also, the unfortunate truth is that it is hard to re-enter the field after taking leave. Not only is it more difficult for women to get their journalism jobs back after maternity leave, but they can also face increased hostility in the workplace, especially from male editors and bosses. “Many women journalists in the Western world today find their minority position in the industry increasingly problematic... An already stressful environment is compounded for women by family issues, sexism, and the proverbial glass ceiling” (Smith, 11).

Not all journalists share the same opinion. While most newsrooms are not seeing much change in terms of gender equality, some are making waves; in 2015, *The Economist* hired their first women editor ever (Sanders, 140). Some scholars are certain that women will suddenly emerge in the future of the field of journalism. “Now, more than ever, it seems that the future of journalism is female” (Day, 22). Day, a woman journalist herself, believes that the recent trend of celebrity news is

responsible for the increase in women journalists in the field. “The old currencies of royalty, aristocracy and politics can no longer compete with the sexy Technicolor lives of pop idols, footballers or soap-stars. Who better to infiltrate this fast-paced world than a glamorous young woman, with the intelligence to use her feminine wiles?” (Day, 22). In Day’s article, she quotes Ruth Hilton, 26, of the *Daily Express*, who became the youngest national newspaper section editor when she was hired at 23: “In the same way as women sometimes respond better to male interviewers, so men often respond better to female journalists. I think women can be cooler under pressure and maybe people wouldn’t expect someone who is fluttering her eyelashes to stitch them up” (Day, 23). Citing pop culture icons as examples, Day continued to argue that young women of the millennial generation grew up with successful, sometimes fictional women journalists as role models. Her examples include Lois Lane from *Superman* and Katie Adie from *BBC*. “It might sound trivial, but growing up with this kind of cultural shorthand, a young girl was likely to equate journalism with success, self-assertiveness, and nice clothes” (Day, 24). Day also mentioned the aptitude that women display for writing, approximately two girls to every boy in school are enrolled in “A-Level” (the highest level of exams in the United Kingdom) writing courses (Day, 24).

2.5 Millennials and Technology in the Field of Journalism

While a great deal has been written about women in journalism, and statistics are relatively easy to come by, not much research has been done on the place of millennials, the generation of people born anytime from the 1980s until the early 2000s, or technology in the field of journalism. Baratunde Thurston, journalist and former editor of *The Onion*, said in a 2013 *Columbia Journalism Review* piece, “We

will ultimately say that young people connected by technology and global culture helped salvage and reinvigorate the American Dream” (Sanders, 143).

In one study by McClure in 2008, researchers focused on journalists in the millennial generation and their use of technology (Turner, 392). “The research found that 100 percent of the Millennials believe that new media tools are enhancing their journalism (as against 40% of the 50–64 year olds); 87 percent of the Millennials believe that bloggers have become important opinion shapers (as against 60% of the 50–64 year olds); 87 percent believe that their use of new media enhances their relationship with their audience (as against 42% of the older generation); and 48 percent used social networking sites such as Facebook to assist in their reporting and engage with their audiences” (Turner, 392). According to Turner, these results suggest that millennial journalists will not be displaced from their careers as technology evolves, but rather they will begin to evolve the field of journalism as a whole by working more effectively, collaboratively, and interactively (Turner, 392). “While falling well short of the revolutionary rhetoric of the net boosters, the adaptation of the Millennials nonetheless indicates how journalism practices might over time mutate in ways that help the profession reconnect with their community and rebuild its faith in the social function of the journalist” (Turner, 392).

2.6 Summary of Background Literature

The intertwining aspects of journalism today — education, women, millennials, and technology — are all important to the task of determining a direction for the future of journalism. According to Joshunda Sanders, a woman of color and journalist herself, “women... are clearly in a time of pivotal change with the potential for technology to expand upon what little progress they have made... to create a new

media system” (Sanders, 144). This thesis attempts to explore how women are starting to do just that, especially millennials, and the ways they are utilizing technology to accomplish this goal.

Chapter 3

RESEARCH METHODOLOGY

The concept of research is often misunderstood by undergraduate students. It is best to start out with what research is not. “Research is not mere information gathering” (Leedy, 1), nor is it “mere transportation of facts from one location to another” (Leedy, 2), nor is it “merely rummaging for information” (Leedy, 2). “Research is the systematic process of collecting, analyzing, and interpreting information (data) in order to increase our understanding of the phenomenon about which we are interested or concerned” (Leedy, 2). In this case, the collecting involves published studies and interviews, analyzed using methods appropriate for qualitative research, and interpreting the data in order to increase the understanding of the future of journalism. In virtually every subject area, there are research problems waiting to be solved and knowledge gaps waiting to be filled with information.

Since this research is qualitative, the choice of research methodology is vitally important and a bit complicated. “Qualitative researchers rarely try to simplify what they observe. Instead, they recognize that the issue they are studying has many dimensions and layers, and so they try to portray the issue in its multifaceted form” (Leedy, 133). That is what this research is designed to accomplish. “Furthermore, some qualitative researchers believe that there isn’t necessarily a single, ultimate Truth to be discovered. Instead, there may be many perspectives held by different individuals, with each of these perspectives having equal validity, or truth” (Leedy, 133). In this thesis, the professional journalists from the interview process disagree

with each other at points; despite their differing opinions, each is valid and useful as part of the research findings. As with all qualitative research, the phenomena being studied occur in the “real world,” and the phenomena being studied are being examined in all of their complexity; none of this is watered down. A secondary goal of this study is to incorporate the richness of these various viewpoints and analyze them for a possible answer to the question posed in the introduction of this thesis: What will the role of women, millennials, and technology be in the future of journalism?

During the process of designing the interview questions, this study received a waiver from the Human Subjects examination (Appendix A). While this study involved human subjects, they were not subject to any kind of harm, but merely assisted by adding in their extensive knowledge on the field in question.

As an aspiring journalist, the author of this thesis was seeking to answer the important questions about the future of journalism, and the place of women, millennials, and technology in that future. The author started by creating a list of questions (Appendix A) for the journalists interviewed. The interview questions were designed to build on and extend from journalists’ answers during interviews conducted by John Patrick of the Society of Professional Journalists “Generation J Committee” (Patrick, web). From there, the author asked each journalist the exact same questions, recorded their answers, and transcribed their interviews for analysis.

In terms of the journalists interviewed, the author selected the sources by a snowball-sampling method, “a recruitment technique in which research participants are asked to assist researchers in identifying other potential subjects” (“Snowball Sampling”). In an effort to get a mix of women and men (in the end, there are six men and four women total) and a variance in ages (the youngest is 23 and the oldest is

“over 55,” with a substantial difference between the other journalists’ ages), the author contacted available journalists by starting with past staff members of *The Review*, the University of Delaware’s student-run newspaper. From there, the author contacted colleagues and recommended associates of those reporters to find the rest of the interviewees. Two of the interviewees, Tim Grobaty and Joann Lublin, were selected because they authored books that this thesis author read and found to be informative and related to the thesis topic.

An in-depth interview in the qualitative research technique can be defined as “conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation” (Boyce and Neale, web). These interviews explored the perspectives of professional journalists about many ideas and situations related to journalism, including the emergence of women, millennials, and technology in the field of journalism.

The interviews were all recorded as audio files, so before the analytic process could begin, the author needed to first transcribe the interviews into text for further study. The researcher was careful to not allow answers from earlier interviews to alter the way the same questions were asked in later interviews by using the same questions in the same order, regardless of previous responses. Once the interviewees’ insights were all transcribed as Microsoft Word documents, the author began comparing their answers for analysis using qualitative content analysis, “a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh, 1278). The author used a controlled analysis of the interview transcripts in order to analyze the data of each interview in context. “Qualitative content analysis goes beyond merely

counting words or extracting objective content from texts to examine meanings, themes and patterns that may be manifest or latent in a particular text” (Zhang, 1).

The analysis of these qualitative data was done by not only transcription and the author’s use of qualitative content analysis, but also by aid of the qualitative data analysis software (QDAS) package, NVivo, which is distributed by QSR International. NVivo is an advanced qualitative research software that provides a powerful analysis of any text-based data that researchers run through the program. NVivo “combines the coding of rich data with familiar ways of editing and revising rich text” (Richards, 1). Using NVivo to further analyze the interview data for this thesis provided additional insights. However, NVivo was used as a supplement to the work done by the author, not as the sole method of analysis of the data. It merely assisted the author in finding concrete details about the interviews in relation to one another. “QSR International, the developers of NVivo, promise only to provide you with a set of tools that will assist you in undertaking an analysis of qualitative data. The use of a computer is not intended to supplant time-honoured ways of learning from data, but to increase the effectiveness and efficiency of such learning” (Bazeley, 2).

There are many different approaches to analyzing qualitative data. However, there is at least some consensus around the requirement that researchers organize the data. Proponents of QDAS assert that it serves to facilitate an accurate and transparent data analysis process by automatically counting what words were used by whom and how often. This, in turn, provides a more reliable, but still general picture of the data (Morrison). The author decided to use NVivo because it is user-friendly and offers tutorials and a support network, which allowed the author to become marginally proficient in use of this application in a reasonably short period of time. NVivo makes

it easy to directly import text documents and manually or automatically code the data from these documents (DeNardo).

The usefulness of the concepts of validity and reliability in qualitative research has been debated for many years (Kelle). While some researchers believe these terms are not applicable to qualitative research, and instead use terms such as “trustworthiness,” “rigorousness,” or “quality” to describe data, it is still important that data analysis in qualitative research is conducted in a rigorous and transparent manner (Kirk, 21). The text search facility in NVivo, which allows a search for words and derivations of words — a necessary task because interviewees express similar ideas using completely different words, which makes it difficult to capture and consider all related responses — checks on the accuracy of a researcher’s perceptions (DeNardo).

Searching electronically will yield more reliable results than searching manually simply because human error is ruled out, which is why the author chose to incorporate the NVivo results as well as completing a manual evaluation of the data. “Analyzing data gathered by qualitative means—audio taped interviews, videotaped focus groups, researcher field notes, and others—can be an overwhelming task. There are no established formulae for transforming the data into findings. The challenge of the process is to make sense of massive quantities of data” (DeNardo). However, DeNardo said that tedious process “can be assisted by the use of computer software to facilitate the storage, coding, retrieval, comparison, and linking of that data” (DeNardo). According to DeNardo, “Software can ease the laborious task which would otherwise be performed manually. NVivo by Qualitative Solutions and

Research Pty. Ltd. of Melbourne, Australia is one of the software packages designed for this purpose” (DeNardo).

This examination of the data is important in terms of gaining an overall impression of the data which has not been unduly influenced by particularly memorable interview statements. The searching tools in NVivo allowed the author to validate and refute some of the initial impressions of the data, ultimately resulting in a more accurate and less biased end result in terms of data analysis.

