

Abstract

This Master's thesis entitled „Social Media's Influence on Journalism“ focuses on the effects new communication technologies, especially social media, has on journalist's. These effects are examined in regard to four major aspects of journalism – the individual, journalistic routine, work with information sources and ethical standards. The theoretical frame focuses on current trends in media, specifically social media, and the routines of journalists with a main focus on newsgathering and sorting of news. This has been strongly linked to gatekeeping theory. Qualitative research was conducted using Semi-structured in-depth interviews to answer research questions. Seven journalists, representing various facets of journalism, from a number of Czech daily newspapers were interviewed. The interviews were divided into four main parts to find out which social media platforms are used, how social media has changed routines, how social media is used as a source of information and how ethical standards may have changed. Open and axial coding was used to analyse the data obtained from the interviews. Results showed that journalists utilise social media at work on a daily basis and it has become an integral part of their routines. The main platforms used are Facebook, especially to find and connect sources, and Twitter, as a source of inspiration. They also use both platforms as tools for self-representation and to quote publicly-known people. The results showed no major changes were found in the ethical standards of the journalists and that the basic principles of journalism still endure.