

A new era in local journalism

*A qualitative study on how two local newspapers
use Facebook to promote the newspaper*

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A new era in local journalism – A qualitative study on how two local newspapers use Facebook to promote the newspaper

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Abstract

The local media is a big part of the mediated landscape in Norway. People relate to the traditional newspaper. Sometimes it has been in a family for generations.

The local press is present in the local community and creates a unique sense identity and connection. With the emerging of social media platforms and the popularity of creating an online community, this thesis aim to examine how the local newspapers use Facebook to promote their media product online. It also examines how local journalists may use Facebook as a way of connecting with the readers on a new level. It attempts to find out how two local newspapers are dealing with the technological change. The findings in this thesis indicate that even though Facebook and social media platforms are well known by now, it is not easy for a traditional local newspaper with a local foundation to maintain their status online. Findings suggest that local newspapers are moving in different directions to accommodate the technological changes, both now and in the future.

A qualitative method is composed, using text analysis of the newspapers Facebook posts during a selected period of time and interview with key individuals employed in each of the newspapers.

Preface

When I decided to write this master thesis, I did not know it was going to be so fulfilling, challenging, exiting, irritating, sleep depriving and that it would affect my body and mind so much.

Exactly the same time as I was accepted into the master program, I got a call from the local newspaper I work at (Akers Avis Groruddalen). They wanted me to take on a full time job with them. And so it was that I embarked on this adventure. By working as a full time local journalist by day and writing on my master thesis by night, I learned how to stay focused and in control. I also learned to appreciate the small things in life.

Writing a master thesis while having a full time job as a journalist is challenging yet exiting. To write to the point that your fingers start to cramp up, to blur out different theoretical perspectives in the office, even though no one cares, to not get any sleep and start to freak out everyone in your apartment building, to sit weekend after weekend tucked away in your apartment writing and reading, while everyone else (it seems) are living the dream.

This journey has not been easy. The question if I would do it all over again comes to mind, and the answer is hard. Yes – because it is fulfilling and exiting, and no – because I want to remember writing a master thesis only one time, the one time in life when I could dive so deep into a topic for over a year. Even though this journey has not been easy, I have had plenty of help. I want to thank the managing editor of Akers Avis Groruddalen, Hjalmar Kielland Jr. for staying positive and humble, the editor in chief of Romerikes Blad, Magne Storedal, for letting me into your world even though you had just stepped in yourself, my supervisor Eli Skogerbø for your helpful comments, believing in me and your encouragement throughout this process, to my friends from the university, for understanding what I went through, my friends back home for being patient and forgiving of me not being so social, my colleagues at Akers Avis Groruddalen for helping me and encouraging me along the way, my loving family, and last but not least, my amazing boyfriend Kristoffer for being exactly who you are.

15. January 2014, Oslo

Caroline Bremer

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1. Introduction

The local media represent an important part of the mediated landscape. Often this form of media is underrated, but it is important for the identity of a country, the local democracy and the sense of belonging. It is a medium that people have a relation to. It is there to inform people about their local community, and about their own neighborhood. Birgit Røe Mathisen (2010) argues that there is no other place one will get a more diverse and interesting workplace as in a local newspaper (2010: 13-15). Norway has a lot of local newspapers. She argues that the role of the local newspaper has changed, it is not only a traditional newspaper anymore, it is a media organization with several tasks including online news, being present on social media¹ platforms and a new way to connect with the local readers. It is no longer just about writing good articles, but to comply with the readers' wishes and commands. Røe Mathisen argues that the local newspaper have a high status in the Norwegian media market. Even so, challenges do exist. It is more and more difficult for the traditional local newspaper to maintain its readers, especially the younger ones. As online media emerges and new ways to keep updated threatens the status of the traditional newspaper, it is time for a change: "But also the local newspaper faces challenges, especially when it comes to younger readers. The readers under the age of 30 often use internet instead to keep updated, rather than buy a newspaper"² (2010: 21). So how can the local media keep their readers? And more importantly, how can they obtain more readers, especially the younger ones?

Norway is one of the leading countries when it comes to newspapers and readers. Sigurd Høst has since 1994 documented the newspapers development through the years (except in 2002). He explains in his report for 2012 that the year has been a year of change and uncertainties. "The insecurity applies to the newspapers outlook on the future and the user-paid journalism. During the year, the industry has gained a new trendy word

¹ Social media is a term used often about the types of technologies that people recognize as media that is social e.g. blogs, social media sites like Facebook and Twitter. Basically, it is online platforms where people can comment, share and chat with each other, where they can be social through a computer screen. I will use the term social media throughout this thesis.

² "Men også lokalavisene møter utfordringer, ikke minst når det gjelder de yngre leserne. Lesergrupper under 30 år bruker oftere heller Internett til å holde seg oppdatert, enn å kjøpe papiravis" (Mathisen 2010: 21)

(buzzword): digital transformation”³ (Høst 2012: 5). Also, he explains that although the newspapers are facing predictions about the end of their existence, their pattern have not changed a lot over the years (Høst 2012).

The English newspaper The Guardian posted an article in 2009 about the European Digital Journalism Survey 2009. The survey showed that journalists were happy with their jobs and welcoming the emerging social media. But it also showed that 66 percent of the journalists had no training in this new medium that is online journalism and social media sites and how to produce journalism on the new platforms online.⁴ Journalists have to adapt. They have to adapt to the changing role of social media, and that online news and the culture of sharers are quickly growing. My assignment is concentrated around this. It is about how the local media is willing to adapt to the changes in the media environment and how they are doing this.

1.1 Background and my own involvement

A survey done by the Norwegian media corporation Amedia shows that only six percent of young people between 18 and 28 years find the local newspaper relevant to them.⁵

The survey is discussed in Knut Olav Åmås commentary in the Norwegian newspaper Aftenposten about the local media. He argues that the local medias popularity has decreased in the last five or six years. They have more competition because of the growing Internet sphere and the local media also have to compete on how to find inventive ways to turn a profit. Åmås argues that the younger readers are letting the local papers down.

I want to examine how the local newspapers are preparing for the future. How are they adapting?

³ ”Usikkerheten gjelder fremtidsutsiktene for papiravisene og den brukerbetalte journalistikken. I løpet av året har bransjen fått et nytt moteord (buzzword): digital transformasjon” (Høst 2012: 5).

⁴ ”Journalism has improved in the internet age, say media professionals” The Guardian 2009: <http://www.guardian.co.uk/media/pda/2009/sep/17/digital-media-future-of-journalism> [Last visited 02.10.13]

⁵ ”Lokalavisene må tenke digitalt”. Post in the norwegian paper Aftenposten 2013: <http://www.aftenposten.no/meninger/kommentarer/Lokalavisene-ma-tenke-digitalt-7295969.html#.UnDSKiRiZ7Y> [Last visited: 05.11.13]

Informal communications on digital platforms are becoming more and more common (Dijck 2011). Sharing of pictures, life stories and comments is a part of peoples every day life. So why should not the media business take advantage of that?

People have become more selective on online media. Eli Skogerbø and Marte Winsvold (2011) studied the relationship between local newspapers and their audiences both online and as a source of information. They believe that “the specialization of local journalism online and offline may be one step towards finding viable business models for the online local press (2011: 216-217). The reading of local newspapers matches that of seeking the feeling of belonging to the community one lives in (Skogerbø et. al, 2011: 216). The audiences are getting more involved in the stories and the journalist have to write the articles to the people online. Media businesses have to use “multimediality” (Deuze 2003). Mark Deuze (2003) explains multimediality as a “combination of information offered in different formats, produced in different sections of one or more media organizations” (2003: 212).

As a journalist in a local newspaper myself, I wanted to take a closer look on how the local medias outlook on the future is and how they are planning to meet the future involving social media platforms, a culture of sharing everything and the growing Internet sphere. I want to take a closer look on just how they are planning to avoid falling behind. I explain my role in this thesis further on in chapter three, the method chapter.

I want to find out the difference in usage of social media between two local newspapers in approximately the same area. I want to find out how they use Facebook to promote their newspaper and how they are using Facebook as a source of information. Therefore I have chosen Akers Avis Groruddalen, the newspaper I work in, and Romerikes Blad. Both of the local newspapers are thriving in their communities and they have a lot of the same tasks. But I want to know just how different they are from each other when it comes to social media. Are we on the verge of a new mediated era in local journalism? Is it either step up or step back?

1.2 Research questions

My thesis is based on one research question and two sub-questions.

1. How are the local newspapers Akers Avis Groruddalen and Romerikes Blad using Facebook to promote the newspaper and as a journalistic source of information?

I want to find out how the two local newspapers are using Facebook as a tool to promote the newspaper to the readers on the social media platform Facebook. Also, I want to find out how they are using Facebook as a journalistic source of information. I want to find out how they apply Facebook in their journalism, and why.

Sub-questions about journalism:

2. How are these two local newspapers adapting to social media and building an online reputation?

I want to know how the two local newspapers are adapting online by building a reputation online like they have with the traditional newspaper. I am using Facebook as the online platform.

3. Have the journalistic role of the local journalist changed because of the emerging of social media sites?

1.2.1 Explanation

In this thesis I am researching how the two media organizations are using Facebook. This means that I do not focus a lot on other social media platforms. My goal is to find out how the two newspapers are different and similar and how they are using the social media platform to obtain more readers through building a reputation and how they can use Facebook as a tool in their journalistic approach. The thesis consists of different

chapters. The first chapter explains the theme and background for my thesis. In chapter 2 I present theoretical perspectives. I am highlighting and discussing the theoretical perspectives: *social communication, social media, convergence, reputation and the journalistic role in the local newspaper*. I am not focusing on one theoretical perspective, rather several concepts and research about what I consider relevant for my thesis. In chapter 3 I present and discuss the methodological choices I have made. Chapter 4 and 5 are about the analysis and the findings. I will divide the chapter into two analyses. One of the Facebook posts and the other of the elite interviews I conducted. In chapter 6 I discuss my final findings and my research questions.

