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News Gathering and Usage of New Technology among Local Journalists: Problems and Challenges

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Abstract

This thesis investigates the adoption and challenges of new technology in news gathering among local journalists in Pakistan, focusing on the rapidly evolving digital media landscape of 2025. Drawing on the Technology Acceptance Model (TAM) as a theoretical framework, the study explores how local journalists perceive, adopt, and utilize digital tools such as mobile phones, social media platforms, and artificial intelligence (AI) in their daily news gathering and dissemination practices. Through qualitative in-depth interviews with journalists from Chakdara, Timergara, and Batkhela press clubs, the research uncovers both the transformative benefits and persistent obstacles associated with digital innovation in local journalism. Findings reveal that while local journalists widely recognize the usefulness and necessity of digital tools for faster reporting, broader audience reach, and real-time updates, their effective adoption is hindered by several factors. Key challenges include a lack of institutional training, limited access to updated technology and reliable internet, digital illiteracy, language barriers, and insufficient organizational support. Economic constraints, political pressures, and cybersecurity threats further complicate the integration of new technologies into local newsrooms. Despite these obstacles, journalists display resilience and adaptability, often relying on self-learning and informal peer support to bridge digital skills gaps. The study highlights the critical role of perceived usefulness and ease of use in shaping journalists' attitudes and intentions toward technology adoption, as posited by TAM. However, contextual factors such as infrastructure, training opportunities, and organizational culture significantly moderate these relationships. The research underscores the urgent need for structured training programs, improved technological infrastructure, and supportive newsroom policies to empower local journalists. It also calls attention to ethical considerations in AI use, the importance of audience engagement, and the need for sustainable funding models in the face of economic and political uncertainty.

Keywords: News Gathering, New Technologies usage, local journalists, Technology Acceptance Model, Problems and Challenges

Introduction

When there was no printing press people had to write by hand, and it would take ages to write a book. Later on when the printing press was invented it revolutionized the writings and made it

easy for the people to share ideas and thoughts. But at present the media has undergone through profound transformation driven by rapid technological advancement. Local journalist who are supposed to meet the dead line are under the immense pressure to adopt and use the latest gadgets and platform for news gathering and production. While these technologies offer numerous benefits—such as faster reporting, broader reach, and real-time updates they also present challenges including digital illiteracy, resource limitations, cybersecurity threats, and ethical dilemmas. This study explores how journalists uses the latest technology in newsgathering and are the obstacles that make their work delay or difficult. The rapid advancement of technology has significantly transformed various sectors, including education, healthcare, and business (Smith, 2020). Digital innovations such as artificial intelligence (AI), blockchain, and the Internet of Things (IoT) have reshaped traditional practices, leading to increased efficiency and productivity (Johnson & Lee, 2019). The integration of these technologies into daily operations has created new opportunities while also presenting challenges related to ethics, security, and accessibility (Brown et al., 2021). The proliferation of digital tools has also influenced societal behaviors, with social media platforms becoming central to communication and information dissemination (Taylor, 2018). Studies indicate that over 60% of the global population now engages with digital platforms daily, highlighting their pervasive impact (Anderson, 2022). However, concerns regarding data privacy, misinformation, and digital divide persist, necessitating further research (Williams, 2023). In the corporate sector, digital transformation has revolutionized business models, enabling companies to leverage big data and automation for competitive advantage (Davis & Clark, 2020). Despite these benefits, organizations face challenges in workforce adaptation and cybersecurity threats (Harris, 2021). Scholars argue that continuous innovation and policy adjustments are essential to sustain growth in the digital era (Martin et al., 2022). The educational landscape has similarly evolved, with e-learning platforms becoming integral to modern pedagogy (Robinson, 2019). Research suggests that blended learning approaches enhance student engagement and knowledge retention (Wilson & Adams, 2020). However, disparities in digital access remain a critical issue, particularly in developing regions (Garcia, 2023). Given these developments, understanding the broader implications of digitalization is crucial for stakeholders across industries (Parker, 2021). This study seeks to contribute to existing literature by examining key trends and challenges in the digital age, providing insights for future advancements (Mitchell, 2022).