Chapter 4

INTERVIEW RESULTS

This chapter presents quotations from each interview, with no attempt at analysis, organized according to the main themes in this thesis. All of the journalists' responses are quoted in the same order that their names are listed in section 4.1, and the analysis is completed in the following chapter.

4.1 Professional Biographies of Journalist Interviewees

This section serves to provide the qualifications of each journalist interviewed for this thesis. It provides context for the answers of each journalist respectively. Not every journalist was qualified to answer every question, so any lack of responses for a certain area is not an oversight, but merely a choice.

Joann Lublin, who describes her age as “over 55 years old,” is the management news editor for *The Wall Street Journal*. She has worked there since graduating with a master's degree in Communication and Media Studies from Stanford University in 1971. Lublin has also written a book, *Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World*, about professional women and their experiences in the corporate world.

Richard Jones, who describes his age as “over 35,” is an associate editor at *The New York Times*. He is also the director of the Student Journalism Institute at *The New York Times*. He earned a master's degree in Journalism from Columbia University in 2009, and he is a member of the National Association of Black Journalists.

Jenna Portnoy, 37, is a politics reporter for *The Washington Post* covering the congressional delegations of Virginia and Maryland and the District of Columbia's non-voting delegate. She has been with *The Washington Post* for 3 years, and in this specific job for six months. She earned an Honors bachelor's degree from the University of Delaware in English with a minor in Journalism in 2001.

Tim Grobaty, 62, is a daily columnist for *The Press-Telegram* and author of *I'm Dyin' Here*, a book about his feelings not only for his own life, but also for the institution of print journalism. He received an honorary associate's degree from Long Beach City College in 2016, almost 40 years after he enrolled without graduating.

Nancy Barnes, 55, is the executive editor and vice president of the *Houston Chronicle*. She earned an MBA in Business Administration and Management from the University of North Carolina at Chapel Hill in 2002 after a bachelor's degree from the University of Virginia in International Relations and Affairs in 1982.

Jimmy Dawson, 28, works for *National Public Radio* (NPR) as a state political reporter for Delaware Public Media. He graduated from the University of Idaho in 2012, and he has been working as a professional journalist since his junior year of college.

Jennifer Finn, 23, is a digital editor at *Delaware Today* magazine. She graduated from the University of Delaware in 2015 with a bachelor's degree in Mass Communication and a Journalism minor.

Doug Donovan, 45, is an investigative reporter with *The Baltimore Sun*. He has worked in the journalism industry since he graduated from the University of Delaware in 1993 with a bachelor's degree in English.

Matt Bittle, 24, is currently a staff reporter at the *Delaware News Journal* in Dover, Delaware. He graduated from the University of Delaware in 2014 with a bachelor's degree in English with a concentration in Professional Writing.

Wesley Case, 30 is a features reporter and critic at *The Baltimore Sun*. He has been in the field of journalism for eight years. He graduated from the University of Delaware in 2008 with a bachelor's degree in English.

From this point onward, each journalist will be referred to by only his or her last name, for ease of reading. Please refer back to this section for a reminder of each journalist's qualifications.

4.2 The Future of Journalism

In the future, Lublin thinks the skills required of journalists will be the same as in the past, but including more modern aspects like social media.

"I think the skills that will be required of journalists in the future are the same skills that have been required of journalists in the past, but taken to a higher degree," Lublin said. "Journalists of the future are going to have to be jacks of all trades, that means being able to be nimble on all forms of social media including forms that haven't been invented yet."

Overall, Lublin thinks the future of journalism is bright in the face of its problems.

"I think it's going to be one of these 'universes with a thousand lights,' and I'm mixing metaphors here, but basically I am very optimistic," Lublin said. "That's kind of who I am, I always view things as being half full, not half empty, but I think as we see the death of print as a media for journalism, there's going to be all kinds of social media forms that have not been created yet that are going to offer new opportunities

for people to be journalists. I think we're going to continue to see people doing blogs; I just think people are going to have to be more creative in terms of where they're going to be able to show what they can do."

Jones thinks we are already seeing the "future" of journalism in the field of journalism right now.

"It think it's not even 'the future,' it's now," Jones said. "You want to have, certainly, the traditional reporting skills that have always been valued. You want to have the ethical training and you want to make sure that compass is pointed in the right direction. You want to make sure that you have the ability to process information quickly and clearly and explain it to others under really tight deadlines. But added to that are these fleet of digital skills that are essential these days, starting with social media, which everyone should know how to use to broaden the reach of our journalism once its produced but also to use it as a tool to build sources and identify sources."

Jones thinks not everyone will need to be skilled in the new digital areas, but that reporters today will need to be able to think in digital terms in order to succeed.

"I don't know if it's essential for everyone to have a high degree of skill in those areas, but I think it is important to be able to conceptualize stories in the ways that digital natives do, and to think about stories in ways that go beyond what we've traditionally thought when we were confined to newsprint and six columns and static photographs," Jones said. "You want to think about presentation not just on a desktop computer but also on mobile. You want to think about how stories can be presented in ways that increase their effectiveness, increase their reach, and increase their impact."

In the face of challenges, Jones is optimistic about the future of journalism.

“I think we have very many reasons to be optimistic,” Jones said. “I don’t have my head in the sand about the challenges facing the industry at all, but I’m not someone who feels that the sky is falling, necessarily. I think we’ll have to adapt, we’ll have to be able to think on our toes, we’ll have to make some changes to the way we’ve done things for years and years and years. There’s not a crisis necessarily in storytelling or news, because people are reading more news than ever before. There’s a hunger for it, as you can see by the proliferation of fake news. People want stories, they want to know what’s happening. The demand is there; we just have to provide it and recognize that the crisis is not in telling stories, but in telling stories in ways that help readers get to them easily, digitally.”

In terms of the future, Portnoy’s experience in the past has helped shaped her opinion on where journalism is heading. She thinks recent technological advances have changed the field’s trajectory.

“I came into this field really before I think the technological shift really took hold,” Portnoy said. “A lot of my younger colleagues and even folks my age have learned a lot more video skills, a lot more radio skills; certainly data is a huge part of it — computer-assisted reporting is what we used to call it, I don’t know if it’s still called that — putting together databases, knowing how to code, certainly blogging and posting things online, adding photographs and links within the text. I mean, that’s all really commonplace, and when I started it was really unheard of, and just sort of the new frontier.”

Portnoy thinks journalism in the future will be moving away from print and towards digital.

“I think we’ve already seen so many print publications fold in favor of online content, so certainly there will be many more companies that only publish online,” Portnoy said. “I think the editor of the *Post*, Marty Baron, has said he doesn’t expect the print paper to be around forever, and even now at the paper the focus on online is much greater. At the daily news meeting, there is a lot of discussion about what is being posted online at certain times. Of course, also what goes on the front page of the paper. That’s still a priority, but it’s one of many priorities now.”

“It’s not journalism, per se, it’s print journalism,” Grobaty said of his theory that the field of journalism is dying. “There’s always going to be journalists, I hope.”

As someone with over 40 years of experience in the field of journalism, Grobaty has seen the transition from typewriters to basic computers to the modern explosion of social media and smartphones. He thinks the future of journalism lies in the technological advances.

“In addition to being a lot more tech savvy, making yourself evolve to all of the technology that’s available to you now,” Grobaty said. “The better you are at using electronic means to find information and to help you use the information you get, the more valuable you’re going to be to the paper.”

On the future of journalism, Grobaty said he worries about the emergence of bloggers posting “news” without any ethical or formal training.

“I’m fearful in some ways that citizen journalism is going to be a big thing, and I don’t think that’s really a good thing,” Grobaty said. “People forget that it takes training to be a good journalist, and it takes ethics and morality. I worry about bloggers and citizen journalists who think they can just write stuff without all that training. If I make something up, there’s no ‘fake news’ in real journalism. If I make

something up, I'd get fired, or at least reprimanded, but probably fired, and other people just get away with it all the time and they think they're journalists. I worry that too many people believe that. There's so many people now who think that anything they read in *The New York Times* or *The Washington Post* is just nonsense or lies, and it's not! I don't care whether you're liberal or conservative, these people are the best in their business and they do a good job. I don't know if people are gonna appreciate real journalism. I worry about it, because it seems like they don't in larger numbers.”

In terms of the future of journalism, Barnes thinks we are already seeing it.

“We're already seeing the future of journalism in that instead of 10 or 20 outlets, you might have 100 smaller outlets for journalism,” Barnes said. “A lot of it is now more niche and specialized. I also think the challenges we've faced for the past decade have really forced news organizations to make hard choices, and in some ways, they're doing better journalism and better investigative reporting than they were 15 years ago when they were fat and happy in their newsrooms.”

Barnes thinks the changes to the traditional newsroom have changed how journalists operate for the better. However, the important things haven't changed at all, Barnes said.

“I think who you work for and how you report and how that information is distributed, all that has changed dramatically, but the fundamentals of getting information to people, finding the scoops, bringing wrongdoing to light, telling a beautiful profile — whether you do that in print or in a video, some people are even doing it in Snapchat, none of that matters,” Barnes said. “It just matters that we are telling stories and bringing information to light to our community.”

She also believes that the skills required of journalists will change. She acknowledges the movement towards the multidisciplinary journalism skillsets that are now required for journalism.

“I think journalists are going to have to be faster and more open to working on multiple platforms almost simultaneously, but I think they also have to have at least one skillset that sets them apart from everybody else,” Barnes said. “So whether that’s fabulous investigative reporting skills, or you’re a great writer... You still have to be a star in at least one area and then have these multi-disciplinary tools that you use to tell your stories. But if you know all the tools but you aren’t really great at any one thing, then I think you’re just not going to make it in the business.”

In terms of the modern newsroom, Barnes said journalism needs not only women, but also minorities and people with different opinions from one another.

“We need for not just women, but people of all colors, of all ethnicities, people who are conservative and liberal — we need all of them in our newsrooms because the world is changing so quickly that if it’s just going to be dominated by the folks who made the decisions 20 years ago, then we are going to go out of business.”

The future of journalism, according to Dawson, involves even more than utilizing modern technology in addition to having a talent for traditional reporting skills.

“You have the obvious social media skills, being able to kind of comb through Twitter just to see what people are saying, but even now that’s getting outdated,” Dawson said. “Not too many people are actually posting much worthwhile, and by worthwhile, I mean something that’s factual or something that you can actually use in

a news story. We're definitely going to have to figure out ways of reaching out to sources, cultivating sources, and really just getting in touch with people otherwise."

On the future of journalism, Dawson thinks both print and broadcast media will migrate towards the online world.