When using quotes in Norwegian, I will use my own translation and write the Norwegian quote as a footnote at the bottom of the page.

1.2.2 Akers Avis Groruddalen (AAG)

Akers Avis Groruddalen is one of the two papers that I study. Hjalmar Kielland is the editor of Akers Avis Groruddalen and has been since the paper was created. His son Hjalmar Kielland Jr. is the managing editor. The paper was founded in 1928 as a paper for a local association in a community.⁶⁷ The name was first “Østre Aker” and later “Akers Vel”. Before becoming a local paper for Groruddalen, the newspaper covered most of the area from Østre Aker to Bunnefjorden and Grefsen. Hjalmar Kielland bought the paper in 1958 and transformed it into a local newspaper for Groruddalen in Oslo, a name combining four different districts in Oslo: Grorud, Alna, Bjerke and Stovner. “It was the 16th of September 1960 that the editor launched Groruddalen as a concept and added Groruddalen Budstikke as a sub-title to the newspaper”⁸. The paper is family-owned and run and both of the editor’s sons work there. It is not a big company and as a small company they rely on newspaper sales, advertising and subscribers.

1.2.3 Romerikes Blad (RB)

Romerikes Blad is situated in Romerike, just outside of Oslo. Martin Julius Halvorsen founded the newspaper in 1902. It was originally published as Akershusringen. Later, it

⁶ Velavis: Paper for an association in a local community

⁷ <http://www.groruddalen.no/avisens-historie.19216.no.html> Last visited 18. November 2013.

⁸ Quote from Akers Avis Groruddalens own history page online <http://www.groruddalen.no/avisens-historie.19216.no.html>

joined forces with Akershus Arbeiderblad and was named Akershus/Romerikes Blad. It issued its first Sunday newspaper in 1990 and became an online newspaper in 2000. Today Amedia, which is one of Norway's leading publisher of local media, owns the newspaper.⁹ Amedia was previously known as A-pressen. It owned Romerikes Blad as their biggest newspaper before merging with the media-company Edda Media in 2012. They were allowed to merge on the condition that they would consist of 71 traditional newspapers and two online newspapers.

Romerikes Blad is the second largest in their corporation and has about 30.000 daily editions and 128.000 daily readers. The newspaper is published six days a week and covers 14 municipalities in Romerike.¹⁰

1.3 Methodological choices

To answer my research questions I have chosen two types of qualitative analysis. To find out how the two local newspapers communicate online and promote the newspaper on a social media site, I did a qualitative text analysis of the two newspapers Facebook posts. I selected a time period for this, which I explain in the methodical chapter. To get an insight of what strategies they use, their goals, their view on the future I conducted in-depth interviews with central actors in the two newspapers.

The in-depth interview was conducted with the editor in chief of Romerikes Blad, Magne Støredal, and the managing editor of Akers Avis Groruddalen, Hjalmar Kielland Jr. I have reported my thesis to the NSD (Norsk samfunnsvitenskapelig datatjeneste).

The two local newspapers both use Twitter and Facebook as well as their homepages. I chose to narrow the analysis down to only Facebook. This is a channel both of the editors considers important. I chose not to assess the readers' viewpoints, because my assignment concerns only the editorial and journalistic approach. I have formed a clear picture on how the newspapers are communication through Facebook and the strategies behind this communication. In my text analysis I will go through content on each of the local newspapers Facebook posts on their own Facebook pages from March 2012 to November 2012. I will include both the newspapers posts and readers' posts. Is the

⁹ About Romerikes Blad: http://snl.no/Romerikes_Blad Last visited 18. November 2013.

¹⁰ More about Romerikes Blad <http://amedia.no/?p=1040> Last visited 18. November 2013.

newspapers way of using Facebook a kind of social communication with the readers?

Can Facebook be a social arena where local journalist and the local community collide?

2. Theoretical perspectives and research

In this chapter I will present the perspectives used in my thesis. Former research, both Norwegian and international, will be used in the illustration. First I will begin with the term *Social communication*. The online communication can be seen as more social than traditional media, and the way the journalists interact with the readers is different because of the technological development. In particular I will highlight the terms *Social media*, *Facebook and convergence*. Then I will discuss *building a reputation online*. Here I will highlight marketing strategies and local affiliation. I will also account for *local journalism*. I will discuss the earlier research and perspectives further on in chapter 6. The Norwegian sources I use in the thesis are translated into English by me with the Norwegian quotes in footnotes.

2.1 Social communication

Cecilie Staude and Svein Tore Marthinsen (2012) define social communication as something both social and unsocial. “Increasing amounts of people are starting to comprehend that the new media tools can be used more socially”¹¹ (Staude et al. 2012: 8). They believe that the different types of communicating with each other are evolving and that the online communication is social. A change in power is naturally a cause of a more social media communication. The power is no longer only in the journalist hands or with the editors. They have to share it with the readers.

Online communication is valuable if the social media channels are used correctly. Staude and Marthinsen believe that a communication where one only speaks to someone, rather than with someone, is not the way to go. “Is it easier to talk to someone than with someone, because it demand less from us. But we will not contribute to others or our own development in that way”¹² (Staude & Marthinsen, 2012: 8).

To gain access to new media tools is not helpful unless one knows how to use them. Social communication can be helpful for a media business and contribute to the

¹¹ ”Flere er nå i ferd med å forstå at de nye medieverktøyene kan brukes mer sosialt” (Staude et al. 2012: 8).

¹² ”Det er lettere å snakke til enn med fordi det krever mindre av oss. Men vi bidrar verken til andres eller egen utvikling slik” (Staude et al. 2012: 8).

company's growth and development. By using the new media in a more social matter, the business can blossom and be a part of the technological development.

Staide and Marthinsen (2012) are convinced that influence from social media is only going to evolve in the years to come. In the following paragraph I will discuss three tendencies Staude and Marthinsen emphasize; how social communication leads to *increased equality, a culture of sharing and convergence*. These three tendencies will also be the foundation of my analysis of the in-depth interviews, but I will also include other perspectives from this chapter.

2.1.2 Increased equality

Increased equality makes the divide between the producer and the consumer less clear. The user can be as active as the user wants with social communication online. The user can share, comment and chose the content. “[...] New technology changes the way content is created because the form of distribution and the way the content is consumed is changed”¹³ (Staide et. al 2012: 26).

Staide and Marthinsen believe that it is the *relation* between the people that matters not which platform they are communication on. By listening to the consumers online, the business can be more aware of what the public wants.

Insight is one of the most important qualities a business can acquire through social media [...] Hardly anywhere else can one obtain such an honest feedback. By listening to open conversations, you learn what the users and customers say about you, and you can pick up both positive and negative signals. (Staide & Marthinsen, 2012: 53)¹⁴.

The roles of the consumer and producer are changing, and people are not standing on the sideline receiving the information to the same extent as before. They are participating.

The change of power is a result of social media communication. [...] Changes that some loses power to many. [...] Journalists and editors have to share the power with their readers”¹⁵(Staide & Marthinsen, 2012: 11).

¹³ ”Ny teknologi endrer måten innhold skapes på fordi distribusjonsformene og måten innhold konsumeres forandres” (Staide et al. 2012: 26).

¹⁴ ”Innsikt er noe av det viktigste en virksomhet kan få via sosiale medier. [...] Knappt noe annet sted kan man få tilgang til så ærlige tilbakemeldinger. Ved å lytte til åpne samtaler lærer du hva brukerne og kundene dine sier om deg, og du kan plukke opp positive og negative signaler” (Staide et al. 2012: 53).

¹⁵ ”Maktendringer følger i kjølvannet av mer sosial mediekommunikasjon [...] Endringer som alle peker i retning av at noen mister makt til mange [...] Journalister og redaktører er i ferd med å dele mer av sin makt med leserne” (Staide et al. 2012: 11).

Companies know that there is a change in power. The development lies in the hands of the user. Media companies and newspapers appeal to the reader in hope of starting a conversation online. Staude and Marthinsen (2013) believe the division of power is a good thing. Journalists can be more in contact with the actual reader and the reader can be more involved in what news he or she would like to read about. The idea that the journalist sits up high on a pedestal is not there anymore. The divide between the role at work and the personal role is changing. “Online communication with other people is to many already a part of our real life – not a “pretend-life” on the side”¹⁶ (Staude et al. 2012: 13).

According to Staude and Marthinsen, everyone can be producers and consumer of the media nowadays. This is because social communication tools are available for so many. People are in and out of the consumer and producer role. “The change of power can create more equalization and fewer division between people, but the changes may also create other kinds of division” (2012: 13). When the social media culture expands, some groups of people find it harder to pay attention, especially the elderly.

Media companies can also feel threatened by the change. A new way of producing information based on what the consumer wants and that the consumer is more participating *with* the journalists is changing the relation of power. A media company is used to having power. For example, a local newspaper is used to deciding which stories to publish and what stories to highlight. But in the digital age and with the emerging of social media sites, the media companies have to rely on what the consumer want to read. This is because of the influence the consumer has on the online community. If the consumer likes something, it may share it.

¹⁶ “Nettkommunikasjon med andre mennesker er for mange av oss allerede en del av de virkelige livene våre – ikke et “liksomliv” på siden av det “ordentlige” (Staude et al. 2012:13).

2.1.3 Culture of sharing

“The desire to share adventures, experiences and knowledge with others is inherent in us” (Staude et al. 2012: 27).¹⁷ With the help of social communication one can share pictures, words and thoughts with each other. Consumers connect on a mutual platform and come together to cooperate and share the information, not just being passive receivers.