News Gathering

According to Online Oxford reference dictionary (May, 14, 2025)" What is new Technology "Any set of productive techniques which offers a significant improvement (whether measured in terms of increased output or savings in costs) over the established technology for a given process in a specific historical context. Defined thus, what is seen as new is obviously subject to continual redefinition, as successive changes in technology are undertaken? Additionally, according to online Library. Fiveable(May,14,2025)" What is local journalists" Local journalism refers to news reporting and storytelling that focuses on events, issues, and personalities within a specific community or region. It plays a crucial role in fostering civic engagement and ensuring that residents are informed about local matters, from city council meetings to community events and public safety. Local journalism serves as a vital link between the community and the information that impacts their daily lives. News gathering is the process of collecting information about recent events or issues that are of public interest, to be published or broadcast through various media channels (Collins Dictionary, 2025; Oxford Learner's Dictionaries, 2021). It forms the backbone of journalism, involving systematic research, verification, and reporting of facts to inform and educate the public (Lee, 2025; Arizona State University, 2020). Effective news gathering requires journalists to identify newsworthy stories and collect accurate data by consulting multiple sources such as eyewitnesses, official documents, and experts (Lee, 2025). The process emphasizes the 5 Ws and 1 H—Who, What, When, Where, Why, and How—to provide comprehensive

coverage (Lee, 2025). Accuracy and fairness are paramount, as misinformation can erode public trust and damage reputations (Lee, 2025; Arizona State University, 2020).

News Gathering and Use of New Technology

News gathering has undergone a significant transformation due to rapid technological advancements, especially in local journalism. The adoption of new digital tools and platforms has reshaped how journalists collect, verify, and disseminate information, enabling faster reporting and broader audience engagement. However, this shift also presents challenges such as digital literacy gaps, resource constraints, ethical concerns, and the risk of misinformation (Newman & Cherubini, 2025; Nielsen, 2025). Local journalism has shifted from traditional print to digital-first models, leveraging smartphones, social media, and AI-powered tools to deliver news in real time. Social media platforms like Facebook, Twitter, and Instagram have empowered reporters to share breaking news instantly, increasing accessibility and community engagement (Gloucester City News, 2025). AI technologies assist journalists by automating routine tasks, analyzing large datasets, and even generating content, thus speeding up news production and uncovering insights (Nieman Lab, 2024). Despite these benefits, local journalists face multiple obstacles in adopting new technology. Many smaller newsrooms struggle with limited budgets and lack formal strategies for integrating AI and other digital tools into daily workflows (Nieman Lab, 2024; Tandfonline, 2025). Additionally, there is a digital skills gap, with some journalists lacking sufficient training to effectively use emerging technologies (Reuters Institute, 2025). Cybersecurity threats and the spread of misinformation further complicate news gathering and dissemination (PRmoment, 2025).

Problems and Challenges in News Gathering for Local Journalists

Local journalists face a complex array of challenges in gathering news, especially in the rapidly evolving digital landscape of 2025. These challenges stem from technological, economic, political, and ethical pressures that affect their ability to collect, verify, and disseminate news effectively. This section outlines the key problems and obstacles local journalists encounter in their newsgathering efforts. One of the foremost challenges is the integration and ethical use of artificial intelligence (AI) in newsrooms. While AI offers tools for automating content creation and data analysis, it also raises concerns about job displacement, misinformation, and erosion of trust in media (Newman & Cherubini, 2025; PRmoment, 2025). Additionally, cybersecurity threats have become more pronounced, requiring journalists to secure communications and protect sensitive sources in an increasingly hostile digital environment (Gloucester City News, 2025). The shift away from social media platforms like Facebook and X for news distribution has forced local journalists to adapt to new digital gateways such as newsletters, podcasts, and proprietary apps, which demand new skills and resources (Newman & Cherubini, 2025). Moreover, digital illiteracy and lack of training in emerging technologies limit many journalists' ability to fully leverage these tools (Local Media Consortium, 2025). Economic headwinds continue to strain local news organizations. Declining advertising revenue, especially from political ads, and the costs associated with adopting new technologies create significant financial pressures (Reuters Institute, 2025; Local Media Consortium, 2025). Many local newsrooms operate with limited staff and outdated equipment, which hampers timely and comprehensive news gathering (Reuters Institute, 2025). Subscription-based models are increasingly adopted to sustain revenue, but convincing audiences to pay for local news remains a challenge, particularly in economically disadvantaged areas (Gloucester City News, 2025).