"Things will migrate more towards the web, for sure," Dawson said. "*The New York Times* has been doing excellent digital representations or mock-ups of online stories. I think you'll see much more of that. I'm not gonna be like everyone else and try to predict when newspapers are gonna stop printing physical copies. I'm sure that might happen eventually, I'm not sure when that will happen though. I think there will be more news outlets, whether or not they're reputable will be another thing entirely, but people have been selecting their own news now for a while."

On skills of journalists in the future, Finn said it is important for reporters to have the traditional abilities of writing and reporting as well as a proficiency with technology.

"Obviously, good writing skills, and in addition to that reporting skills, the ability to come at stories at a fresh angle, and the ability to come up with good sources to reach out to and researching skills," Finn said. "Also good interviewing skills, and the ability to interview people on the spot. In terms of technology, journalists need to be able to use the forms of technology we have at our fingertips. The ability to provide information quickly and accurately in an unbiased manner."

On the future of journalism, Finn believes, like many scholars, that the future of the field will involve the internet and social media in a big way.

"I think it will obviously continue to move towards the internet, and all forms of social media," Finn said. "I'm sure other platforms will emerge in the coming years

and maybe existing platforms that we use will die out a little bit. I'm not certain, I hope that print journalism will not die out, I like to think that it won't and I do believe that it won't, because some people like to hold something in their hands, and I can't really imagine a world in which print journalism ever really goes away. I think it will continue to decline for a bit and it won't ever go back to what it used to be and people will continue to use the web to get their news and read news and share news and interact with people."

On the future of journalism, Donovan believes many skills that were important in the past will continue to be important, along with the additional technological capabilities.

"The ability to sort of work in a digital, mobile environment," Donovan said. "Emphasis on the mobile nature of what we do. You've gotta be able to do pretty much everything. You have to take photos and videos, you have to be able to write headlines, and you have to be able to do it all in a high-quality way. The basic writing and basic reporting, I think that's all still good."

However, Donovan is not too optimistic about the future of the field, and his fears are related to the technological boom.

"The never-ending ceaselessness of news and information, I think that's sort of the downside of technology," Donovan said. "I think it's great in terms of immediacy, but I think for television outlets specifically, they need to sort of fill airtime and it's problematic. There's too much of the fake news going around, there's too much conspiracy-mongering, and I think that's a downside of the 24-hour model. I don't see that letting up; I see it getting worse, and I'm not convinced anyone knows how to counter it effectively."

In terms of skills journalists will need to have in the future, Bittle described a professional “Renaissance man” (or woman). The successful journalist of the future will need to be able to do “everything,” Bittle said.

“Doing everything, kind of, in a sense of not just writing but being able to do video and photo. I’d say especially video. It’s really important to have those skills, I guess that’s just where it’s going.”

Bittle especially believes that social media is a platform for the future of journalism, and journalists need to be able to utilize it to promote themselves and their work.

“Just being able to do digital in a lot of ways, like social media – you have to promote your posts. Knowing how to do things other than just writing your article.”

But ultimately, like most scholars, Bittle thinks the future of journalism is headed towards the online, digital world.

“Definitely online, digital,” Bittle said. “There will always be a place, I think or at least I like to think, for people who can write well and present the news accurately and fairly, but there’s obviously been a seismic shift in journalism over the past 20 years or so. I think journalism will survive, I do think there will be a place for print, digital is sort of the future.”

Case said the future of journalism lies in the versatility of journalists.

“I think journalists in the future are going to need to be versatile, which they’ve always had to, but in such a technology and social-media driven culture now, I think it’s required for journalists to be fully engaged in kind of anywhere news is happening or being made or disseminated,” Case said. “There’s a balance between spreading yourself too thin but also needing to not just be stuck on one aspect of the job. The one

thing I would add to that is being able to balance all that information at our fingertips but still getting out into the field and talking to people and learning about stories and telling stories by actually going out and doing, rather than just sitting at the office and making phone calls. That's something I battle against every day because there's that battle of speed and getting things up as soon as possible, but then there's also wanting to tell the story the right way."

On the future of journalism, Case said while print journalism is declining, journalism in general will always be needed.

"I do think print newspaper, sadly, is looking at a very, very uphill battle if not kind of looking at its death now," Case said. "No matter what, I think these institutions, these newspapers, have a place because they have the built-in credibility that new websites or blogs or whatever don't have or have to build over time. *The Baltimore Sun* is older than *The New York Times*, so I can't imagine people not needing this resource. Will it always be in print? Who knows. My guess is probably not. I could see newspapers going to just a Sunday print edition. If you're in love with newsprint, I don't think the future looks great based on advertising revenue declining exponentially, but I don't see any less of a need for the news; in fact, I see more of a need for the news. I think right now there's a weird attitude towards the media, and newspapers, and all these things, so it's a really interesting time for journalism because I don't think anyone knows where it's headed."

Overall, Case is optimistic about the future of journalism, and he hopes it is headed toward the inclusion of minorities as journalists.

"Everyone is working towards the same goal, which is what I love about journalism," Case said. "I think going forward, the key is giving minorities voices,

telling these stories, to me it just makes a better product and it's just a better atmosphere. I hope that's where things are headed."

4.3 Education in the Field of Journalism

On education, Jones — who has a master's degree in journalism — thinks journalism programs have not changed enough to prepare students for the new world.

"Probably, it hasn't changed quickly enough, to be honest," Jones said. "I think it's really significant and important for educators to be able to adapt and to adapt very quickly, and typically educational institutions aren't known for being able to pivot very quickly. We want to ensure our students are going to be prepared for the world they're walking into. Over the past three to five years, we're beginning to see a real recognition that we're doing a disservice to students if we don't do more to help them understand this world and give them the skills and training they need to navigate it."

On education, Portnoy said even though she hasn't been in higher education since her own graduation in 2001, she sees colleagues coming out of school having taken different classes and having learned new skills.

"I'm not sure if I know firsthand because once I had my bachelor's, I didn't go back to school," Portnoy said, "but I have a lot of colleagues who have learned a lot of video skills, a lot more audio skills, just the technology in general. Everybody has the ability to post things and do basic code that I didn't need to learn. I would say that's a big focus."

Since his time in college, Grobaty has seen a change in education, both at schools and outside of them.

"One of my editors teaches a class at Cal State Long Beach on social media and journalism, those kinds of things didn't exist before," Grobaty said. "Outside of

universities, there's all kinds of webinars and seminars and things, you can get the education you want.”

In terms of education, Barnes said it has changed a lot for those in the field of journalism; however, maybe not enough.

“I don't know if it's changed enough,” Barnes said. “I think there has been a far more aggressive concentration on digital skills and social media. I think one clear success has been data visualization and that contribution to journalism. Video and video storytelling has obviously been a growing part of the business for the past ten years. I think those are ways in which the training for the business has changed; I think the most significant change has been the use of video for storytelling and data journalism for our investigative work.”

Dawson said journalism education programs are changing along with the technology.

“I guess technology has obviously been updated and upgraded so many times over,” Dawson said. “I've seen a lot more emphasis on social media and video, especially if you're going into print.”

Finn said classes and college departments have evolved with the changing times. She just graduated in 2015, and she could not major in journalism because the number of students in the program was declining.

“I know that in the past few decades, especially as newspapers have continued to decline, a lot of colleges have moved away from journalism majors,” Finn said. “I majored in communications and minored in journalism. I think that is because there is this thought that journalism is dying, that print journalism is dying, and I don't think that is necessarily true, I think it's just taking on new forms. Colleges have definitely

moved away from a lot of the traditional journalism programs, and I know they have been incorporating a lot of new classes that focus on social media and other forms of technology in the digital era. Going back even further, decades ago, I think to be a journalist you didn't necessarily have to have as many credentials as you do now. Now you need such a broad set of skills, especially digitally, that the sky is really the limit of what you can learn about depending on what type of publication you're going to be working for and what kind of journalism you want to do."

As a journalist, and as a former senior regional editor for Patch.com, Donovan has been in charge of many young journalists who are just entering the field from college. He was surprised to see how little their college education differed from his.

"I was shocked to learn that most of them coming right out of journalism majors of journalism schools still had the basic training that I had, which is reporting and writing and that's it," Donovan said. "You need photography, videography, even some coding is helpful, but I don't see younger reporters coming equipped fully with that. I think they personally have a lot of that, sort of just naturally from the use of iPhones and other mobile devices that make typography and video easy, but I certainly don't see a mastery of it at a level I would expect."

That fact discouraged him, since he expected young journalists to receive a fuller education that includes technology and new advances in the field.

"I'm not that encouraged by what I've seen," Donovan said. "I don't feel most schools are preparing reporters and journalists for where they need to be now. I think it's probably getting better, but it's shocking to me that it's taken so long. This is something that should have been happening ten years ago, and maybe the best journalism schools have been doing it, I just haven't seen it."

Bittle thinks the focus of journalistic lessons is different than it used to be. Not only are students learning new information, they are also expected to retain and utilize more.

“Part of it is more the focus on stuff other than just writing and interviewing,” Bittle said. “There’s more digital, obviously. You have to be more multifaceted, I guess, so that’s being taught. Internships are very important.”

Bittle also noted a change in the transition from the classroom to the newsroom. Editors will not hire someone who has good grades; rather, they will search for a candidate with experience and writing samples.

“It’s so much more about what you do outside the classroom as well. Even if you do great in class, you can’t just plop down your resume and say, ‘Oh, I had a 3.8 GPA and I took all these journalism classes’ and expect to get a great job.”

Case thinks that education for journalism doesn’t need to change because it is not as important as experience and learning on the job.

“I think, as always, experience is definitely the number one thing,” Case said. “There is a trial and error about this job. No one’s path is right or wrong. I don’t think certain degrees are required to do this job.”

4.4 Women in the Field of Journalism

In terms of the prevalence of women in modern journalism, Lublin attributes this to the lack of women in the past, not an explosion of women journalists in the present.

“Because they weren’t so prevalent in the past,” Lublin said. “When I was first hired by *The Wall Street Journal* in 1971, there were roughly a dozen women in the news department, all of us except for one woman were reporters; there was one woman who was a copy editor, and when she fell in love with a colleague and they

decided to get married, he was also a low-level editor, they called the couple in and said, ‘We have a nepotism policy,’ which we don’t, by the way, anymore, ‘and one of you is going to have to quit.’ And, of course, it was her. Things have changed a lot for women.”

Lublin has also dealt with a great deal of controversy for being a woman in the traditionally “man’s world” of journalism.