People are more connected with each other, develop a collective intelligence and share images and text with each other, presuming it is easy to do. If one person decides to share a news article from Akers Avis Groruddalen on Facebook, a friend can be interested in the same topic and comment and share on his or hers own wall and so on. This is the culture of sharing. And Staude and Marthinsen believe the culture will keep on expanding. “A lot of us are already sharing, but it is likely that we will share even more in the future”¹⁸ (2012: 27).

In organizations and businesses, the culture of sharing is something that changes the business model. The new tools create a dynamic and challenge the old ways. “If we are able to preserve the best of what we have, and combine it with the ability to apprehend and exploit the opportunities which an increase of sharing creates, we develop organizations keeping with the times we live in.”¹⁹ (2012: 28). Sharing is power. The way we share our knowledge is power. To be aware of the viral aspects of something posted online is crucial. Everything is shared faster. Now people all over the world can read what Romerikes Blad writes on their Facebook page and share it with other people in other parts of the world in just a split second.

A critique of the culture of sharing is that everything is much more emphasized than before. A common denominator is that the message being shared measure up to the truth in case of sharing. If someone is not happy with the message, the chances are higher that the negative comments are being emphasized. On the other hand, the culture of sharing makes people open up the communication. “When we talk to each other on the same basis and with a flat structure, the easier it is to offer a piece of ourselves rather

¹⁷ ”Lysten til å dele opplevelser, erfaringer og kunnskap med andre ligger nedarvet i oss” (Staude et al. 2012: 27).

¹⁸ ”Mange av oss deler allerede mye, men trolig vil vi dele enda mer i fremtiden” (Staude et al. 2012: 27).

¹⁹ ”Klarer man å ta vare på det beste man har, og parer det med å ta inn over seg og utnytte mulighetene som økt deling skaper, utvikler man organisasjoner i pakt med tiden man lever i” (Staude et al. 2012: 28).

when the sender and receiver find themselves in counterparts of the hierarchy” (2012: 30).²⁰

A research project done by Rune Ottosen and Arne Krumsvik (2009) explains the digitization of Norwegian newsrooms and describes important trends in the Norwegian news industry and the parallels to changes in the readers’ user-habits. They presented a survey among journalists on how they perceive the online development of their workplace. They report that eighty percent of the Norwegian population over 12 years uses Internet on a regular, daily basis.²¹

Ida Aalen (2013) describes *word of mouth*²² as a way to promote a product on social media. People can share their own opinion about a product, and it will be shared by others if they agree. This may lead to promoting the newspaper, because people often trust family or friends more than organizations. While organizations are after profit, family and friends are after a good result.

The fact that the threshold for sharing in social media is so low both strengthens and weakens the credibility and the legitimacy of the message spread through social media. On one side, the social media does not follow the traditional journalistic norms like objectivity, protection of sources, right to defend, and so on. On the other hand, the social media becomes more credible in some cases. The consumers often want more credibility to what other, unknown consumers think, because they are perceived as more neutral than the company itself²³ (Aalen 2013: 111-112).

2.1.4 Convergence

New media live side by side with the traditional media. “We often use parts of our digital place of expression to share points of view on events that was presented in traditional media”²⁴ (Staude et al. 2012: 20). The way of using traditional media is given new

²⁰ ”Når vi snakker med hverandre på likere linje og med en flatere struktur, er det lettere å by på litt mer på seg selv enn når avsender og mottager befinner seg i hver sin ytterkant” (Staude et al. 2012: 30).

²¹ This is explained in their findings of the research project called ”Digisation and editorial change in online media”.

²² Word of mouth (WoM) are sharing opinions about different products online.

²³ At terskelen for å dele i sosiale medier er lav, både styrker og svekker troverdigheten og legitimiteten til et budskap som spres gjennom normer som objektivitet, kildevern, tilsvarende og lignende. På den annen side blir de sosiale mediene også oppfattet som mer troverdige i flere tilfeller. Forbrukere vil ofte ha mer tillit til hva andre, ukjente forbrukere mener, fordi de blir oppfattet som mer nøytrale enn selskapet selv” (Aalen 2013:111-112).

²⁴ ”Vi bruker ofte deler av vår digitale ytringsplass til å dele synspunkter på hendelser som presenteres i tradisjonelle medier” (Staude et. al 2012: 20).

dimensions. Television is a traditional medium. By making TV-series available on demand and by different apps on a smart phone or tablet, new technology is added. And it goes both ways. The traditional media are promoting social media. As an example, the twitter account of the Norwegian police force is very popular, and traditional media are sometimes using their tweets as a supplement to their quotes when writing and article.

Staude and Marthinsen highlight the terrorist attack on 22. July 2011 on Utøya and in the government quarter.²⁵ It made Twitter and Facebook the channel for information, because some of the young people on the attacked island started writing updates and shared information through these channels. “The traditional media put together fragmentation of information that came from social media with their ordinary journalistic approach, and presented a holistic piece of information to the listeners, viewers and readers”²⁶(2012: 20).

2.1.5 Convergence as multi-platform journalism

“[...] Convergence of technologies involves the coming together of different equipment and tools for producing and distributing news” (Kolodzy 2006). Janet Kolodzy (2006) argues that the problems evolve when the media stakeholders are benefiting more of media convergence than the actual journalists, readers, viewers or browsers. But most journalism focuses on the readers. She also argues that the news and media organizations are on a verge of a new way to produce news. They are all trying to produce the news in different ways and that it is more and more the reader that decides, not the media organizations:

Convergence in journalism means the coming together of journalists and certain types of journalism that have been operating in separate spheres - newspapers, magazines, radio, television, and online – to provide quality news in all those different formats (Kolodzy 2006: 10).

People are now getting a hold of information and the news everywhere. It is easier to obtain global news because of the Internet. For the daily newspapers, as well as the local,

²⁵ 22. July 2011, a Norwegian mass murderer planted a bomb in the government quarter, and later killed youths on the island of Utøya, right outside of Norway's capitol, Oslo. The youths were on the island because of a political camp, and he managed to kill over 77 people.

²⁶ De tradisjonelle mediene satte sammen fragmenter av informasjon som kom fra sosiale medier med sin ordinære journalistiske virksomhet, og presenterte den mer helhetlige informasjonen til oss lyttere, seere og lesere” (Staude et. al 2012: 20).

it has become harder to keep the readers attention. There is always something quicker and easier around the corner. That is why the newspapers try to lure people with quick quotations and exciting images on the front page. A newspaper cannot take the reader to the scene of the event, just the reporting afterwards. Online news on the other hand, requires the audience to do something. While the newspaper is on the shelf in the local store, people have to search for the information online for themselves. “Online news poses the greatest challenge and potential for journalism because the medium and its use are so new and open to experimentation” (Kolodzy 2006: 73).

Gillian Doyle (2010) did a study on how television broadcasters in the UK respond to the migration of conventional media and a multi-platform strategy: “[...] with growing use of the internet and of multi-media devices, and with more and more media content now available on multiple platforms, it is widely accepted that convergence has actually arrived” (Doyle 2010: 431). Doyle explains that the adaption of multi-platforms in UK television industry is known as a 360-degree commissioning:

A 360-degree strategy implies that, from the earliest stages of conceptualization, content decisions are shaped by the potential to generate consumer value and returns through multiple forms of expression of that content and via a number of distributive outlets (e.g. online, mobile, interactive games and so on) of which conventional television is just one, albeit still a very important one (Doyle 2010: 432).

Konstantinos Saltzis and Roger Dickinson (2007) did a study with 20 journalists during the years 2002 and 2003. The research was conducted to find out just how journalists adapt to the social media hype. “This article presents data from a study of news production and the impact of media convergence on the practices of journalists” (2007: 216). Media convergence emphasizes the changes in the media newsroom and how journalist has to acquire a lot of different knowledge about the media industry. Journalist, even in local newspapers, has to learn how to be skilled in both writing for the paper, the Internet and on social media sites. Konstantinos Saltzis and Roger Dickinson (2007) describe convergence as less clear lines between the traditional and the new ways of communicating. They believe the impact of digitalization is difficult to predict, but that they definitely affect news organizations. “Newsrooms and journalists are moving from the era of single-media to multi-media reporting” (Saltiz et. al 2007: 217).

2.1.6 Social media

Social media is a big part of social communication. Social media sites, or social networking sites (SNS) like Facebook is where the social interaction takes place. The relationship between the sender and the receiver has changed since the phenomenon social media came to life. “Social media are tools we can use to communicate with other people. It is not a pile with channels that has the same abilities, but different platforms with distinctive strength and weaknesses”²⁷ (Staude et al. 2012: 34). Michael L. Kent (2010) describes social media as any “interactive communication channel that allows for two-way interaction and feedback could be called a social media” (2010: 645). Two-way communications is providing information to the public as well as acquire comments from users about the information. Consumers can talk directly to the company, and give feedback and start a dialogue. Kent (2010) argues that social networks are networks with real-time interaction, a reduction of anonymity and short response time. People can comment on something, and then immediately get feedback. Even though I use social media in this thesis as new technology and online media sites, social media can be used in describing early forms of communicating socially, as personal letters, letters to the editor and videoconference (Kent 2010: 645).

Andreas M. Kaplan and Michael Haenlein (2010) defines social media as “[...] a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010: 61).

First of all, what is Web 2.0? Web 2.0 is a platform that was created with the idea that everyone could modify the applications online. Web 1.0 was the first outtake of the Internet, as we know it today. But there was a change. Even though Web 2.0 is not a specific technical update, it needs certain functionalities to properly work. For example, Kaplan and Haenlein talk about Adobe Flash, a method for adding animation, and RSS, an online feed with constantly updated content. But they also talk about social media as a

²⁷ ”Sosiale medier er verktøy vi kan bruke for å kommunisere med andre mennesker. Det er ikke en haug med kanaler med omtrent de samme egenskapene, men ulike plattformer med særegne styrker og svakheter” (Staude et al. 2012:24).

way of connecting to the roots of the Internet. They don't believe social media is a "new" thing.