Problem Statement

In the rapidly evolving digital media landscape, the role of technology in journalism has become increasingly central. While national and international media organizations have largely embraced advanced digital tools for news gathering, production, and dissemination, local journalists

particularly in rural or under-resourced regions often face significant challenges in accessing, adopting, and effectively utilizing such technologies. These challenges may include limited access to equipment and internet connectivity, lack of institutional training, low digital literacy, and the pressure to adapt quickly to shifting media environments. As a result, there exists a growing gap in the technological capacity and professional development between local and mainstream journalists. This disparity not only affects the quality and timeliness of local news reporting but also undermines the broader goals of inclusive and participatory journalism. Despite the increasing relevance of mobile journalism (MoJo), social media platforms, and AI-powered tools, little empirical research has been conducted to systematically explore the specific barriers local journalists encounter, the strategies they employ to overcome them, and the implications for democratic communication and local public discourse.

Research Objectives

- To explore that to what extent local journalist have the capacity to adopt the new technology.
- To examine what challenges do the local journalist face while using latest technologies.
- To explore how these challenges, affect the quality and timeliness of local news reporting
- To assess the training needs and resource gaps faced by local journalists
- To recommend practical strategies for improving technology integration in local journalism

Research Questions

RQ1: What technology do journalists use for newsgathering?
RQ1: What obstacles make their work more difficult while using these technologies?

Literature Review

An advancement in digital technology is constantly changing the way people do things all over the world; leaving the users with the challenges of how to cope with the changes. In media practice, the practitioners are not only faced with the changes in technology but they are also confronted with both the natural and man-made disasters which have claimed the lives of many journalists on the line of duty.Not only that, human newsgatherers and reporters in the quest for not just newsworthy stories but also factual and objective reportage are confronted with digital development in the media with the challenges each development brings in the course of newsgathering and reporting in the 21st century. And like the proverbial “eneke, the bird”, in „Things Fall Apart“, a novel written by China Achebe says, “since hunters have learnt to shoot without missing, “eneke” has also learnt to fly without perching”. In the same vein, since the “ills” bedeviling newsgathering and reporting in the contemporary era have refused to abate, media practitioners have also learnt to adopt all available digital technologies for newsgathering and reporting in order to minimize the huge hazards journalists face every day in their primary responsibilities of objective and factual dissemination of information. For instance, on July 23, 2019, a corps member serving with Channels Television died of gun shots while covering Shite and Police clash in Abuja, Nigeria. This is just one among many cases of the death of journalists during crisis and or conflicts in Nigeria and other parts of the world (ODEBA, Barnabas & MISAL, 2022). Globally, newsgathering and reporting have witnessed an unprecedented evolution not only as a result of rapid development in digital technology, but also a result of hostile environments where journalists are required to carry out their daily tasks of newsgathering and reporting. One of the most recent developments in journalism is known as aerial newsgathering and reporting. This newsgathering technology is described in many ways; it is referred to as drone journalism, unmanned aerial vehicles (UAVs), unmanned aerial systems (UASs) or news gathering and so on. It is the use of aerial technology to gather and report news stories with minimum human control or involvement. The technology is suitable for newsgathering and reporting in hostile environments such as wars, floods, wild fires, storms, earthquakes and civil unrests. Some of the major advantages of or benefits of the use of aerial