“One of the biggest issues that I dealt with early in my career was that I would have to cover events for *The Wall Street Journal* that took place at private business clubs that didn’t admit women,” Lublin said. “So in order to attend those events, I would have to go in the back entrance where the kitchen staff came to work. About a year after I joined *The Wall Street Journal*, I won ‘Honorable Mention’ in the annual journalism conference sponsored by the San Francisco Press Club, and my male colleagues wanted me to boycott the awards dinner because the San Francisco Press Club did not admit women at that time, and I had the opposite attitude, which is, if I don’t go there and show up and prove to them that I got the ‘Honorable Mention’ award, how am I ever going to change their minds? So of course I went to dinner, and a couple years after that, lo and behold they saw the light.”

When talking about women in the field of journalism, Jones also added people of color as a minority that is emerging in the field.

“I think I would also include people of color there in that group as well,” Jones said. “I think what we are seeing in general are people who traditionally did not have a seat at the table, this new emphasis on their voices being heard, is a result of the internet lowering these barriers of entry for so many people. All of those old barriers

that used to exist and really only let a few people operate in that world have been removed.”

In terms of women in journalism, Portnoy said she has always seen many women in the field around her.

“I guess just in general, I think probably as society embraces equality more, there are women in all sorts of fields that perhaps didn’t embrace women at one point,” Portnoy said. “I have been lucky in that I’ve been a reporter for 16 years, and I’ve always worked with a lot of women. I’ve always had a lot of female colleagues around me, which is great, and I don’t think that’s an unusual experience. I’ve had managers who elevate women as much as they elevate men, at least in my personal experience. I know the higher you tend to get, especially in editing positions and management jobs, that doesn’t always hold true.”

Portnoy said this exposure has helped her in her career, because she always felt like she could succeed as a woman in journalism.

“I think having women editors and women colleagues has just made it possible for me to flourish in a way that I wouldn’t have, or it would have been much more difficult if I’d been some sort of trailblazer,” Portnoy said. “It always seemed within my grasp once I realized I wanted to do journalism, it seemed completely within the realm of possibility that being a woman wouldn’t hold me back.”

On women in the field of journalism, Grobaty has seen their emergence firsthand.

“They’re becoming more prevalent in the workplace in general,” Grobaty said. “I’m not sure why they are other than it’s a fun thing to do, it’s really enjoyable. I think it was sort of perceived as a man’s field for a long, long time.”

Grobaty said in the building *The Press-Telegram* used to occupy, there wasn't even a women's bathroom in the newsroom due to the lack of women.

"Our building was built in the 30s, we're no longer in it because it's a big building and we're a small staff, we couldn't keep up with the size, but we were there for probably the first 25 years of my career and the newsroom didn't have a women's bathroom," Grobaty said. "It just had a big men's bathroom, and that was it. They had to go down the hall to the 'women's section' [to use the bathroom]. Back in that day we had a 'ladies' section' with a food writer and a society writer, and they wrote about all of the teas and meetings and crafts. Every once and a while there'd be some woman who worked in news, and she'd be described as a 'battle axe woman,' but most of the women just worked in the women's section. It was that way up until the 1980s, when women started doing everything else. In the 50s or 60s, I don't think they would have entertained the idea of hiring a woman reporter unless there was something particularly exceptional about her."

Ultimately, Grobaty believes women are settling into the field now more than ever. He said they almost tried too hard at first to make sure they were taken seriously, and now they can just be journalists without any qualifiers.

"I think women, just as a gender, have become more comfortable in the role of a journalist," Grobaty said. "I think they kind of came in, I wouldn't say with a chip on their shoulders, kind of needing to show themselves. They tried harder to prove themselves. I think they felt like they had to be better than other people. It wasn't always a good thing; it was sometimes to their detriment. Some of the earlier women editors I had were very unyielding, whatever they said they kind of stuck by no matter what, and it was kind of hard to deal with. Editors have to know that the reporter is the

one who sees what's going on, so if the reporter says, 'That's not the way a story should be, it should be this way,' they were hard to deal with. But now they're a lot more comfortable in the role. I don't think they see themselves as women in journalism; they just see themselves as journalists, and that's a good thing. We have as many women as we have men now."

As a woman, Barnes has noticed the recent emergence of women in the field of journalism.

"In my newsroom, I haven't done a headcount, but I hope it's 50/50," Barnes said. "I think as time has gone on, we have less stereotypes of what it takes to be a great reporter. I think the further you go up the ladder in terms of leading newsrooms, it's still male-dominated."

She said this is a big change from when she first started out in journalism.

"When I used to be a summer intern, people could openly make sexist comments to you in front of other people and get away with it, which would be so appalling now," Barnes said. "Looking back on some of what I had to put up with, it would not be tolerated in today's newsrooms. It's a hard job because to do it well, you really have to be on the go all the time. It's a very demanding job, and I think editors, particularly when it was dominated by men, would pick men to do those jobs."

However, equality for women in the field still has a long way to go, according to Barnes and her experiences.

"I remember one time when I had just had a baby and there was a big story, and they made the decision for me that I wouldn't want to be disrupted to go cover the story as opposed to asking me if I wanted to go cover the story, and I'm like, 'I would have had somebody take care of the baby!'" Barnes said. "So these are some of the

stereotypes that have gone on in newsrooms for years. Do they still go on? I hope not. I am fully confident that I have not been discriminated against when it comes to compensation, and some of my biggest supporters have been men.”

On women in journalism, Dawson said he has watched more women enter the field just from the jobs he has held in his relatively short career.

“When I started in 2010 at my old job in Idaho, commercial radio, it was me, another reporter, and our news director at the time before I took his job,” Dawson said. “We were all men. Then we hired a couple women when I got here in 2012. Our company was owned by a woman, we had an even split in employees. We’ve had some turnover in the four years, but for most of the time I’ve been here, we’ve been a women-majority newsroom. It’s certainly something that I’ve noticed even with other outlets. In terms of why, I’m not sure. I can’t point to any one sort of thing, but it’s something that I certainly notice, and if you look at NPR nationally, you certainly hear a lot of women voices there too, but again I can’t really point to a reason as to why that’s happening.”

As a woman, Finn said she notices that the field now has more opportunities for women than it ever did in the past. She credits this to the emergence of feminism and the focus on gender equality.

“There are definitely more women in the field, whether it’s hosts on television or writers,” Finn said. “I think maybe as feminism has become more widely accepted, that has probably played a role in making it more socially acceptable and maybe a little easier for women to make journalism an attainable profession for them. I think overall, women tend to be hardwired differently than men, and I think the strengths that come from that include attention to detail, which is extremely important, and

empathy. I think men can be profoundly empathetic as well, but I think women are slightly more wired towards empathy, and I think empathy is a great thing to have as a journalist. While it can be detrimental if it's the only thing that's driving a story or a motive for a story, I think it's essentially important."

However, Finn said, she does not notice the gender of her colleagues regularly. She only acknowledges the difference based on now versus a few decades in the past.

"On a day to day basis, I wouldn't say I notice it," Finn said. "Thinking back to how it was several decades ago, it's kind of crazy to think how much has changed since, say, the 60s, when it was so much more male-dominated. That's definitely inspiring."

Donovan has noticed the number of women in the field, and he attributes it to more women entering college in general.

"The number of women, I think, is really high, especially women in leadership positions," Donovan said. "Compared to when I first started, I think that has really improved. I think probably it has something to do with the increase in the number of women in college. There's more women in college, so there's more women majoring in journalism and studying it. Most of the women I've had [as managers] are really just exceptionally better managers than men, no offense to men."

Bittle has not noticed a difference in the number of women working in the field during his time as a journalist.

"I can't really say I've noticed a change in the two years and two months since I've started working," Bittle said. "I'd say it's roughly equal; I guess in that respect it is a change, because you know the stereotype is that it's just old, white men. Part of it is that there's such a focus on quality now. Sometimes minorities or women are even

given special preference in the hiring process just to make things more equal, to get them started, because they've been underrepresented for so long. They do bring in some ways a unique perspective because their experiences obviously aren't exactly the same. I'd say it's more men the older up you go, but I would say it's probably a little more even at the younger level.”

On women, Case said the emergence in the field could be caused by a variety of reasons, but ultimately it is a positive step for the field.

“Our newsroom has a lot of women, a lot of women in leadership positions,” Case said. “I’m in the features department; when we did hires last it was all women in their early 20s that we hired. I feel like there’s so many reasons. I would optimistically hope it’s because they love the industry, and they love the field and they know the importance of it, and on another level, I would hope that maybe women would be tired of old men writing history, and kind of saying how things went, when it really should really be a wide breadth of people telling that story. I think for a long, long time it was just old, white men. I think it’s healthy to get more voices and more perspectives in the newsroom. And on the other hand, I think it’s an understanding from management saying, ‘Yes, let’s get these voices in the paper, they’re good at their jobs.’ I think it’s on both sides kind of appreciated.”

4.5 Millennials in the Field of Journalism

On young journalists, Lublin said they are no different from any other young professionals.

“The biggest strengths and weaknesses of young journalists are the strengths and weaknesses that young people in any field have always had,” Lublin said. “Strengths being an incredible amount of energy, commitment, passion, involvement;

weaknesses, as they have always been, have been naiveté and inexperience, and somewhat of an arrogance that they know more than those who have been in the field longer than them. Each of us who has started out in any career, whether it was journalism or anything else, were young once and were excited about entering our field, but we also didn't know what we didn't know."

Lublin is optimistic about the opportunities for young journalists today.

"I think they have the opportunity to recognize that the whole field of journalism is changing," Lublin said, "and to go with whatever form of journalism appeals to them, and not be so wedded to the fact that it's not real journalism if it doesn't appear on something made out of paper."

However, she doesn't think they are thriving in the field.

"I don't think young journalists are thriving in the field any more than they used to be," Lublin said, "and if anything, I think it's a lot harder to break into the field of journalism than it used to be for young journalists, simply because there are fewer and fewer of the traditional print outlets. And we've got this thing called the internet in which anyone can declare themselves a be a 'publisher' and publish facts and pretend that they're true or publish falsehoods. It's much more difficult. I know the competition to get the summer internships for *The Wall Street Journal*, I could never get hired today."

When speaking about young, millennial journalists, Jones said he does not want to think about them in terms of weaknesses, but rather having areas for growth. But more importantly than that, Jones thinks young journalists today have many strengths, some of which come from being a "digital native" as he calls millennials, and some of which come from sheer intelligence.