After all, the Internet started out as nothing more than a giant Bulletin Board System (BBS) that allowed users to exchange software, data, messages, and news with each other (Kaplan et al. 2010: 60).

This is what social media is today, a giant bulletin board system where people can share information with each other. The difference is that the bulletin board has a lot more bulletins and ways to pinpoint them. "The social media revolution "is nothing else than the Internet going back to its roots" (Kaplan & Haenlein 2012: 101). They talk about User Generated Content, or UGC. They define UGC as "the sum of all ways in which people make use of Social Media" (2010: 61). The explanation lies in the name. Content that is user generated. Kaplan and Haenlein talk about three basic requirements a UGC site needs to fulfill in order to be a UGC. It needs to be accessible to the public; the site has to be creative and created outside a professional routine, e.g. the commercial market. Some of the most common social media sites are YouTube, Flickr, Instagram, Facebook and Twitter. These are online communities that thrive of comments and interaction from the user. Kaplan and Haenlein believe the two key elements of social media are "[...] the social research (social presence, media richness) and social processes (self-presentation, self disclosure)[...]" (2010: 61). They highlight five points about using media; choose carefully, pick the application, or make your own, ensure activity alignment, media plan integration and access for all. I will use Kaplan and Haenleins five points on using social media and being social later on in my text analysis of the two newspapers Facebook posts. I find this theory relevant for my thesis because it would help find out how the two local newspapers are promoting their product on a social media platform. It will highlight how they are adapting to Facebook and using it to find reliable source of information and use this in their journalistic approach. I use Kaplan and Haenleins points as guidelines for the analysis, which will help me find out how they implement Facebook in their media organization.

2.2 Kaplan and Haenleins five points:

2.2.1 Choose carefully

Kaplan and Haenlein believe the key to success on social media is to choose the right medium. They believe that the right medium depends on the message being communicated and the target group. “On the one hand, each Social Media application usually attracts a certain group of people and firms should be active wherever their customers are present” (Kaplan et al. 2010: 65).

2.2.2 Pick the application, or make your own

A company should pick a social media application that suits the company goals and purpose. Also, Kaplan and Haenlein believe that choosing an existing application is a good idea. This was the purpose for Akers Avis Groruddalen and Romerikes blad. They both picked Facebook as their main social media application. Not Twitter because Twitter is not as common as Facebook in the journalism sphere. Even though a lot of journalists use Twitter either for professional purpose or personal, Facebook is more rooted. Kaplan and Haenlein believe a company should choose the social media platform based on its current popularity. They believe that choosing the right platform is about participation, sharing, collaborating rather than advertising and selling in a straightforward matter.

2.2.4 Ensure activity

Kaplan and Haenlein argue that the company should ensure that all the social media platforms are aligned with each other. In this case, Akers Avis Groruddalen and Romerikes blad only use Facebook and Twitter as social media platforms. They do not have their own YouTube channel, or a personal newspaper blog, but they have their homepage.

“Using different contact channels can be a worthwhile and profitable strategy. But remember: one goal of communication is the resolution of ambiguity and reduction of uncertainty, and nothing is more confusing than contradicting messages across different channels” (2010: 64).

2.2.5 Media plan

Kaplan and Haenlein argue that integration is the key, both for different types of social media platforms, as well as the relationship between social media and traditional media. “While you may consider these two arenas to be completely different, in customers eyes they are both part of the same; your corporate image” (2010: 65). Kaplan and Haenlein use Coca Cola as an example. In 2006, performance artist shot a viral video of Mentos being dropped in bottles of Coke. It went, of course, viral, and Coca Cola took the video a step further by launching it on late-night television. It quickly resulted in a measurable sales uplift.

2.2.6 Access for all

It is crucial that every employee using Facebook has full access. Some companies tend to block Facebook and other social media platforms because they believe it makes the staff waste time online. It is a consideration, but with firms like Akers Avis Grouddalen and Romerikes blad it is crucial that the journalists have access to the Facebook page. If not, they cannot publish stories and they cannot use Facebook to attract more readers and interact with the community. Kaplan and Haenlein believe it is also important that journalist don't share too much. “Also, at some point, it will be necessary to develop certain guidelines for Social Media usage” (2010: 66).

2.3 Five points on being social

2.3.1 Be active

Kaplan and Haenlein argue that if a company wants to develop a relationship with someone, it is always good to be active and take the lead. “Social Media are all about sharing and interaction, so ensure that your content is always fresh and that you engage in discussion with your customers” (2010: 66). They argue that the companies' involvement on social media must extend beyond answering to negative comments and defending their product. “Social media is less about explaining why your baking mix, detergent, or shampoo is better than anyone else's than it is about engaging others in open and active

conversation” (2010: 66). Kaplan and Haenlein warn against being “prosumers”²⁸ (Toffler 1980 in Kaplan et. al 2010:66). They argue that the firm should be considerate and act accordingly online.

2.3.2 Be interesting

Customers want to engage if it is something they are interested in. The first step according to Kaplan and Haenlein is to listen to the consumers. “Find out what *they* would like to hear; what *they* would like to talk about; what *they* might find interesting, enjoyable and valuable” (2010: 66).

2.3.3 Be humble

Before a company joins a social media platform, for example Facebook, it should take some time to get to know the platform. What are the basic rules? Interaction and comments are critical parts of any social media platform. “If there is one certain path to failure, it involves thinking that Social Media is just about posting existing TV sports on YouTube or putting prefabricated press announcements on corporate blogs” (2010: 66). Kaplan and Haenlein argue that the company should make an effort to join the online community for real. That the company should be humble online.

2.3.4 Be unprofessional

Firms should not be over-professional online. There is no need to hire a professional writer to take care of the Facebook posts. “[...] Try to blend in with other users and don’t be afraid to make mistakes” (2010: 67). This will make the company get more involved with the readers and consumers and make them see that it is not just for the profit. It is about spreading and sharing a product.

2.3.5 Be honest

The more the company respects the rules of social media, the more the company is accepted. Kaplan and Haenlein argue that people will find out eventually if a company has a fake account to try to boost their sales or promote a product.

²⁸ “Prosumers” – both consumers and producers of information on social media according to Toffler (1980) in Kaplan et al. 2010: 66).

The Danish professor Ejvind Hansen believes journalists' future is to be editors, moderators and curators (2012). He believes that journalists should make the silent voices heard. "The very status of the journalist as reporter or opinion maker was put into question as the bar to entry for creating a mass-media audience was lowered dramatically [...]" (2012: 679). Hansen argues that journalists no longer have a monopoly position, as they used to. He argues that the founding aporias of journalism has vanished.

2.4 Unsocial media?

Are really social media social? Does every social media site have to engage people to communicate with each other? Ida Aalen (2013) argues that social media is one of our basic forms of communication. Companies are recruiting and selling their product online through social media. Social media are user-friendly and can be with us at any time. And they are constantly changing. She believes that the development of technology is starting to shake the foundation of traditional media and communication technology. Before it was divided into two categories, mass media and communication media. Now the lines are uncertain. Aalen also argues that not all social media are as social. "There are a lot of so-called social media that we can use, without even communicating back and forth with other users"²⁹ (Aalen 2013: 17). An example she amplifies is Pinterest, a picture-sharing site that let people share images of things they find online without really communicating. Aalen therefore describes two categories of social media, niche network and egocentric network. "Niche network is social media that gathers people around a common interest or a topic. [...] Egocentric network is social media organized around individuals instead of interests"³⁰ (2013: 17). An example of such sites is Facebook, the social media site used in this thesis.

2.4.1 The social journalist

It is not a secret that the limit between the private, the public and the personal is less clear now than before (Enli et al. 2008). As the American singer/songwriter Bob Dylan said it:

²⁹ "Det er mange såkalte sosiale medier som man kan være bruker av, uten noensinne å kommunisere frem og tilbake med andre brukere" (Aalen 2013: 17).

³⁰ "Nisjenettverk er sosiale medier som samler folk om en felles interesse eller et tema [...] Egosentriske nettverk er sosiale medier som er organisert rundt enkeltmennesker i stedet for interesser" (Aalen 2013:17).

“The times they are a-changing”³¹ The boundaries are changing. Local journalists are almost forced to adapt to a new world of change. Their jobs now include skills in social media, reputation building, marketing strategies and writing. They also have to engage a more picky reader. People are now used to new technology. Is journalism moving in the direction that everything is evolving around the reader? Is it not about getting the news out fast enough? Are the boundaries between journalist and “regular” people blurred? Is journalism becoming more and more commercialized? And is that necessarily a negative thing? When people become the producers, it doesn’t necessarily mean a bad thing. But critics want editorial control. The debate shows a divide between people wanting to let regular people decide what to read and how, and on the other side there are people in need of a control, so that the public is not polluted with useless opinions:

“The participation increases the representativeness in the media by bring in a lot of different people in the media production, it allows a break of opinion between non-experts and experts, and it lowers the threshold so that the debate not always follows the accepted norms for debate and dialogue, it is not always rational and factual, and it may even break some laws”³² (Enli et al. 2008: 11).

Karoline Andrea Ihlebæk (2008) explains that media participation is contributing to the society by letting the audience be raised to respond. They are asking what happens when the audience becomes co-producers:

The media industry commitment on new platforms such as Internet and cellphones has opened the participatory of “regular” people in a more extensive involvement in the media. They can contribute by writing blogs, sending texts, pictures and videos, and be a part of a discussion forum and comment articles online³³ (Ihlebak 2008: 79).