newsgathering technology or drone journalism include the safety of human journalists, accuracy and speed of operation (Corcoran, 2014). Technological revolutions have influenced all aspects of human life. Newsgathering and the journalistic processes also bear no exceptions. Technology has been serving media through different visual, audio and digital innovations. These modifications have altered the thinking and performance of journalists altogether (Lasora, Lewis, & Holton, 2012). Similarly, the emergence of advanced media technologies has created the possibilities for the creation, modification and dissemination of media content through relatively modest means. Therefore the whole practice of journalism has been altered in a well-constructed way (Gambarato & Alzamora, 2018). Technologies may vary with regards to their impact, while some have more influence than others (Rajani & Chandio, 2004). Therefore new media technologies have exclusively influenced and modified communication processes and social interaction the transformed ways of interaction and communication separate new media from traditional media (USIP, 2011).

Similarly, modern technologies, for example, mobile phones with different features like camera, video and audio recording, internet connectivity and messaging service, have led to the growth of mobile augmented journalism all around the world (Westlund, 2013). The advent of technology has altered traditional journalism altogether. Electronic dissemination of information has greatly fascinated the editors and publishers of newspapers and magazines as well as other printed content. Distribution of information through computer-based technologies has been found with relatively more benefits on both sides, producers and consumers, compared with traditional means (Khattak & Nasir, 2011). Nowadays, the explosion of technology and digitalization has led to a more sophisticated form of media. It has empowered journalism and changed information production and consumptions processes. The fastness of the digitalized version of journalistic procedures has reduced to the remarkable extent between the happening of an event and its communication to the masses (Raza & Parvez, 2019). In Pakistan, dynamic changes occurred in journalism with the beginning of 3G and 4G. Digitalization has influenced professional values, news values, work efficiency, working circumstances and management. Also, it is only because of technology that faster news dissemination, easier access to information sources and active interaction with the students have been possible. Yet, it does hardly nurtures any better form of journalism; technological improvements have led to the formation of a more competitive environment. Media organizations have been driven to accelerate their operational performance for the maximum quantity of content, undermining quality journalism. The media outlets have, in their desperation to become a source of public attention, try to ensure profitable journalism at all costs. Similarly, journalists intend to practice at a faster pace so that people can have access to a variety of information and news sources (Siddique, 2020). During the last two decades, the integration of technology in information and communication in developing countries has been remarkable. This abrupt development has influenced every aspect of life. Consequently, it is highly acknowledged that recent technological advancement will continue to grow and affect the way media produce and propagate information to audiences as well as the way of journalist practices across the world (Ireton & Posetti, 2018).
Pakistan has witnessed an ever-increasing trend of mobile phone usage in the routine work of journalists. Along with benefits, the credibility and authenticity of news and media content are compromised (Umair, 2016). Information technology has affected journalism as a whole. It has altered the way people process and receives this information. Similarly, it has also affected the way journalists perform certain functions related to their job (Hussain & Iqba, 2013). The incorporation of digital media and technologies in journalism could be better utilized with proper technological and media literacy. It can help to provide better insight into the issue and people's perceptions (Solomon, 2013).