“I prefer not to call them weaknesses, I think they’re ‘areas for growth,’” Jones said. “I think the strengths are that this is a generation that is completely digital native. I didn’t grow up with cell phones or desktop computers, most of these things came along when I was already in my career. The strengths are obviously the familiarity with technology and understanding how digital media works and how digital tools work. Even if students don’t understand how to use them in a journalistic way I think that’s a very key strength. I think the access to information and different kinds of information today is remarkable. You have a library in your pocket, which I think a lot of students today don’t understand how remarkable it is to have a cell phone that can access the world. It’s really quite something. And I think this generation is much smarter. You guys are just incredibly smarter and more sophisticated. Areas for growth: one is, and this is going to sound a bit ironic given that you guys have access to more information than we did, I wonder if students recognize the need to push back more and to challenge authority more. It is certainly our job to play that role of being a part of the checks and balances that exist. I wonder if some students also recognize the importance of really thinking critically and analytically about the work that they’re doing. Journalists are not stenographers, they don’t just take down what people say and mindlessly transcribe it. We’re there to provide authority and perspective and to push back and challenge in ways that serve our readers and viewers. You really are a public servant. It can be really heady stuff, but you want to make sure that you have the right perspective and that it’s all about the story and it’s not about you at all.”

In terms of advantages, Jones said young journalists – the digital natives – have comparatively more natural skills with technology.

“I think the advantage that this generation has is the familiarity with the technology,” Jones said. “What you find very often is that back in the day, we would hire students and train them. Very often now, we’re hiring students and they train us how to use these tools. They understand how these tools work and how these platforms put together. They understand how audiences are using these tools. I think because of that, in places like the *Times*, you’re seeing this cohort of folks arriving in their early twenties, which was pretty much unheard of for a long time because you had to have 10 or 15 years before you made it to the staff of the *Times*. Because of what’s happening digitally, we see a lot more folks here much earlier in their careers than ever before.”

So, why are young journalists thriving in the field? Jones said it is because they have those digital skills engrained into their brains, unlike any generation before them.

“I think there are many, many opportunities that are going to present themselves for this generation,” Jones said. “It’s the digital piece, I think. That’s the key advantage they have over everyone else in the newsroom. The folks we’re hiring know more about the digital space than the people doing the hiring.”

On hiring young journalists, Jones said their skills matter more than anything else.

“The reporting and writing, they matter the most,” Jones said. “Depending on which area they’re gonna be working in the newsroom, then it becomes the digital fluency.”

On the topic of young journalists, Portnoy said their speed helps them, but their inexperience can be a weakness.

“Strengths-wise, they’re extremely nimble, fast, they know the technology and they sort of grew up with it,” Portnoy said. “It’s easy for them to adapt to new technologies, and they use them all the time so it’s nothing new to use them at work. A negative would just be inexperience, like anybody young. I don’t think young journalists today suffer from anything that young journalists throughout time haven’t, which is just needing to do it more and different kinds of stories, on deadline and not on deadline, things like that. But at the same time a young journalist can have a fresh perspective that maybe a veteran journalist doesn’t have. It’s always amazing to me that our national politics team has so many young reporters, I think the oldest person out on the road as a campaign reporter is in her mid to late thirties. It’s still a young person’s game.”

For young journalists, Portnoy said the use of technology has a lot to do with speed, and that can sometimes compromise accuracy.

“There’s such an emphasis on speed, so folks have had to maybe write more quickly,” Portnoy said, “and perhaps it’s sort of a double-edged sword in that on one hand you get the information more quickly, but you may not always have the full information. There can be a lack of depth in some reporting.”

Portnoy said young journalists are becoming so successful in part due to their grasp of technology and ability to learn new technologies.

“I think because their skills, maybe what they’ve grown up with, is able to lend itself to what’s valued today or what’s in demand: being comfortable with technology, and being able to quickly gather information from all sorts of sources, whether it’s a phone interview or internet research or aggregating from other sources,” Portnoy said. “That sort of reporting has really become much more dominant than it used to be.”

Portnoy does not think the number of young journalists in the field has grown significantly, but rather, that new jobs that seem to be filled with younger people have opened over time.

“There are so many jobs in journalism that didn’t even exist before,” Portnoy said. “We have a lot of reporters here at the *Post*, of course, but there’s all kinds of content managers and engineers — we have an amazing engineering team that is creating all kinds of apps and analytics — and those tend to be younger folks. Especially the social media team, we have a sprawling social media team, every department has experts in that, and those tend to be younger people. So while maybe the on the ground, traditional beat reporter like myself, maybe our age hasn’t shifted so dramatically, there are just a lot of people posting to the web and doing new jobs that tend to be younger.”

Portnoy said the opening of new media jobs has allowed more young journalists to thrive.

“Certainly there are many more jobs in media now,” Portnoy said. “Many people work for newspapers; many people work for online publications. Although the jobs have shifted, there are quite a few jobs out there if you have the skillset they’re looking for.”

Though Portnoy is still a young journalist herself, she said when she was starting in journalism, her strengths included curiosity and an insistence on doing things right.

“This is going to sound hokey, maybe, but curiosity,” Portnoy said. “And maybe a fastidiousness about getting it right and making sure every single detail is as accurate as possible. And not being afraid to ask a question that someone else might consider a

stupid question in service of getting it completely right and making sure you understand. I think those things, both then and now, are fundamentals that have not changed.”

On young journalists, Grobaty thinks they have strengths and weaknesses, but ultimately the strengths are more important.

“Well, they’re young,” Grobaty said. “That’s a weakness. The strengths are they’re energetic and curious. Some of the younger ones that we have on our paper do just a tremendous amount of work; they’re not afraid to go out at night outside of the 8-hour work time, they’ll go out and do whatever needs to be done. The older guys and women, maybe not so much.”

He went on to include information about their strengths with technology.

“Their proficiency at using all the electronic means and technology that’s available to them, they catch on really fast, and they’re kind of at the vanguard when anything comes out at using it.”

Grobaty credits young journalists’ familiarity with technology as one of the differences between them and older journalists.

“Younger people are just very, very familiar with the stuff,” Grobaty said. “When I was in college we used typewriters; there were literally no computers yet. Being young and growing up with this stuff gives you a leg up on people who are in their 40s now or maybe even 30s who don’t stay on top of what’s available to them.”

While young journalists are emerging in the field, Grobaty made sure to acknowledge the strengths of older journalists as well.

“The older journalists are referred to as ‘legacy journalists’ now, they’re not without worth,” Grobaty said. “They have an institutional knowledge. They are a lot

better at knowing who runs the city, they got to lunch with a mayor and other people who run the city, and younger people don't necessarily have access to those people, at least not a comfortable access."

In terms of opportunities that young journalists have, Grobaty again brought up technology.

"Again it ties into the technology, and they are going to be coming up with some of the new movers and shakers in the city," Grobaty said. "They're going to be there at the ground floor when the new power structure comes in."

Grobaty credits young journalists with knowing how to use the new technology better than older journalists.

"They know how to work the new stuff," Grobaty said. "It's really important, and it's really underutilized by most older reporters and editors. Editors really depend on young people to know how to work this stuff. They know it's important, and they're appreciative of the people who know how to use it right. It used to take a long time to work your way up the ladder because people spent their whole lives there, I don't know if that's true anymore. Now with so much new technology and new ways to practice journalism, young people are very much appreciated for their energy and their knowledge."

On what makes her decide to hire young journalists, Barnes said candidates need to stand out in some way.

"They better have some skill that really makes them stand out," Barnes said. "You have to understand what makes you a great journalist in the digital age and bring me something special. I think that is the hardest thing for people to come to grips with — yes, all of these traditional skills are still important, but you have to be able to

deploy them with modern mechanisms and with modern tools. Being self-sufficient and not needing five other experts to help you out, I think, is a very important skill for the 21st century journalist.”

On the biggest weakness of young journalists, Barnes thinks they are in too much of a rush to become reporters, and that they hurry in before doing the proper legwork beforehand.

“Probably people have said this about every generation of students: they’re really in a hurry,” Barnes said. “Everybody wants to be an investigative reporter, everybody wants to do project work, and there’s a lot of legwork and basic skills and blocks that you need to build upon before you can be a great writer and a great investigative reporter. I think sometimes people don’t understand that it takes a little time to develop these skillsets.”

Young journalists, Barnes said, need to be able to bring their own original information in order to be successful in the field.

“If you’re out there just being spoon-fed information and not knowing how to go find original information, you’re not going to succeed,” Barnes said.

Barnes said young journalists nowadays have more options than journalists did when she was starting out.

“When I was starting out, it was really just a traditional newsroom, that was the one opportunity for journalism,” Barnes said. “Now, there are specialty publications like *Politico*; you can start on a small website and get attention that way and be hired on into a bigger publication, that was not even a career path that was open to anybody years ago. If you’re a younger person getting into this business, it’s exciting. There are all sorts of different opportunities that didn’t exist, lots of skills

that you can employ. The world has changed and I think it's a lot more fun and interesting now than it was 20 years ago. The digital revolution has really opened up a lot of opportunities which I think sometimes get overlooked in all of the disruption that we are also experiencing."

On the topic of young journalists, Dawson thinks their greatest strength is the fact that they aren't yet attached to an area or a lifestyle. Their flexibility is what he believes allows them to succeed in the field.

"You have very few life commitments generally; you most likely don't have kids or you're not married, you are mobile and you don't own a house, so you can move for your job," Dawson said. "And I'm not saying these are good things or bad things, but they will help you either get a job or get a better job if you don't like the current one you have. You're generally more of a digital native. I'm not saying people who have been around in the business for a long time can't learn these things, but they aren't necessarily as intuitive, and they aren't as likely to use them. And you'll probably work for less money."

Dawson said having few life commitments is an advantage for young journalists.

"If I wanted to or got a new job right now, I personally don't own a home, I don't have a family here, I could just pack up and move," Dawson said. "So, that's certainly one thing. NPR has a fellowship — they have several fellowships for young journalists — but basically the mobility for being young is certainly not only an advantage, but it opens you up to many more opportunities."

Because of this, Dawson said young journalists have more opportunities, but they can also be used more than most older journalists.

“It depends on what you mean by ‘thriving,’” Dawson said. “If you’re talking about how the demographics skew younger, I don’t know if that’s necessarily thriving. Older people cost more, not only in terms of salary but they have seniority, so therefore they have more vacation, their 401K or retirement contributions are more. In general, they just cost the company more money. When you hire younger people, you can hire them for cheaper; they don’t cost as much on the benefits side, and it’s kind of true across the spectrum at least what I’ve seen with all of my friends scattered across the country. It’s also easier for employers to ask younger people to do more things without them questioning it; it’s easier for employers to pile more work on people who don’t have familial obligations. They’ll reach out to the 25 or 30-year-old person to write a couple extra stories before they go home or something, whereas they couldn’t do that with someone who has a kid and has to pick them up from school or something. Whether or not you think that’s an advantage is up to the person analyzing the situation.”

Before his current position with NPR, Dawson has hired two young journalists. He said he chose them because of three specific qualities. He said those qualities were what helped him the most when he first started out in journalism.

“I hired two people, and the skills that I wanted were general interest in the news, news itself, and to see whether or not they were informed generally,” Dawson said. “And then their adaptability. And work ethic. Those are probably the top three qualities that are really needed. It’s tough because journalism isn’t a 9 – 5 job. You have to balance being available for breaking news that may happen at nine o’clock at night.”