Ulrika Hedman and Monika Djerf-Pierre (2013) did a study on how the social journalist are embracing the social media life or creating a new digital divide. The study drew from

³¹ Bob Dylans song The Times They Are A-Changing: <http://www.metrolyrics.com/the-times-they-are-achangin-lyrics-bob-dylan.html> Last visited 18. November 2013

³² ”Deltakelsen øker representativiteten i mediene ved å bringe inn mange ulike mennesker i medieproduksjon, den tillater menings- bryting mellom ikke-eksperter (og eksperter), og den senker terskelen for debatt. På den andre siden fører den senkede terskelen til at debatten ikke all- tid følger aksepterte normer for debatt og dialog, den er ikke alltid rasjonell og saklig, og den kan til og med bryte lover” (Enli et al. 2008:11).

³³ ”Mediebransjens satsning på nye plattformer som Internett og mobiltelefon har åpnet for at «vanlige» folk kan delta med et mer omfattende engasjement i mediene. De kan bidra ved å skrive blogger, sende inn SMS-er, bilder og videoer, være med i diskusjonsfora, og kommentere artikler på Internett” (Ihlebak 2008:79).

a mail survey of a representative sample of Swedish journalists. The survey found out that social media indeed is a part of a journalist every day life. 85 percent used social media professionally. “Swedish journalist frequently uses social networking sites and forums such as Facebook [...]” (Hedman et. al 2013: 373). They argue that the level of social media interaction depends on the workplace. The local journalist is on the bottom of the list.

They also found out that social media is perceived mostly as “a new tool for carrying out the traditional task pertaining to all journalistic work – to find out what is going on in the world [...]” (2013: 376).

2.4.2 The newspaper online

By the end of 2000, there were 157 online newspapers in Norway. This marked the beginning of a new era. Journalist could not measure the news by 24 hours. They had to act within minutes. People were getting the news online, and they were getting it fast. The major newspapers started out carefully by launching sites after sites, building a reputation online. They created creative platforms, and soon the newspapers created user-generated content. This meant a new way of communication with the readers. And now, convergence has been taken to a whole new level. Newspapers have their own “TV-shows” online. “Convergence news operations seek out common goals and try to exploit the strengths of different media to provide better news storytelling to their audiences” (Kolodzy 2009: 87). Maybe this is what are happening with Facebook and the local news. Facebook has become a “show regular” as they say in TV-series. From just being a runner up, or an extra in the background, it has become one of the frontrunners from getting information to create stories and connect with readers.

2.4.3 Facebook

Mark Zuckerberg founded Facebook when he attended Harvard. At first, it was a page for students only. It was called www.thefacebook.com and the site became an instant hit. He found a way to connect students together and they could search for each other through names and look at each other’s profile pictures. Soon it developed, and Zuckerberg is now one of the most successful businessmen in our time. In 2012 Facebook bought the picture-service Instagram for 1 billion dollars. That caused Facebook to grow even more

as a brand.³⁴ By September 2013, 728 million daily users used Facebook.³⁵ Facebook is the world's biggest social networking site. It has gotten this big because it is user-friendly. It is the user that drives Facebook's popularity. As long as people comment, share, like or debate on Facebook, there will be a Facebook. It is *the* place for user-generated content. And the newspapers are starting to understand this more and more.

Susanne Lysak, Michael Cremedas and John Wolf (2012) argues that “the primary social media now being used in the newsroom include Facebook, a social networking website, Twitter, a micro blogging and social networking site [...]” (2012: 188). They see that Facebook and other social media sites have a place in the newsroom. Facebook can also be used in the newsgathering process. Lysak et al (2012) argues that journalists often use social media sites to seek out stories and to make the news more personal and relatable. But they also argue that it can pose a challenge.

[...] The main problem being a lack of an efficient means by which the reporter could cast a wide net seeking people who, in the case of many news stories, have had a very specific, usually narrowly defined experience (Lysak et al. 2012: 88).

In my thesis, I focus on how the two local newspapers use Facebook to build a reputation. Lysak et al. (2012) argues in the study that blogs and web comments have been a source of potential news stories for local journalists: “Especially for local traditional media, locating and interviewing the authors of these online commentaries can result in the discovery of new community voices” (2012: 189). Their findings show that 98 percent of the local television newsroom use Facebook as a social media, followed closely by Twitter.

Both Akers Avis Groruddalen and Romerikes Blad use Facebook. They have accounts on the social media sites and publish stories, often from the website. The study conducted by Lysak et al. (2012) also shows that 55 percent of the journalists use Facebook as a way to

³⁴ Facebook bought Instagram: <http://www.bbc.co.uk/news/technology-17658264> Last visited 18. November 2013.

³⁵ Facebook statistics: <http://investor.fb.com/releasedetail.cfm?ReleaseID=802760> Last visited 18. November 2013

find news and stories. 85 percent say that they use Facebook to update or link to the news station:

We update the station Facebook page every day and we dialogue with our fans. Post links to several stories per day. Use Facebook to ask for comments about a news story and to ask for feedback on a story (Lysak et. al 2012: 196).

Shelley Thompson (2013) argues that the newspaper have had to adapt to a new role online. They are no longer defined by geography. There are no such things online. Thompson argues that this may cause a problem for the journalist. “As such, they face more audiences spread across time and space, which can present problems for journalists to meet the diverse needs of these audiences who may be in other parts of the world” (2013: 21).

2.5 Building a reputation

2.5.1 Marketing strategies

David Croteau and William Hoynes (2006) argues that the “business of the media is like all other businesses. Nearly all major media companies are Commercial Corporation, whose primary function is creating profits for owners or stockholders” (2006: 1). They explain two perspectives of the market model and the public sphere model. Because of the emerging of social media and Facebook, media companies are no longer in control of the masses. The audience decides for themselves where and how they want to retrieve the news. This is also for the local newspapers.

2.5.2 Controlled by the market

The market model suggests that supply and demand is what drives a society. “This model treats the media like all other goods and services” (Croteau et. al 2006: 17). The market model enhances the use of unregulated markets for goods and services. The market model needs competition and promote efficiency by deliver goods and services at a low cost.

2.5.3 Profit and public sphere

Media is more than just making profit. The newspapers are storytellers and source of information, whether it is local or worldwide. The German sociologist Jürgen Habermas argued the importance of a vibrant public sphere for democratic societies. Democracy and public sphere is a good match. Based on his beliefs, researchers on this topic argue that mass media should contribute to the democracy by being social spaces for communication and public dialogue. The model of public sphere argues that people are citizens, not consumers. “Furthermore, it contends that media should “*serve*” these citizens, rather than “*target*” potential consumers” (Habermas in Croteau et. al 2006: 22). Habermas was concerned with the formation of opinion. The free discussion was important to him as a researcher, and he believed that society should be controlled through debate and argumentation. He believed the media was very important when it came to form an opinion and that it is the press assignment to be an arena to communicate information and argumentation. Habermas has been criticized of being for an unrealistic realization and a utopian representation of the belief of the rational dialogue (Mathisen 2010: 27-28).

2.5.4 The adaptive cycle

Miles and Snow (2003) developed a model called “The adaptive cycle”. They attempted to generalize the psychology behind the behavior of organizations and identified three problems: *The entrepreneurial problem (domain definition)*, *the engineering problem (technology)* and *the administrative problem (structure process and innovation)* (Miles et al. in Krumsvik (2006: 287).

Figure 1. The Adaptive Cycle

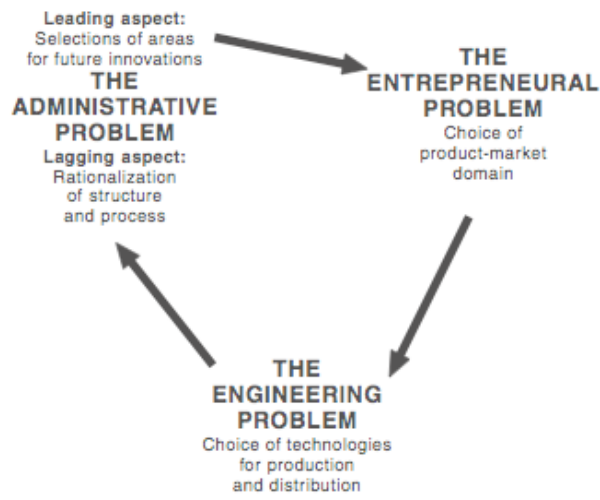


Figure 1: Miles and Snows (2003) model of the “adaptive cycle” (Miles et al. in Krumsvik (2006: 287).

A company’s adaption to different external conditions consists of complex processes. This is what Miles and Snow tried to figure out. They studied different industries and came up with four archetypes. Three of them are: Defenders, analyzers and prospectors. Defenders are organizations that have “narrow product-margin domains. Top managers in this type of organizations are highly expert in their organizations limited area of operations, but do not tend to search outside of their domain for new opportunities” (Miles et al. in Krumsvik 2006: 288). Prospectors are organizations that search for new opportunities all the time and experiment with how people respond to different environmental trends. Analyzers are according to Miles and Snow organizations that “operate in two types of product-market domains, one relatively stable, the other changing” (Miles et al. in Krumsvik 2006: 288). Miles and Snow describe reactors as organizations that frequently perceive “change and uncertainty occurring in their organizational environments but are not able to respond effectively” (Miles et al. in Krumsvik 2006: 288). Miles and Snows research has been very important to the development of the strategy that explains that there exist a handful of routes to choose from to get to the goal.

2.5.4 The local journalist

As mentioned in the introduction, Birgit Røe Mathisen (2010) has written about the local journalist. Norway is fond of their local newspapers. It is something that connects the local community together and creates an identity for the community. “The local newspapers are in many ways the ground pillars of the Norwegian newspaper system, just because they are so strong and have such a grand meaning to both the pattern of the press and the development of circulation development” (2010: 23)³⁶. The local newspapers in Norway can be divided into groups; papers that come out a few days a week, bigger local papers, regional papers and national newspapers of different kinds. Akers Avis Groruddalen is a paper that comes out two days a week and only covers the area of Groruddalen, consisting of four different areas of Oslo city: Alna, Stovner, Bjerke and Stovner. Romerikes blad is a local newspaper that is published every day.