The technological shift has led to simplified ways of news production and assisted faster dissemination of news and other media content (Deuze, 2004). The assembly of different technical facilities into media has led to a transformed way of communication and information industry for mass audiences. The technological features in this regard are analyzed with different perspectives (Dominick, 2011). Therefore media practitioners and journalists have altered their traditional ways of news gathering and distribution to the target audience. For example, in photojournalism, journalists can capture, record, edit and send pictures to the relevant editing companies using their mobile phones. Now they have been freed from the struggle to process their shoot into dark developing and printing rooms. Rather they can take help from digital machoism to do so. Nowadays, it has become possible for the media houses to reach and later distribute a particular story even before a reporter reaches back to the newsroom from the location of the happening. Similarly, online newspapers break a particular story before it reaches traditional print newspapers (Jenkins, 2006). Additionally, technology and digitalization have led digital journalism resulting in reformed ways of the overall media landscape. The faster speed of news production and distribution has decreased the distance between media, i.e. the source of information and receptor of information, i.e. audience. Similarly, speedy news gathering and reach to the target audience has decreased the media operation costs and decreasing newspaper circulation as well as sales and purchases (Garcia, 2006).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Fred Davis in 1986, is a widely recognized theoretical framework that explains how and why individuals accept and use new technologies (Davis, 1989; Wikipedia, 2003). TAM is particularly relevant in understanding the adoption of digital tools and platforms in various professional contexts, including journalism. This framework is essential for analyzing the factors influencing local journalists' acceptance and use of new technology for news gathering, as explored in the current study on "News gathering and usage of new technology among local journalists: problems and challenges."

Components of TAM

TAM posits that two primary beliefs determine technology acceptance: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) (Davis, 1989; Business Case Studies, 2025; HulkApps, 2024).

a) **Perceived Usefulness (PU)** refers to the degree to which a person believes that using a particular technology will enhance their job performance (Davis, 1989; Wikipedia, 2003). For local journalists, PU might relate to how digital tools improve the speed, accuracy, or reach of news reporting (Dziak, 2025).
b) **Perceived Ease of Use (PEOU)** is the degree to which a person believes that using the technology will be free of effort (Davis, 1989; Wikipedia, 2003). If journalists find new technologies difficult to operate, they are less likely to adopt them regardless of their usefulness (HulkApps, 2024).

These beliefs influence the Attitude Toward Use (ATU)**,** which shapes the Behavioral Intention to Use (BI)**,** ultimately leading to Actual System Use (Dziak, 2025; HulkApps, 2024).

TAM also acknowledges the role of external variables such as social influence, facilitating conditions, and individual characteristics (Business Case Studies, 2025). For local journalists, factors like organizational support, peer influence, and access to training resources can significantly impact technology acceptance (ICFJ, 2017; Malik & Sharma, 2025).

Applying TAM to the current study allows a structured examination of how local journalists perceive and use new technologies for news gathering. It provides a lens to identify barriers—such as low perceived usefulness or high perceived difficulty—that delay or complicate technology adoption, thereby affecting news quality and timeliness (Malik & Sharma, 2025).

Research Methodology

Research methodology is the systematic plan and approach that guides a study, detailing how data will be collected, analyzed, and interpreted to answer research questions (AIOU, 2025). It serves as a blueprint that ensures the research is conducted rigorously and transparently. In the context of this study on local journalists' use of technology for news gathering, research methodology outlines the procedures to explore how journalists adopt new tools and the challenges they face, ensuring valid and reliable findings (Jetir, 2018). This study employs qualitative methods to deeply explore journalists' experiences with technology, recognizing the complexity of their challenges. While, the research design chosen for this study was in-depth interview**,** a qualitative method that allows detailed exploration of participants' perspectives and experiences. The population for this study consisted of local journalists affiliated with the Chakdara, Timergara, and Batkhela press clubs, including reporters, editors, and camera/technical staff. These groups were selected because they represent the primary actors involved in news gathering and production at the local level, making their experiences crucial for understanding technology adoption in these contexts. A convenient sampling method was applied due to the journalists' busy schedules and accessibility constraints. This non-probability sampling technique enables the researcher to select participants who are readily available and willing to participate, facilitating timely data collection while acknowledging potential limitations in generalizability. The sample comprises 8 local journalists from the selected press clubs, interviewed using a set of 10 open-ended questions. This sample size is appropriate for qualitative research aiming for depth rather than breadth, allowing detailed exploration of individual experiences and thematic saturation. Data were collected through open-ended questionnaires administered during interviews at times and places convenient for the journalists. Open-ended questions enable participants to express their views freely, providing rich qualitative data on their use of technology and the challenges faced. The data analysis employed thematic analysis, conducted manually through a coding process. First, interviews were transcribed from Urdu to English to ensure accuracy and accessibility. The transcripts were then read repeatedly to identify patterns and recurring themes. Codes were assigned to meaningful segments of text, which were grouped into broader themes that reflect the core issues related to technology use among local journalists. This approach allows for systematic interpretation of qualitative data to generate insightful findings.