On young journalists, Finn noticed a trend of new reporters using technology to take shortcuts out of traditional research and interviews. Also, Finn said, there is a new focus on branding yourself professionally, and some younger journalists get caught up in that.

“I would say older journalists maybe had less temptations to take shortcuts,” Finn said, “and also would be less swept up in the whole needing a brand for yourself.”

In terms of young journalists, they have the opportunity that many of their older colleagues did not have — technology available at their fingertips right at the beginning of their careers.

“I think younger journalists that do have technology at their fingertips, which I would assume is the majority of people who are either studying to be journalists or are journalists,” Finn said. “I think technology has made it a lot easier to find information either through other articles and records, and it’s made it so easy to connect with people or track down people.”

Despite their advantages in the field, Finn does not think younger journalists are thriving by any means.

“I’m not sure if I would describe young journalists as thriving, I think maybe because it’s still a very low-paid profession, maybe the word ‘thriving’ just doesn’t quite match that,” Finn said. “It’s a low-paid profession, it’s a grueling profession for many journalists who are often writing these long, intense stories that are maybe not given the attention they deserve. Everything is so quick, and our attention spans are just getting shorter and shorter.”

On the biggest weakness of young journalists, Donovan thinks that some do not work hard enough to report away from their computers and social media accounts.

“I’d say the biggest weakness is this overreliance on something like Twitter, and an under-reliance on shoe-leather reporting, I see that as the biggest weakness,” Donovan said. “You may sort of get posts from Twitter and ideas for stories, and that’s all fine, you need to do that, but to be a really good reporter you have to be able to source your beat by face-to-face interactions with people, not just reporting via email and reporting via social media.”

However, on their biggest strengths, Donovan thinks they are good at learning technology quickly and branding themselves professionally.

“Despite the fact that I don’t think they’re necessarily trained, I do think they acquire it rapidly; they’re already sort of personally adept at it,” Donovan said. “The younger reporters here are just great at reporting from the field by either live tweeting or streaming video on Facebook, just reaching their audiences and building their readership on Twitter. They are sort of becoming their own individual brands, and I think they’re really good at that.”

When hiring young journalists, Donovan likes to see that they have traditional skills.

“I like to see proof of independent thinking, proof of taking initiative, in a story that goes beyond,” Donovan said. “I like to see a competency with breaking news stories, and I also like to see enterprise stories that show initiative that you’re thinking beyond the breaking news events and that you have a well-sourced story. So, the ability to build sources on a beat is really important, the ability to over-source your

stories, so you're showing that you're talking to as many sources as possible on a story. And the ability to write.”

On opportunities for young journalists, Donovan said they have more chances to enter the field amidst layoffs of older workers.

“I think the market has improved,” Donovan said. “I don't know how to characterize the improvement, but I definitely think with massive rounds of buy-outs and layoffs targeted at older workers that I think you do see a greater percentage of reporters under 35, maybe.”

He thinks this may have something to do with the perception that younger journalists are better with technology.

“I think there's a tendency for management to assume that younger folks have a greater technological savvy, but I don't think that's the case necessarily, I think it just depends on the person,” Donovan said. “I managed a team of 20-something journalists. I'd say maybe half of them were really good with technology and the use of social media, mobile, Twitter, editing video.”

Compared to older journalists, Bittle said the technological competence of young journalists is one factor that allows them to succeed in the field against older, more experienced journalists.

“We've grown up with it, it's literally second nature. I didn't have to learn how to use social media when I'm like 40, it's just something I developed naturally. It's a lot different learning something when you're a kid or a teen. The technology competence is really valuable.”

Bittle believes young journalists have some opportunities that older journalists do not. Anything that is technology-oriented, or related to a modern concept like social media.

“I would say positions like Social Media Editor would maybe be more skewed towards young journalists than other similar positions just because it’s so technology-heavy,” Bittle said. “In some ways, millennials see the world differently, at least from what I’ve read we’re more tolerant, so in that sense it’s sort of a different perspective.”

On young journalists, Case said they tend to be more enthusiastic.

“I think naturally there’s just going to be a ‘gung-ho’ kind of attitude in young journalists,” Case said. “I’ve seen it all; I’ve seen people come into a news room and be timid, and try to work their way in there, you could probably describe me as that when I was younger. But I’ve also seen people just get in there on day one and make their presence known and let people know that they want to work and get put to work.

Case said this can help give young journalists an advantage over older journalists.

“I’ve seen it here, just knowing technology,” Case said. “A lot of older journalists need to be taught these things; they go to workshops to learn how to use their smartphones properly, but we’re lucky enough to know how to do that already, and it goes back to the speed of journalism and that’s a huge key. And I think it’s easy for people who have been in the industry for a long time and are seeing it kind of change in a way that is uncertain seem kind of, I don’t want to say jaded, but I don’t know, get stuck in a pattern and not want to change.”

4.6 Technology in the Field of Journalism

Lublin said technology has always been influential to journalism, and it has always shaped the field.

“I think technology has obviously always played a role in journalism, technology is always changing,” Lublin said. “Today more than ever, journalists also have to be technologists. I think a good example of that is the emerging use of virtual reality as a journalistic tool. Everyone’s gonna have to know all types of technology to be capable in journalism.”

Lublin thinks the only difference in how technology affects journalism is the type of technology available.

“I think it impacts journalists as it always has; it’s just that the type of technology is changing,” Lublin said. “Back when I was in college, we had to drive every night to a printing plant with our copy for our *Daily Northwestern*. There were no computers with which you could transfer the copy. And then the copy would be set in type by typesetter, and you had to stay at the printing plant until like two in the morning, and god forbid you had an eight o’clock class the next day. That was the technology of the day. Every five years or so, or two years or so, technology changes, and it’s going to affect journalists, and it’s going to affect journalists at all stages of their careers. They’ve just gotta go with the flow in terms of what’s changing. Young journalists, I think, tend to grab onto technology.”

On technology, Jones agrees with most scholars that it’s essential to the field of journalism.

“It’s essential,” Jones said. “It is absolutely essential. I think, at the same time, we don’t want to focus so much on technology that we forget about continuing to train journalists in traditional ways to make sure they are still great reporters. Things like

using social media, things like understanding how video works, those are going to be to contemporary students what things like typing were back to students in the 50s and 60s, an integral part of what you do to get the job done. I think you want to make sure that you respect the role that technology plays, you don't underestimate it."

On the impact of technology, Jones stressed that anyone with a keyboard can publish his or her writing on the internet, but that doesn't make a journalist. "I think a challenge is making sure that readers and consumers of news understand that everyone who says they are a journalist isn't necessarily a journalist," Jones said. "A journalist has training and the ethical foundation and a sense of the values that go into the profession, so those are all key pieces."

Jones said over the course of his career, many technological advances have blossomed, but one important one for web publishing has been the hyperlink.

"I think in the course of my career, I think the hyperlink has probably been one of the biggest changes," Jones said. "The ability to just send a reader or user to a story just by typing in a few words is pretty significant."

He added that video and photo capabilities also add to journalism in ways unheard of in the past.

"I think the use of video and photo obviously on a website is another one that has been a tremendous edition," Jones said. "I think now we're seeing with drone journalism, the visuals we're getting out of that can help put a story in perspective."

Portnoy said the technological resources for journalists have changed since she started her career.

"When I started, it was very basic," Portnoy said. "Some of us maybe had cell phones. In the first couple years as a reporter, I got a cell phone and used it all the

time, but before that few people had them. And few people had laptops, so it became sort of commonplace for everyone to have a laptop that they traveled around with and became their own kind of mobile office maybe in like 2006, 2007, somewhere in there. Now, it's completely common. Most of the folks in the newsroom have laptops and they come and connect them to a docking station when they get to the office, if they even come to the office, there's a lot more remote reporting. Now it's sort of common to cover something and take notes on your laptop and then write the story right there, or take a couple minutes and write the story as soon as what you're covering is over, and it gets posted online immediately at the same time as you're tweeting and maybe posting to Facebook and Instagram and maybe even Snapchat. That sort of technology wasn't conceived, certainly, and it wasn't even a factor when I started out. It was literally take your notebook, maybe a voice recorder, and go out, cover something, and come back to the newsroom and await your print deadline at 5, 6, 7 o'clock. Now, people ask when you're on deadline and you're on deadline all the time, because the technology allows you to put the work out to a wide audience instantaneously."

Portnoy said the most useful technology in her reporting career is her laptop, but she also finds smartphones and social media to be helpful.

"Certainly my laptop, it goes with me everywhere, and it wasn't always like that," Portnoy said. "Being able to write and report a story using your cellphone is commonplace. The paper recently covered the Women's March, and the whole coverage plan was based on folks sort of fanning out across downtown D.C. and sending feeds via their cell phones back to the office through email or text message, so

of course that was invaluable. I use Twitter a lot of get information out, and to get feedback, and to find sources, same as Facebook in terms of finding sources.”

Overall, Grobaty said technology is changing the field rapidly. When discussing technology that changes typical journalism, he cited crowdsourcing with social media, saying it makes finding sources so much easier.

“Crowdsourcing is the obvious one,” Grobaty said. “If you want to find someone — for example, we’ve had a coyote problem out here — and I can just say, ‘Has anyone had coyote problems?’ and all of a sudden I’ve got 30 or 40 people telling me their stories. That used to be really hard back in the day, you’d used to have to find someone through Animal Control or something who submitted a report and see if you can get ahold of them and if they want to talk.”

On technology, Barnes has personally seen huge changes in the newsroom since her beginnings as a journalist.

“This is gonna really shock you; I’m really not that old, but I started on a typewriter,” Barnes said. “You can just imagine, I’ve gone from typewriters to word processors to content management systems to cell phones and cameras in the newsroom, and we have our own live video studio downstairs. The launch of social media as a form of both sharing content and telling stories. Technology is a huge component in both the gathering of our news information and clearly the distribution. In fact, the distribution of it has been the major disruption in our business because you have places like Facebook and Twitter coming on and being a different type of media company.”

In terms of technology, Barnes tries to stay on top of all platforms in case she needs one for a story.

“I use Snapchat, but I don’t necessarily love it as a form of distributing information,” Barnes said. “I find the evolution of Facebook to a media company to be both fascinating and scary, because I’m not sure they’ve owned up to the fact that their platforms can be abused tremendously. The new technologies that come out, I try to adapt to them all and try to figure out where they’re going, but it does change pretty dramatically. So, I’d say for all the platforms, I know how to use them all. All the social media outlets, I sort of pick and choose, and there are some I hardly use at all. Although lately, I’ve started mastering Pinterest. It tends to be more useful for features content.”