It is a close connection between the political development in Norway and the development of newspapers. The media is often called the fourth power of state³⁷. Through the local media, the local citizens can obtain information about local politics and matters of concern in the local community. The local newspaper is an important source to this kind of relationship, between the reader and the paper, and also between the paper and the local politician. “The local newspaper becomes the meeting point in the local society, the arena that creates community and what citizens uses to obtain information and data”³⁸ (Mathisen 2010: 29). Mathisen believes that the local community can ensure a local arena for public debate and information about the society with the local newspaper.

2.5.5 Local identity

There is no secret that the local media have a strong place in Norway. The media is a way to connect and shape us as individuals. The local newspapers are a way of creating a local identity to the place one grew up. As an example, I grew up in Groruddalen. When I started to work in Akers Avis Groruddalen, I instantly felt a connection because of my background and identity. I could relate because I grew up in the same society. “The local

³⁶ ”Lokalavisene er på mange måter selve grunnstammen i det norske avissystemet, nettopp fordi det står så sterkt og har så stor betydning for både pressemønsteret og opplagsutviklingen” (Mathisen 2010: 23).

³⁷ http://snl.no/fjerde_statsmakt Last visited: 06. January 2014

³⁸ ”Lokalavisa blir møtested i lokalsamfunnet, arenaen som skaper fellesskap, og som borgerne bruker for å skaffe seg informasjon og opplysning” (Mathisen 2010:29).

newspaper has a strong symbolic value. It is about the feeling of security and community, the opportunity to identify and the experience of being a part of a bigger connection” (Mathisen 2010: 31). Identity to a place can be described as the emotional connection a person has to a certain community. My identity as a person from Groruddalen is strong, and it became even stronger when I started to work in Akers Avis Groruddalen. By making the readers identify with the local profile of the newspaper, the paper can easily make the readers identify with the environment. “Through the newspaper, we get to confirm our identity to the local community” (2010: 32)³⁹. Birgit Røe Mathisen (2010) explains in her analysis of four local newspapers the role of the local newspaper in the society. The goal of the analysis was to emphasize how the local newspaper communicates from their local community. She found out that it is the positive news that dominates.

2.5.6 A new mediated everyday

Eli Skogerbø and Marte Winsvold (2011) did a study on the readers of local and regional newspapers with online and print editions. They found out that there are social and cultural changes between the age groups who make the transition from a traditional newspaper to online. They found out that the attachment to the locality “where they lived was shared by those preferring the printed over the online version” (Skogerbø et. al 2011: 214).

The role of the journalists has been discussed over a long period of time. It has been criticized, studied and theorized, hated and loved. Universities all over the world offer programs for students who want to be journalists, there exist different types of journalist, a local journalist, journalists who only writes about news, culture or sports and so on. But journalism as an academic study has been under a lot of debate (Deuze 2005). In my thesis, I concentrate on the local journalist, since I am researching two local newspapers. Birgit Røe Mathisen (2010) writes in her book “Local journalism – blind patriotism or critical corrective?” about how the local journalist and how varied and diverse the role of being a local journalist are. As a local journalist, you meet all kinds of people; politicians who try to outsmart each other, artist with a burning desire for the

³⁹ “Gjennom avisa får vi bekreftet identiteten vår til lokalsamfunnet” (Mathisen 2010: 32).

local theatre and news coverage of a local community. “All of this gives you a knowledge and an experience that is priceless. You become independent, versatile and learn to always trust yourself”⁴⁰ (Mathisen 2010: 15). Mark Deuze (2005) talks about journalism as a consensual occupational ideology, that means to understand how a journalist gives meaning to their work. He argues that journalist all over the world, no matter what they specializes in, carry with them the ideology of journalism and give meaning to what they do. Rune Ottosen and Arne Krumsvik (2012) did research in the digitization of Norwegian newsrooms, and found out that the journalists in the digital everyday life are worried about commercial and digital development in the business. Time-pressure and stress seems to be huge factors. But they also found out that digitalization leads to a good relationship between colleagues and that journalist have improved their environment after the digital platform was introduced. The negative effects were that they did not have enough staff on shift, they wanted more discussion to improve the journalistic product and they wanted the opportunity to do more in-depth work. Ottosen and Krumsvik also found out in their research that there was a great concern about digitalization creating increase in quantity at the expense of quality. The majority of the journalists they asked in the research felt that their workload had increased as a result of new digital tools and ways of practice.

I could go on about the journalistic role and how it is perceived, but this will not be relevant for my thesis. Mainly I focus on the local journalist.

⁴⁰ “Alt dette gir deg en kunnskap og en erfaring som er helt uvurderlig. Du blir selvstendig, allsidig og lærer å stole på deg selv” (Mathisen 2010:15).

3. Method

In this chapter, I will highlight the methods I have chosen to answer the research question I have posed in my thesis. I have chosen qualitative content analysis and elite interviews because I want to get an insight in the editorial way of thinking. Empirical knowledge is information of relations in the society. “Empirical research is information of real events that is based on experience of the senses”⁴¹ (Grønmo 2004). I have chosen the method in this chapter specifically to answer my research question and I will account for why the methods are relevant to my research question. I will also account for the strength and weaknesses each method has, and discuss the validity and reliability. I have chosen qualitative content analysis of the local newspapers Facebook feed from March 2012 to November 2012 and elite interviews with the editor in chief of Romerikes Blad and the managing editor of Akers Avis Groruddalen.

3.1 Qualitative methods

I have chosen qualitative methods for my thesis. Qualitative data often come in textual form or in an informal interview. (Grønmo 2004: 246). This is because I believe it will answer my question in a most purposely way. Choice of method has to be connected to the topic being researched. I could have chosen quantitative method, or a combination of both. I decided the qualitative approach is more connected with my thesis. Barbara Gentikow (2005) argues that a combination of qualitative and quantitative approach rarely works. She argues that the amount of data collected simply will be too much, and also the study is at risk of being too superficial, so none of the methods ends up being used to their full potential (2005: 36-36). Determined for the qualitative approach is openness and curiosity.

I have yet to find studies of other local newspapers in Norway and how they use Facebook as a tool to build a reputation online and implement Facebook in their journalistic approach except Emma Vestli's thesis about how the local newspaper Glåmdalen use Facebook to connect with younger readers (Vestli 2013), and therefore

⁴¹ “Empirisk forskning er informasjon om virkelige hendelser som er basert på opplevelsen av sansene” (Grønmo 2004).

my thesis will be of an explorative art. I study how the two newspapers use Facebook, and compare the usage. How are they different from each other? How are they similar? My purpose is to collect data that can give an insight to this theme and provide a deeper knowledge.

I have chosen qualitative interview as one method, as well as qualitative text analysis of Facebook posts from both newspapers from March 2012 – November 2012. In text analysis, the selection of text to study often takes place during the collection of data. The research question will be highlighted further on as the text are studied and analyzed. This means that the collection of data is unpredictable. The plans I have mapped out beforehand may be changed during my collection of data (Grønmo 2004: 187).

Through interviews I study how the local newspapers think about Facebook, what plans and strategies they use, their relationship with social media, the development and how they are facing the future. With qualitative content analysis of Facebook posts I am studying how they are using Facebook as a tool to build a reputation and compare how they are using the social media platform. The interviews will enlighten the plans the two media concerns have for communicating with their readers and what their goals are. The content analysis will also highlight this, but it will also give an insight of how they are using the actual communication on a mediated platform.

Even though my study has some similarities with the case study method, I have chosen not to use this. I chose this because I believe content analysis and in-depth interviews are more relevant for my study. I do not study the whole case; I will only study how they are using Facebook as a tool.

Case study evidence may come from six sources: documents, archival records, interviews, direct observation, participant-observation, and physical artifacts.[...] In addition to the attention given to the six sources, some overriding principles are important to any data collection effort in doing case studies. These include the use of (a) multiple sources of evidence (evidence from two or more sources, converging on the same facts or findings), (b) a case study database (a formal assembly of evidence distinct from the final case study report) and (c) a chain of evidence [...] (Yin: 2009: 98).

3.2 Text analysis

I have chosen to conduct a qualitative text analysis of a selection of Facebook-posts from both of the local newspapers Facebook-page. I chose Facebook because this is a medium that provides written two-way communication that is easy to retrieve and because both of the newspapers have their own Facebook-page. The document is the source, and in this case the documents are Facebook posts. The relevant parts will be systemized and registered so it is possible to use it as a relevant source of data for my thesis. Document analysis separates qualitative text analysis and quantitative analysis. The reason I chose qualitative analysis is because I believe the method will strengthen the validity of the thesis (Grønmo 2004: 187). Text analysis “builds on systematic going through of documents with the aim to categorize the content and registration of data that is relevant for the research question in the actual thesis”⁴² (Grønmo 2004: 187). I believe the analysis will help back up the in-depth interviews. I concentrate on the content of the text and try to find answers on who and how many that is participating on Facebook, how they communicate, how the journalists are communicating with the readers, how the two local papers connect with the readers, what they emphasize, what they’re goals are, and to what purpose?

3.2.1 Conducting the analysis of Facebook

In qualitative analysis, the process of the analysis may not be as factual as a quantitative analysis. But common for the qualitative analysis is that it is a good idea to approach the analysis after a protocol to make sure the answers are as correct as possible. In qualitative analysis, the way to approach the data is to acknowledge it, systemize what’s being researched, and divide the results in groups to take a closer look at the actual understanding of a text and what the text want to convey. I took screenshots of each post the two local newspapers had on their Facebook page and worked on the relevant parts of the content. The purpose with text analysis in this thesis to find out how the two local newspapers use Facebook to promote the newspaper, and how they implement Facebook in their journalistic approach. Both of the newspapers have two main Facebook pages.