Results

The analysis examines interviews with local journalists regarding their use of digital tools for news gathering and reporting. The responses are categorized into themes aligned with the Technology Acceptance Model (TAM) constructs: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Technology (A), Behavioral Intention (BI), and Organizational Support**.**

Thematic Analysis interpretation

Table 1: Digital Tools Currently Used & Learning Pathways

Theme	Key Findings	Example Quotes
Primary Tools	Mobile phones, Facebook, WhatsApp, email, and AI (ChatGPT/DeepSeek) dominate.	*"I use mobile phones, Facebook, WhatsApp, and email... learned through a computer course."* (Usman)
Learning	Self-learning (YouTube, peers)	*"I learn from YouTube and other digital*

Theme	Key Findings	Example Quotes
Methods	prevails; formal training is rare.	*platforms."* (Fazl Gul)

Journalists rely heavily on accessible, low-cost tools (social media, mobile apps). Lack of institutional training forces informal learning (e.g., YouTube), highlighting a gap in structured skill development.

Table 2: Organizational Support & Barriers

Theme	Key Findings	Example Quotes
Training Availability	Most organizations provide no training**;** exceptions are rare (e.g., annual sessions).	*"The organization only demands news; it doesn't offer learning opportunities."* (Khalid Iqbal)
Self-Learning	Journalists turn to YouTube, peers, or IT experts.	*"I learn from IT experts and fellow journalists."* (Fazal Mabood)

The absence of institutional support exacerbates reliance on self-driven learning, creating disparities in digital literacy.

Table 3: Perceived Usefulness (PU)

Theme	Key Findings	Example Quotes
Efficiency Gains	Digital tools speed up news collection/dissemination (e.g., WhatsApp, Facebook).	*"Email and websites have made it easier."* (Usman)
Audience Reach	Social media expands reach; examples include viral news videos.	*"I posted a school collapse video on Facebook; it went viral."* (Khalid Iqbal)

Perceived Usefulness is high for tools enabling speed and broader reach, validating TAM's emphasis on utility-driven adoption.

Table 4: Perceived Ease of Use (PEOU)

Theme	Key Findings	Example Quotes
User-Friendly Tools	WhatsApp/Facebook preferred; AI tools (ChatGPT) are valued but complex.	*"AI helps with scripts but is difficult to learn."* (Mohsin Khan)
Barriers	Language (English interfaces) and lack of training hinder adoption.	*"Tools are in English, and there's no one to teach."* (Khalid Iqbal)

While simple tools align with Perceived Ease of Use complexity and language barriers slow AI adoption, reflecting inequities in digital access.

Table 5: Attitude toward Technology (A)

Theme	Key Findings	Example Quotes
Preference for Modern Tools	Most favor digital over traditional methods.	*"I prefer modern tools over traditional ones."* (Mumtaz)
Pressure & Hesitation	Some feel pressured by industry demands; rare resistance due to fear.	*"I was afraid of Zoom at first."* (Khalid Iqbal)

Positive attitudes dominate, but external pressures and occasional hesitancy reveal nuanced adoption dynamics.

Table 6: Behavioral Intention & Actual Use (BI)

Theme	Key Findings	Example Quotes
Future Adoption	All plan to use more tools (e.g., Instagram, TikTok) for wider reach.	*"I want to use Instagram and TikTok to spread my message."* (Usman)
Motivators	Audience demand and ease of use drive adoption.	*"The digital age motivates me."* (Fazl Gul)

Strong behavioral intention aligns with TAM, though technical failures (e.g., internet outages) may disrupt usage.