Dawson does not think too highly of technology as a journalism aid.

“It’s just another distraction,” Dawson said. “I will say that I’m very thankful I don’t have to worry about that. I might have to get a few still pictures here and there, and if it’s a feature I’m working on — working for NPR is great, because we’re usually afforded more time to do those features, so I can take the day to do the story, go out, shoot photos, gather sound, whatever it is — but I know watching my print friends, especially for something like City Hall, there’s nothing visually appealing about this story at least for a daily turnaround, so you just have to get a ‘talking head video,’ but they have to do it or they get yelled at.”

This may be because Dawson, as a broadcast journalist, does not use as much of the modern technology in a professional capacity as print journalists do.

“My technology that I use is generally pretty old,” Dawson said. “It’s certainly nice to have searchable PDFs now; I know that’s not new, but they are an immense help when you’re having to go through a couple-hundred-page PDF on your computer so you can try to find the most pertinent information. I haven’t really done anything

too wild with Periscope or Facebook Live or anything, I know a lot of people like that a lot in the news business, I just haven't figured out a good way to use it here yet.”

Dawson said technology often distracts him from his job, rather than helping him complete it better or faster.

“Sometimes I feel like it makes me, overwhelmed is too strong of a word, but I'll say distracting,” Dawson said. “Sometimes it's distracting if I'm trying to pay attention to a hearing that I'm in but I'm checking Twitter to make sure nothing's breaking, I'm constantly checking my email for updates. It's just unfortunate, and not to get too 'rose-tinted glasses,' but it's certainly seemed like you have more time to focus on singular or just a handful of things 20 years ago if you were in a newsroom. But now, with fewer bodies there and much more work on your plate, you certainly have to cover more bases, and I think that's a bad thing, but it's the reality of the business.”

Probably the biggest change to journalism is technology, Finn said. The emergence of everything from new devices to apps to social media platforms is completely altering the field's trajectory.

“It plays a huge role now,” Finn said. “I would say one of the major roles that it plays is that obviously, there is so much more information at our disposal than ever before, and I think that one of the really impactful elements about that is that people expect to know what's happening whenever they want, and they don't necessarily feel as though they should pay for it, which is kind of another issue too. With that incredibly high demand but also shrinking revenues, it's more important than ever to have an emphasis on traditional reporting in the sense that journalists shouldn't compromise on ethical practices and shouldn't sacrifice quality for being the first one

to put the story on Twitter or online. Often people that post stories first are later redacting them or making changes to them because in the speed of trying to be the first one to publish them, they make mistakes. A journalist once told me years ago, even before social media exploded the way it did, she said, ‘Attention to detail is important, now more than ever.’”

Finn said technology gives journalists a way to report faster, which is what readers seem to demand. Also, technology allows stories to be presented in new, innovative ways.

“I think it creates an outlet for fast reporting, and also there are more opportunities in terms of how to present stories,” Finn said. “Through video, through photos, through social media accounts, and podcasts, there’s really so much that can be done with different types of media.”

Personally, Finn said the technology that helps her the most professionally is the advances made in terms of voice recorders. She uses them for interviews, but with the emergence of audio recorder apps, she doesn’t even need to keep up with a separate device.

“I think a technology that people have been using for longer than a lot of social media and apps have existed is any type of recording device,” Finn said. “That’s obviously become easier to do; you used to have to carry one around with you, but now you can have an app on your phone or computer or whatever. I think one of the most important tools in journalism is recording interviews. I think there are apps or programs that transcribe interviews, I’ve never used them, but that’s kind of an older thing that’s still being used in a newer form. I think that Twitter, while it has its drawbacks, including the prevalence of fake news and trollers and all that garbage, I

think it's an incredibly helpful tool in terms of gauging people's reactions to things. It's a good way to find story ideas and to find stories you haven't read; I've found sources on Twitter before by reaching out to them on there and getting in touch with them another way."

According to Donovan, technology is a big part of the field, and it is shocking to find that many young journalists are not being training to have a better grasp of it.

"It's huge," Donovan said of technology in journalism. "It makes everyone's jobs easier, and I think everyone is getting better at different types of technology."

Donovan acknowledges that technology can be so useful in the field, and that it is transforming journalism altogether.

"I really like Periscope, it's where you livestream video," Donovan said. "I can be at an event and just click on Periscope, and with a few hashtags people can find me. You're like a live newsfeed for people, like Facebook Live. Just the ability to livestream a news event from your phone, it's just unbelievable. I think the concept of user-generated content is transforming what we do."

Ultimately, Bittle said technology plays a huge role in the changing field of journalism. From taking photos and videos right on a phone at an interview to using personal social media accounts to promote articles, journalists have a wide range of possibilities in their possession at their fingertips.

"It's big. We talked about social media. Promoting yourself for your outlet on Twitter, Facebook. More and more have Snapchat, there's Instagram, there's a lot of different things, and obviously with the changing technology it's a lot easier to do a video. You can even take photos from that and they can turn out. Technology just gives you more opportunities; it allows you to do more with less struggle."

For Bittle, Twitter is among the most useful recent technology that he uses professionally.

“I think Twitter is definitely useful, just to follow what’s going on in the area,” Bittle said. “It’s just really useful. It’s just the best way to get breaking news out there. I don’t know if I’d go so far as to call it a must-have, but it’s pretty close.”

On technology, Case said it changes the entire focus of writing. Instead of writing for the print paper and putting articles online, now it is all about writing for online, but repurposing for print, Case said.

“Oh, it’s huge,” Case said. “It’s kind of mind-blowing to think how far we’ve come from newspaper setting print type and getting ink all over and all that. I’m in a major American newsroom, and I’m watching the evolution take place every day in terms of when I first got into this; we were always kind of writing for print and thinking of pitches that would be good enough for print, really trying to figure out, ‘How can I get onto 1A?’ I think we’re all kind of romantic about print. I know people still pick it up and read it, not a huge number like we wish, but they’re still out there. There’s nothing like picking up that paper and seeing your name and your story, but I do think we’re moving away from that. I think my editors, the managers here, are looking at website metrics and analytics and things like that every day, on the hour. There’s huge TV screens all over our newsroom telling us how many people are reading our stories, how much time to the second they’re spending on the stories.”

According to Case, technology is a double-edged sword.

“There’s a part of me personally that wishes I could just throw my phone in the ocean and get rid of all my social media, but then I know I wouldn’t be doing my job the best I could, so there’s kind of a push and pull dynamic about it,” Case said. “It’s

just a double-edged sword. I don't think Twitter is the healthiest thing, but I also find it hugely effective in terms of just passing around news. I just don't see that changing anytime soon."

Chapter 5

ANALYSIS

Given the demographics of the interviewees, one important analytic component of the interview data is a high-level comparison of the responses to possibly provide unexpected insights. Using a cluster analysis by NVivo, it is possible to see which responses were most and least like others based on the Pearson correlation coefficient as a similarity metric.

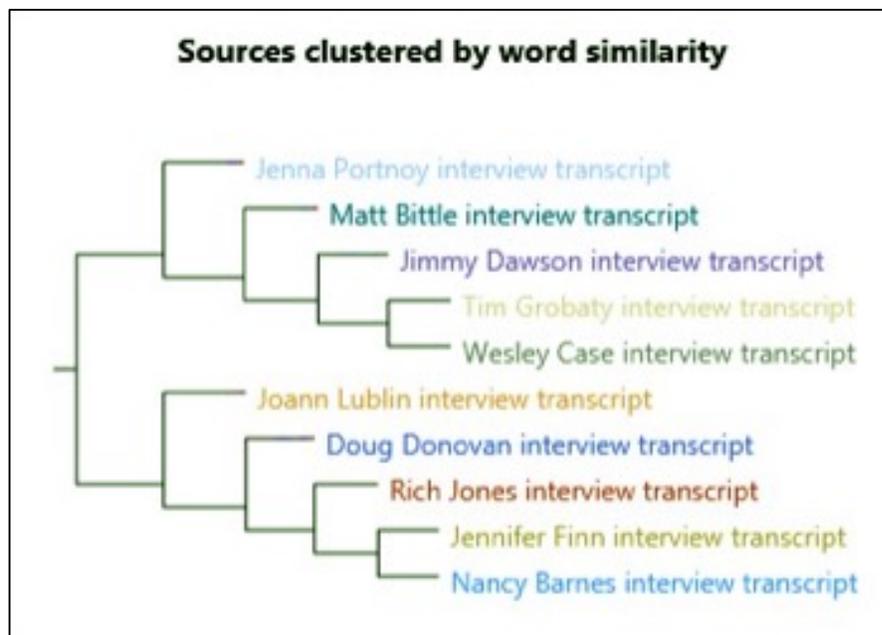


Figure 1 Sources clustered by word similarity

As shown in the dendrogram (Figure 1), Nancy Barnes and Jennifer Finn provided similar responses, which differed significantly from those provided by Jenna Portnoy. A careful reading of these three interview transcripts provides the following insights: both Barnes and Finn discussed the move from traditional newspaper setups to online sources and social media involvement, and both also discussed emerging technology in detail. On the other hand, Portnoy spent a great deal of time speaking about millennial journalists and their place in the industry, as well as women, and how those two groups placed into the future of journalism. While all three spoke to each of the topics, Barnes and Finn spent more time on certain topics than others, while Portnoy's responses were much more spread out. All of these responses were important for the overall results, but the dendrogram helps align similar answers to see where the interviewees agreed and disagreed.

Examining these three interviews further using a stemmed word query in NVivo resulted in the following: while Barnes and Finn had words like "journalists" and "journalism" coming up with 2.48 percent and 2.24 percent frequencies respectively, there was a big drop in frequency between those words and their other topics of discussion, like "stories" (1.20 percent) and "technology" (1.12 percent) and "young" (0.88 percent). On the other hand, Portnoy's responses were more spread out. She said "journalists" 1.80 percent of the time, which is significantly less than Barnes and Finn, and used other words more frequently, like "reporting" (1.66 percent) and "technology" (1.38 percent) and "skills" (1.10 percent) and "online" (0.97 percent).

From the dendrogram, it is also easy to see which other interviews had similar and different responses. For example, Tim Grobaty and Wesley Case both discussed technological advances at length, as well as the future of journalism in the sense that

traditional papers were not as successful and will probably succumb to online content at increasingly rapid paces. This differed greatly from Joann Lublin’s interview transcript, as she focused on how journalism is likely to alter in the future and how as a woman, she has witnessed the shift in the gender of journalists.