⁴² ”Kvalitativ innholdsanalyse bygger på systematisk gjennomgang av dokumenter med sikte på kategorisering av innholdet og registrering av data som er relevante for problemstillingen i den aktuelle studien” (Grønmo 2004:187).

Therefore I chose not to take a closer look at pages linked to the main pages. When conducting the text analysis of the Facebook posts, I made a protocol that I used for this purpose. I categorized all my findings into four main categories: promoting the newspaper, communicating with readers, connecting with readers and linking to homepage. Every category had sub-categories to explain the content, e.g. the category promoting the newspaper had sub-categories like: advertising for the traditional newspaper, advertise for the online newspaper, positive comments and being active. I connected the categories to the research question and Kaplan and Haenleins (2010) points on social media. I did not use a computer-based program to categories the findings, I did it all in word. First, I took a screenshot of the posts, then I color coordinated them with the categories and wrote them down in a word document to make it easier to analyze. The protocol and tools used in the analysis is attachments to this thesis.

The analysis is based on the content of the text. I look at whether the communication is one-sided or two-ways, and if it is symmetrical or not. In doing this, I can say something about how the two local newspapers connect with the readers online and how they are promoting their media product.

Grønmo (2004) explains that the researcher may choose the content. The election of content has to be relevant to my research question and to what I want to find out. The content will be evaluated in relation to the relevance for my thesis. “Based on this categorization, the researcher may develop perspectives and typologies with the theoretical generalization or a more gathered understanding of the text as a whole in mind”⁴³ (Grønmo 2004: 191). As mention above, the texts I use in the text analysis are the newspapers posts on their own Facebook page. All of the messages the papers have posted in this time period are analyzed and I have chosen the text relevant for my thesis.

3.2.2 Issues during the analysis

Some problems may occur when choosing text analysis as a method. A bigger problem is that the view of the researcher may overshadow the relevant election and analysis of the texts. “A narrow perspective may lead to the election being unevenly and that the

⁴³ ”Basert på denne kategoriseringen kan forskeren utvikle begreper og typologier med sikte på teoretisk generalisering eller en mer samlet forståelse av teksten som helhet” (Grønmo 2004:191).

analysis of the content becomes biased”⁴⁴ (Grønmo 2004: 192). To avoid this, the researcher should think about the content to how it was produced, for whom and what intentions the author may have. In qualitative content analysis, to be critical of source is particularly important. Before I could start my research, I had to map out what sort of messages I wanted to take a closer look at. “An overall goal with the research is to identify and register the content in different texts that is particularly relevant for the thesis research question”⁴⁵ (Grønmo: 2004:190). I did find messages with very little content and just a reference to the papers homepage. The researchers interpretation of the texts may also be a problem with qualitative content analysis. Invalid texts, texts with no connection to the research question may interfere with the research. A way to prevent that is to evaluate several texts against each other.

3.2.3 The time period

I chose to analyze the Facebook posts from March 2012 to November 2012. This is because I knew this period would have the relevance of a normal news period. Both of the newspapers had a good amount of posts in this period, and this will help the research validity.

3.3 Qualitative interviews

Kvale and Brinkmann (2009) explain that it is conversation everywhere in the society. Interview is a good method of research for my thesis because it will help me understand the local newspapers way of thinking about Facebook and social media, how they use social media to build a reputation online, and how they define the journalistic role. With interviews I can get an insight in the mindset of the journalistic approach and get sufficient knowledge on the two papers ways of communication, both online and in the local community. I have chosen to interview the editor in chief of Romerikes Blad and the managing editor of Akers Avis Groruddalen. This is because the two local newspapers are a fundamental part of my thesis. Interviews like this is called elite interviews (Kvale et. al 2009). “Elite interviews are interviews with persons who are

⁴⁴ ”Et snevert perspektiv kan føre til at utvalget av tekster blir skjevt og at tolkningen av innholdet blir ensidig” (Grønmo 2004:192).

⁴⁵ ”Et overordnet formål med datainnsamlingen er nettopp å identifisere og registrere det innholdet i ulike tekster som er særlig relevant for studiens problemstilling” (Grønmo 2004:190).

leaders or experts in a community, who are usually in powerful positions” (Kvale et. al 2009: 147). I chose only two representatives from the two papers because I believe they provide adequate information of the topic concerned. In my opinion, the two people are adequate and know about the newspapers way and background. Kvale and Brinkman believe one should only interview as many subjects as necessary to find the right information. The number of subjects depends on the purpose of the thesis. In my case I chose to interview central persons in the two papers. My purpose was not to find out what a group of people thought about the usage of Facebook, but find out about the strategies, plans, and the communication process behind it (2009: 165).

Because the elites are used to being asked about their opinion, some rules of caution should be used. The researcher should have a good knowledge about the topic and be familiar with the interviewer. The interview is semi-structured, which means that I have worked out an interview guide beforehand, but allow the interviewee to fill in with more information. The question in the interview guide was similar in both interviews. I can also use questions to follow up if the topic is interesting and relevant for my thesis. Mainly there are two reasons why I wanted to interview with elites in the two papers. The first reason is to get the informants own opinions and considerations of the communication on Facebook, how they are building an online reputation and about the journalistic role. Second, the informants could give additional information about the Facebook-posts. And I also got the chance to compare the two papers communicative approach. This was later coherent with the analysis of the communication and usage of Facebook.

3.2.1 Seven stages

The interviews are conducted after Kvale and Brinkmanns seven stages of interview investigation (Kvale et. al 2009: 97). The stages are: thematizing, designing, interviewing, transcribing, analyzing, verifying and reporting. This sums up to formulate the purpose of the investigation, planning the design and taking account of the moral complications in the study, conducting the interviews based on an interview guide, prepare the material for analysis, decide on the modes of analysis, ascertain validity,

reliability and generalizability, and finally, communicate the findings (2009: 102). Before I conducted the interviews I made a plan for how I would go through with them.

3.2.2 Conducting the interviews

“The research interview is an interpersonal situation, a conversation between two partners about a theme of mutual interest” (Kvale et. al. 2009: 123). When conducting the interviews, I used the semi-structured interview with an interview guide. The interview guide is sort of a script, which structures the course of the interview. “[...] The guide will include an outline of topics to be covered with suggested questions” (2009: 130). Because of the interview guide I was able to follow the interesting themes and directions the interview took. But it was equally important that I as the interviewer was prepared and knew beforehand what kinds of questions I wanted answers to.

This helped me get the interview started. I started by telling the subject why I am interviewing them and to what purpose. This is called briefing (2009: 128). I ended the interview with the question “Is there anything else you would like to add or have I left something out?” This gives the interviewee opportunity to explain further or deal with issues he or she may be thinking about during the interview. During the interview I also asked follow-up questions. I also took in consideration that I had to code and analyze the interview afterwards. Therefore I made sure to explain the meaning of the answers with respect to the categories of the analysis.

3.2.3 Challenges and reflections

The two interviews did not provide any particular challenges, but they were very different from each other. The interview conducted with the editor in chief of Romerikes Blad was shorter than the interview done with the managing editor of Akers Avis Groruddalen. He talked a lot about the local community and how the newspaper came to be because of the local community. Also, the interview conducted with the editor of Romerikes Blad did show me that he had not been the editor that long, but still had a lot of reflections and plans for the local newspaper. I used a tape recorder to record the interview. This makes it easier to transcribe and process afterwards. The advantage of transcribing is that the data material is in visual, written text.

Another choice I had to make when transcribing the interviews was the informant language. Should I write down every word? I chose to write down everything, as it was being said and recorded to strengthen the validity. “It does not exist any common rules and one have to assess this in relations to what is being analyzed and which method of analysis being used” (Gentikow 2005: 117). I also chose to tweak some of the quotes to make them more understandable for a written thesis. The quotes used in the thesis are approved by the informants, and will make the thesis more reliable. I transcribed the interviews right after I conducted them to keep them fresh in my mind. Some researchers may use an assistant when transcribing. Given that I only had two interviews I did the job myself.

3.2.4 Categorize the interviews

After I had transcribed the interviews, I made a protocol by dividing the interview in different categories. According to Kvale and Brinkmann (2009), the two perspectives *coding* and *categorization* are used interchangeably. Coding “involves attaching one or more keywords to a text segment in order to permit later identification of a statement, whereas categorization entails a more systematic conceptualization of a statement, opening it for quantification” (2009: 201-202). I categorized as I analyzed the material. “The categories can be developed in advance or they can arise ad hoc during the analysis [...]” (2009: 203). Also, I categorized the material into a few simple categories. The categories were taken both from the existing theory as well as the interviewee’s own idioms. When categorizing, I chose to categorize the meaning. This means “long statements are compressed into briefer statements in which the main sense of what is said is rephrased in a few words” (2009: 205). I chose to divide the interviews in to the same categories because even though the elites talked about different things, the course and theme of the interview was the same. My main categories are: *Reputation*, which I chose to divide into two parts: *online* and *local community*. The second is *digitalization*, which I divided into *social media and a new era*, the third is *traditional versus the new*, and the fourth and last is *exclusive versus open*. According to Kvale and Brinkmann, an interview analysis consist of five steps; read through the material, determine the natural meaning

units of the text, simplify the dominating meaning unit and last, thematizing the statements from the subjects viewpoint. The implication of a meaning in a text goes beyond structuring what is said. It means to dig deeper for the interpretation. “The interpreter goes beyond what is directly said to work out structures and relations of meanings not immediately apparent in a text” (2009: 207).