Table 7: Technology Failures & Workarounds

Theme	Key Findings	Example Quotes
Common Issues	Internet outages, device malfunctions (e.g., muted videos).	*"The internet stopped during floods; I used a USB."* (Khalid Iqbal)
Improvisation	Journalists revert to analog methods (e.g., USB drives, peer networks).	*"I waited hours to file stories due to slow internet."* (Haleem Asad)

Infrastructure gaps in Pakistan force adaptive strategies, underscoring resilience amid technological instability.

Table 8: Cross-Case Summary of TAM Constructs

TAM Construct	Key findings	Example Quotes
Perceived Usefulness	Tools enhance speed, reach, and accuracy.	Viral social media posts; AI-assisted editing.
Perceived Ease of Use	Simpler tools (WhatsApp) favored; AI struggles due to training gaps.	*"AI is difficult but helpful."* (Nawab Badshah)
Attitude	Overall positive, but pressure exists	*"No pressure, but internet issues*

TAM Construct	Key findings	Example Quotes
	in fast-paced environments.	*frustrate."* (Haleem Asad)
Behavioral Intention	Universal intent to adopt more tools, contingent on training/access.	Plans to use TikTok/Instagram for engagement.

TAM effectively explains adoption patterns, but contextual barriers (training, infrastructure) moderate outcomes.

Research Questions Results

Table 9. Digital Tools Used by Local Journalists for News Gathering (RQ1)

Journalist	Mobile Phone	WhatsApp	Facebook	Email	AI Tools	Website	Camera	TikTok/Instagram	Other
A	✓	✓	✓	✓	✓	✓			
B	✓	✓	✓	✓	✓				
C	✓	✓	✓	✓	✓		✓	✓	✓
D	✓	✓	✓		✓		✓		✓
E	✓	✓	✓				✓		
E	✓	✓	✓	✓	✓				
G	✓	✓	✓	✓	✓		✓	✓	✓
H	✓	✓	✓		✓		✓		✓

All journalists use mobile phones, WhatsApp, and Facebook for news gathering, with some also utilizing email, AI tools, and cameras. Emerging platforms like TikTok and specialized tools like Deep Seek are being adopted by a few, indicating evolving digital practices. These findings justify RQ1, showing that perceived usefulness and ease of use drive adoption.

Table 10. Obstacles and Barriers to Technology Adoption (RQ2)

Journalist	No Training	Self-Learning	Language Barrier	Network/Tech Issues	Difficult Tools (AI/Web)	Pressure to Use	Hesitation/Refusal	Institutional Support
A	✓	✓			✓			✗
B	✓	✓		✓	✓		✓	✗
C	✓	✓		✓	✓	✓		✗
D	✓	✓		✓	✓	✓		✗
E	✓	✓	✓	✓	✓	✓		✗
F	✓	✓		✓	✓		✓	✗
G	✓	✓		✓	✓	✓		✗
H	✓	✓		✓	✓	✓		✗

The most common obstacles are lack of organizational training (100%), reliance on self-learning, and technical/network issues. Language barriers and difficulty with advanced tools (AI/websites) are also noted. Institutional support is absent for all respondents. This strongly supports RQ2, confirming that lack of training and support are major barriers (ICFJ, 2017; Malik & Sharma, 2025).

Conclusions

The present study set out to examine the news gathering practices and the usage of new technology among local journalists in Pakistan, with a particular focus on the problems and challenges they face. Drawing on the Technology Acceptance Model (TAM), the research explored how perceived usefulness, perceived ease of use, attitudes, behavioral intentions, and organizational support shape journalists' adoption and use of digital tools. The findings, based on in-depth interviews with journalists from regional press clubs, provide a nuanced understanding of technology adoption in a resource-constrained, rapidly evolving media environment.