Looking at Lublin versus Grobaty and Case with a stemmed word frequency is even more revealing. For Lublin, she focused intensely on “journalists” (4.40 percent) and “journalism” (3.98 percent), but also incorporated a great deal of “technology” (2.10 percent), “changing” (1.68 percent), and of course “women” (1.05 percent). Wesley and Case instead discussed “journalism” (2.31 percent), “young” (1.32 percent), “technology” (0.99 percent), and “stories” (0.91 percent). This query can show the different directions interviewees took with their answers.

From the ten interviewees, it is easy to see where their opinions overlap. Using NVivo’s ability to automatically code for themes from interviews, we see the following hierarchy chart. The relative size of the blocks corresponds to the number of references to that theme in all the interviews.

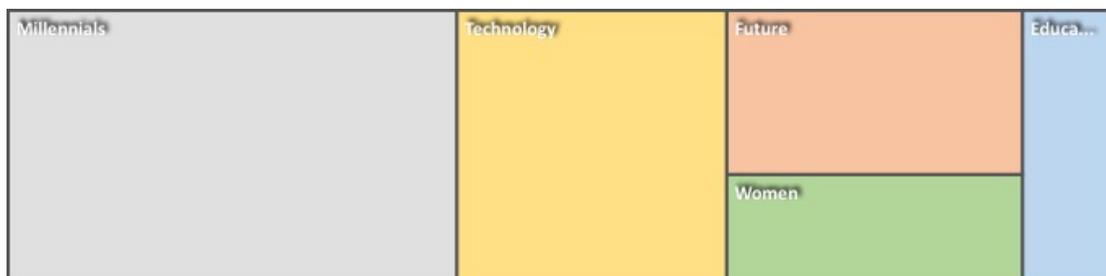


Figure 2 Word hierarchy chart

“Visual tools play a significant part in analysis. They allow us to see large amounts of data condensed into a single page” (Bazeley, 217). For example, the word hierarchy chart combines dozens of pages and thousands upon thousands of words, and neatly presents a usable, visual tool for further analysis of the vast data. Ever since the cave drawings of prehistoric cultures, people have used drawings to communicate; more recently, the innovations of William Playfair that led to our modern bar chart, pie chart, and line graph have assisted scientific and commerce-based research in astonishing ways (Bazeley, 217). Graphics are crucial to our analysis of data, especially extensive data like in this thesis. For the purpose of analysis, these images are the easiest way to express the author’s findings in regards to the interview data.

The word hierarchy chart (Figure 2) shows the five sections of this thesis — future, education, women, millennials, and technology — and the order they were most mentioned. According to the chart, the topic of “millennials” was the most frequently discussed topic in the thesis, followed by technology, then future, then women, then finally education. The proportions of the topics are not even close to equal, with millennials absolutely dwarfing the topic of education.

Using manual coding of the interviews to individual questions, NVivo’s word frequency query (with stemmed words) result determined that the interviewees agree that technology (mentioned 75 times total) is vitally important in the field of journalism, as are young people (mentioned 73 times total) and women (mentioned 51 times total). These numbers and this word hierarchy chart point to the important topics from the thesis interviews, and many of the words and phrases listed were not part of the interview questions. That means the interviewees brought them up as responses, and enough of them did so that the words and phrases were reflected in the word

hierarchy function when the author included coding for stemmed words. Things like “print,” “stories,” and “reporting” were all just frequently used words in terms of the responses from interviewees.

For example, the response to technology was almost unanimous, with many respondents even providing a response that was identical word-for-word: “It’s huge.” Some of the other topics, like whether or not women and millennials are emerging in the field, were leaning heavily towards one answer: “yes,” said most respondents, with a couple saying “no” or having no answer. In terms of some of the more variable questions, like which technology the interviewees prefer, or what skills matter the most in the field, each professional had an answer based on their personal experiences and their newspaper or broadcasting company. Overall, from a simple manual coding of the interviews, it can be determined that the interviewees agree that technology is instrumental in the field of journalism — a statement that was not necessarily true a few decades in the past — and they are slowly starting to see and experience an emergence of women and millennials in the field of journalism.

After extensive qualitative content analysis, the author was able to pull four major themes from this research. Those were as follows: the relationship between millennials and technology is crucial to the future of the field; young journalists need to adopt some of the networks of legacy journalists; journalism will be better, faster, and cheaper in the future; the place of women in journalism is very complicated.

These themes were selected by the author as the briefest way to describe the total content of the research. The author found these themes after studying the interview transcripts for the purpose of qualitative content analysis, and by comparing

the interviewees' responses to one another, these four themes seemed to be the most representative of the full scope of the research.

From the analysis, the author was able to support the thesis statement: A viable future for journalism lies in three major factors that each influence the field: women, millennials, and technology. Both the qualitative content analysis and the supplemental data analysis provided by NVivo supported the thesis statement and the final findings of this research.

Chapter 6

DISCUSSION

Are women, millennials, and technology changing the field of journalism?

While this research suggests they are, the essential nature of journalism is also changing on its own. Based on the interviewees' similar responses to the author's series of questions, it appears that modern journalists are reaching some agreement about how the future of the field of journalism depends on women and millennials as emerging reporters and technology for its incredible advancement of the automation and responsiveness of the field. The primary objective of this thesis was to answer the question: what is the future of journalism? No accepted answer exists; however, these research findings suggest that the future of journalism relies on the contributions of three major factors: women, millennials, and technology.

These ten interviews make it clear that professional journalists in the field recognize the changing future. The background reading suggests that previous researchers have commonly held one of two opinions about the future of the field of journalism: either they believed the field was in immediate crisis, or they thought the field was adapting and changing rapidly to keep up with the times. This thesis supported the latter finding based on interviews with experts in the field. It also explored the place of women, millennials, and technology in the future of the field of journalism, and the results for those findings were harder to categorize.

Ultimately, the new knowledge emerging from this research can be classified into four sections. First, the relationship of millennials with digital technology aligns

well with the needs of the increasingly competitive journalism workplace of the future. Millennials, who tend to be digital natives, are tailor-made for the demands of the increasingly fast-paced field of journalism. With their aptitude for acquiring technical knowledge quickly and their willingness to work at the speed of news, millennials are adept at working in the field and thus succeeding in the field in higher numbers. As many interviewees noted, millennials not only learn about new technology quicker, but they are more likely to adapt it and start using it for their reporting, which is crucial in today's news climate.

On a similar note, future journalism will be better, faster, and cheaper. Ethical journalists will continue to figure out ways to increase speed without compromising accuracy, and further leverage technical advances to enrich the important stories they tell. The demand for news is increasing in its immediacy, and any journalists — men or women, millennials or otherwise — will have to adapt to the increasing speed without compromising accuracy and ethics. As scholars have pointed out since the invention of the internet, print newspapers are declining, and researchers have found evidence that people become increasingly less likely to pay for news as time goes on. News organizations, and their reporters, will have to make extra efforts to ensure the success of professional, ethical news reporting, and these efforts will require more speed and cheaper prices.

Third, young journalists need to remain agile in establishing comprehensive professional networks to gain access to sources and knowledge from legacy journalists, and they cannot bypass old-fashioned reporting in favor of convenience. As many interviewees suggested, including Richard Jones and Tim Grobaty, young journalists may have technological advantages, but they often lack the connections

that older, more experienced legacy journalists have. It is crucial that millennials remember that as they enter the field in order to truly be successful, since as Jenna Portnoy pointed out, millennials tend to forgo traditional journalistic methods—like professional networks — in favor of using the internet as an easier alternative to interviewing sources and discovering topics.

Finally, the place of women in journalism is still complicated by disproportionately low numbers of women journalists, but findings suggest improvement. It is possible that women in journalism are not changing much in numbers, but interviewees mostly noted a viewing changes that skewed toward the inclusion of more women in journalism. The field still has a long way to go, but the findings of this research suggest improvement. Just looking at the interview results, while most interviewees agreed that women are becoming more accepted in the field, they still disagreed about the level to which women can rise in a newsroom hierarchy. While Nancy Barnes said leading newsrooms are still male-dominated at the highest levels, Doug Donovan said he thought the number of women in leadership positions is very high. These contrasting opinions show the discrepancies that remain regarding women in the field of journalism.

The research points to the emergence of women, millennials, and technology in the field of journalism at a rate that is higher than ever before. As a young, female digital native, this is particularly encouraging to this researcher. In the words of *Sunday Telegraph* reporter Elizabeth Day, “Eventually, we [women] will be able to say we are no longer a phenomenon, but a normality” (Day, 25).

Based on background reading and a series of interviews with professional journalists, the author suggests that the future of journalism no longer lies in the

network of experienced, older men; rather, the field is changing to the point where young women, mostly millennials, are becoming the reporters, and using technology that was unheard of even fifteen years ago.

6.1 Limitations and Recommendations for Future Research

While this research is strong, there are many areas it does not cover due to lack of time. For example, all the journalists interviewed are located in the United States, eliminating respondents from varying geographical areas. Also, this study does not focus on race or ethnicity, both of which are factors that are changing in the future of journalism as much as the inclusion of women and millennials. Since this research is qualitative, it merely serves to suggest a possible new finding, and in no way legitimizes that claim to any standard of certainty.

For future research, I would recommend expanding on this topic, as well as branching out to include information about race and ethnicity. I would also recommend taking a more global approach to the research and including respondents from around the world.

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Appendix A

Human Subjects Exemption Form



RESEARCH OFFICE

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NEWARK, DELAWARE 19716-1551
Ph: 302/831-2136
Fax: 302/831-2828

DATE: September 12, 2016

TO: Sarah Gibson
FROM: University of Delaware IRB

STUDY TITLE: [903318-1] Senior Thesis

SUBMISSION TYPE: New Project

ACTION: DETERMINATION OF EXEMPT STATUS
DECISION DATE: September 12, 2016

REVIEW CATEGORY: Exemption category # (2)

Thank you for your submission of New Project materials for this research study. The University of Delaware IRB has determined this project is EXEMPT FROM IRB REVIEW according to federal regulations.

We will put a copy of this correspondence on file in our office. Please remember to notify us if you make any substantial changes to the project.

If you have any questions, please contact Nicole Farnese-McFarlane at (302) 831-1119 or nicolefm@udel.edu. Please include your study title and reference number in all correspondence with this office.

cc:

Appendix B

Interview Questions

1. What skills will be required of journalists in the future?
2. How has education changed for those in the field of journalism?
3. What role does technology play in the field of journalism?
4. What are the biggest strengths/weaknesses of young journalists?
5. Why do you think women are becoming more prevalent in the field of journalism?
6. How does technology impact journalists in general, and specifically young journalists?
7. What opportunities do young journalists have that older journalists do not?
8. Why are young journalists suddenly thriving in the field?
9. Where do you think the future of journalism is headed?
10. What recent technologies do you personally find to be most useful/least useful?
11. When you hire young journalists, what skills matter the most in your decision?
12. When you first started in journalism, what skills helped you the most?