The analysis reveals that local journalists are highly reliant on accessible, low-cost digital tools such as mobile phones, WhatsApp, and Facebook for news gathering and dissemination. These platforms are integral to their daily routines, enabling them to gather, verify, and share news quickly and efficiently. The widespread use of these tools is driven by their perceived usefulness journalists consistently emphasized the value of speed, reach, and real-time communication afforded by digital technologies. This aligns with the core premise of TAM, which posits that perceived usefulness is a primary driver of technology adoption. However, the study also uncovers significant barriers that complicate the adoption and effective use of new technologies. Chief among these is the lack of institutional support and formal training. None of the journalists interviewed reported receiving structured training from their organizations; instead, they rely heavily on informal, self-directed learning, often turning to online resources such as YouTube tutorials. This informal approach leads to disparities in digital literacy, as not all journalists have equal access to learning opportunities or the time and motivation to develop new skills independently. The absence of organizational investment in training and skill development not only hampers individual growth but also undermines the overall digital capacity of local newsrooms.

Technical and infrastructural challenges further exacerbate the situation. Journalists frequently encounter unreliable internet connectivity, outdated equipment, and power outages, all of which disrupt their workflow and limit the effectiveness of digital tools. These infrastructure gaps force journalists to develop adaptive strategies and workarounds, demonstrating resilience but also highlighting the persistent instability of the technological environment in which they operate. The need for reliable infrastructure is critical, as even the most motivated and digitally literate journalists are constrained by factors beyond their control. Language barriers and the complexity of advanced digital tools, particularly those involving artificial intelligence (AI) and specialized software, also pose significant challenges. While basic tools like mobile apps and social media platforms are widely used and generally perceived as easy to operate, more sophisticated technologies are often viewed as intimidating or inaccessible. This perception is compounded by the lack of training and support, making it difficult for journalists to keep pace with technological advancements and fully leverage the potential of emerging tools. Despite these obstacles, the study finds that local journalists generally hold positive attitudes toward technology and express strong behavioral intentions to expand their use of digital tools in the future. This optimism is tempered by external pressures, such as the need to meet tight deadlines and the expectation to produce content across multiple platforms. While most journalists are willing to embrace new technologies, their actual usage patterns are shaped by a combination of individual motivation, perceived utility, ease of use, and the availability of support and resources.

The findings validate the Technology Acceptance Model as a useful framework for understanding technology adoption among local journalists. Perceived usefulness and perceived ease of use are central to shaping attitudes and intentions, but contextual factors—particularly organizational support and infrastructure play a moderating role. The absence of institutional training and support emerges as a major barrier, confirming the study's hypotheses that such support is critical for successful technology adoption.

The study also highlights the evolving nature of digital journalism in Pakistan. While traditional platforms like Facebook and WhatsApp remain dominant, there is a gradual shift toward newer tools and platforms, including TikTok, Instagram, and AI-powered applications. However, adoption of these emerging technologies is uneven, with only a minority of journalists experimenting with them. This suggests that while the digital landscape is changing, significant work remains to be done to ensure that all journalists are equipped to navigate and thrive in this environment. The research highlights the importance of accessible, user-friendly digital tools in supporting local journalism, while also drawing attention to the systemic barriers that hinder their effective use. The resilience and adaptability of journalists are commendable, but without targeted interventions to address training, infrastructure, and organizational support, the full potential of digital technology in local newsrooms will remain unrealized. The study offers several recommendations to guide future efforts in this area. The study provides a comprehensive analysis of the factors influencing technology adoption among local journalists in Pakistan. It highlights the central role of perceived usefulness and ease of use, as well as the critical importance of organizational support and infrastructure. While local journalists demonstrate resilience and a willingness to embrace digital tools, systemic barriers continue to impede their progress. Addressing these challenges requires a coordinated, multi-stakeholder effort focused on training, infrastructure, innovation, and support. By implementing the recommendations outlined above, media organizations and their partners can empower local journalists to harness the full potential of digital technology, enhance the quality and reach of their reporting, and contribute to a more informed and engaged public.

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