3.2.5 Reliability

In simple terms, reliability shows how reliable the data material really is. According to Kvale & Brinkmann (2009) reliability is “the consistency and trustworthiness of a research account; intra- and intersubjective reliability refer to whether a finding can be replicated at other times and by other researchers using the same method” (2009: 327). Reliability depends on how the data is collected in the research and how thorough and systematic the research is done. The accuracy in qualitative studies is harder to assess than in quantitative studies. In my thesis I will do qualitative research. The research and collection of data in my thesis depends on who is doing it and when it’s done. Reliability is about credibility. It is based on actual events, not the researchers feelings or beliefs. “In qualitative studies the reliability is largely developed during the data acquisition, partly depending on the researchers analysis and interpretations of data gradually when new data is collected”⁴⁶ (Grønmo 2004: 228). My content analysis is based on the texts on Facebook. These texts go together with my analysis of the interviews. I have with a critical eye assessed whether they are relevant to my thesis and research.

I consider the qualitative interviews to be reliable because I used a digital recorder when conducting the interviews. After that, they were transcribed down right after the interview took place. Therefore I could relate to what the subject was saying word for word. This makes the research more reliable. Also I am being self-reflexive when conducting the research. When conducting a qualitative research the researcher have to know that there is no systematic way to test the results as reliable. The researcher has to be self-reflexive. “When the scientist is the instrument for measurement, he/she has to

⁴⁶ I kvalitative studier blir undersøkelsesopplegget i stor grad utviklet under selve datainnsamlingen, til dels avhengig av forskerens analyser og tolkninger av data etter hvert som nye data samles inn” (Grønmo 2004:228).

continuously assesses he/she as an instrument for measurements; therefore is self-reflexivity a very important move with the qualitative method [...]”⁴⁷ (Gentikow 2005: 59).

3.2.6 My involvement

I am a journalist in Akers Avis Groruddalen, one of the local newspapers being researched. I chose to research my own working environment because I was curious and believe that the findings can be helpful in further research on the topic. Because of my involvement I had to be extra careful when assessing the reliability of my data material and research. I believe my personal involvement is an advantage. By doing this research I became a participant of my own research. Sigurd Grønmo (2004) explains that the most typical of qualitative studies is based on participant observation. I am participating in the research by having a deeper knowledge of one of the newspapers I am studying. By being involved in Akers Avis Groruddalen and at the same time using the company in my research I had to be fully aware of my role the whole time. “Mainly this will involve finding the right balance between the role as a participant and the role as an observant”⁴⁸ (Grønmo 2007: 146). The researcher must combine the two roles.

3.2.7 Validity

“Validity can be translated to confirmability, authentic, correctness or truth”⁴⁹ (Gentikow 2005: 59). Validity says how much the research is relevant to the research question. A common way to test the research validity is through face validity (Grønmo 2004: 231). If the data collected are obviously good and spot-on for the research and the thesis, the material is considered valid and satisfying. Grønmo points out that three types of validity should be highlighted when conducting a qualitative analysis; competence validity, communicative validity and pragmatic validity. “[...] It exist several special types of

⁴⁷ “Når forskeren selv er ”måleinstrumentet”, må hun/han dessuten fortløpende vurdere seg selv som sådan; derfor er selvrefleksivitet et meget viktig trekk ved den kvalitative metode [...]” (Gentikow 2005: 59).

⁴⁸ I hovedsak vil dette dreie seg om å finne den rette balansen mellom rollen som deltaker og rollen som observatør” (Grønmo 2007: 146).

⁴⁹ “Validitet kan oversettes med bekreftbarhet, gyldighet, riktighet eller sannhet” (Gentikow 2005: 59).

validity that is more common with assessment of qualitative data because they [...] are adapted the characteristics of a qualitative research”⁵⁰ (Grønmo 2004: 234).

Competence validity refers to the researchers competence for collecting data material of qualitative sort on the actual research field. For my thesis, I have collected a broad knowledge of the two local newspapers before I started the research. I consider myself qualified to take the valid decisions because, as mention before, I am a journalist in Akers Avis Groruddalen. I have chosen to research my own working environment. By doing so, the validity and the reliability of my research could be weakened. But I chose to include Akers Avis Groruddalen in my research because I could use the experience to my advantage instead. By looking into my own workplace, I can more easily obtain information about the organization.

Communicative validity builds on dialogue and conversations between the researcher and other on how the material is valid to the research questions (Grønmo 2004: 235). The dialogue can be helpful in revealing possible flaws in the data material. If the discussion reveals no problems or weaknesses in the data material the validity of the research is seen as satisfying (Grønmo 2004: 235). I have discusses the material with my own sources to a certain extend. I have also discussed the material with my guidance councilor and my fellow students.

Pragmatic validity shows “to what extend the data material and the results in a study forms a foundation for certain actions”⁵¹(Grønmo 2004: 236). This means that the validity is high if the correlation between the results in the study is satisfying. The most important way one can measure the validity is by systematic and critical discussion of the research, the data collection and the data material.

3.2.8 Generalizability

Can the findings of a situation be transferred to another situation? Generalizability means that the research has to have general statistic relevance (Gentikow 2005: 60). Because I am conducting qualitative methods, none of my results can be generalized by statistics.

⁵⁰ ”På den annen side finnes det en del spesielle typer validitet som er særlig vanlige ved vurderinger av kvalitative data fordi de [...] er tilpasset de karakteristiske trekkene ved kvalitative undersøkelsesopplegg” (Grønmo 2004:234).

⁵¹ ”Viser i hvilken grad datamaterialet og resultatene i en studie danner grunnlag for bestemte handlinger” (Grønmo 2004:236).

The lack of statistic generalizability has been the topic of discussion about the qualitative method and the lack of science. Barbara Gentikow (2005) believes that statistic generalizability is not a valid form of quality for empirical qualitative studies. There have been arguments on the topic, on whether it should be called diversity and typical (Gentikow 2005: 61). Kvale and Brinkman (2009) argues that when generalizing, “we may ask not whether interview findings can be generalized globally, but whether the knowledge produced in a special interview situation may be transferred to other relevant situations” (2009: 261-262). I can compare my study to a case study because I am researching a phenomenon where the researcher has no control over the behavior of the study. I cannot take the subjects I am researching and place them in laboratories. Generalizing is only one way to obtain knowledge. Even though my research cannot be statistically generalized, it can contribute to bigger knowledge about something. Kvale and Brinkman points out three form of generalizing; naturalistic, statistical and analytical. Naturalistic generalization is based on personal experience. It “derives from tacit knowledge of how things are [...]” (2009: 262). Statistical generalization is formal. It is based on representative subjects. Analytical generalization is judgment about how the findings can be transferred onto a similar situation. The researcher bases the generalization on logic (2009: 262-263).

4. Interview analysis – Local and social communication

In this chapter I will present the findings from the two qualitative interviews I did with the editor in chief of Romerikes Blad and the managing editor of Akers Avis Groruddalen. As mentioned, I will use Cecilie Staude and Steinar Marthinsens (2012) three tendencies; *increased equality, the culture of sharing and convergence* as the foundation of my analysis. I will also use other theories and perspectives. The findings from this analysis are used to answer the two sub-questions of my thesis about how the local newspapers are building a reputation online and the change of the journalistic role. My main thesis question about how the two local newspapers are using Facebook as a channel will also be discussed in light of the findings. I believe it is important to discuss how the local newspaper are building a reputation both online and in their local community. A local newspaper is well known in their local communities, and would not exist if it weren't for that environment. Therefore I believe it is important to discuss this.

First I will analyse my findings from my interview with the managing editor in Akers Avis Groruddalen. Then, I will do the same with the interview with the editor in chief of Romerikes Blad. Throughout the chapter I will use the same theory in both analysis, and I will compare the two interviews when I do my analysis, and in the end I will sum up the findings.

When analyzing the interviews, I used a protocol to divide the interview into categories:

Omdømme – Reputation:	På Internett - Online Lokalmiljøet - Local community
Digitalisering – Digitalization:	Sosiale medier - Social media En ny epoke - A new era
Det gamle mot det nye - Traditional versus new	The journalistic role

Ekksklusivitet mot åpenhet - Exclusive versus open	
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Figure 2: These are the categories used in the interview analysis. It is translated from Norwegian to English.

4.1 In-depth interview with Akers Avis Groruddalen

This chapter contains the analysis of the qualitative interview conducted with the managing editor in chief of Akers Avis Groruddalen. As mentioned, I will use Cecilie Staude and Svein Tore Marthinsens (2012) three tendencies; *media correlation*, *increased equality and the culture of sharing* to answer mainly the two sub-questions of how they are building a reputation online, with Facebook as the online platform, and how the journalistic role has changed since the emerging of social media and digitalization. First, I will describe Akers Avis Groruddalens role in the local community. I believe it is important to map out the traditional thoughts about their reputation in the local community, before I discuss how they behave online.

As mentioned before, Akers Avis Groruddalen saw the light of day in 1958. It covers a smaller area than Romerikes Blad, but is still seen as the local newspaper in Groruddalen. Groruddalen consist of four parts: Stovner, Grorud, Bjerke and Alna. Over 140.000 people live in Groruddalen. Akers Avis Groruddalen is a paper that you either have a subscription too, or buy at the local store.

Managing editor in chief, Hjalmar Kielland jr, is the son of the editor in chief Hjalmar Kielland, who initially started the newspaper with one other person back in 1958.

4.1.1 The traditional reputation

Even though my sub-question is how the newspaper builds online reputation, I also want to discuss the importance of the reputation attached to a community. The newspaper would not exist without its connection to the local society. Also, the local community is something that Akers Avis Groruddalen values the most. Reputation has always been important for Akers Avis Groruddalen. The name Groruddalen was actually launched by the editor in chief in 1960. He launched it as a collective name for the newspapers area of coverage. The name came naturally, because of the name Grorud. It is a part of Oslo, and

lays in the center of Groruddalen, hence the name. According to the newspaper, the newspaper gave an identity to a huge collective community. It arose in the very beginning of the time when the suburbs⁵² started to emerge.⁵³

The newspaper gained a special role when it came out in the beginning of a time when the area was in transition. We got the chance to take part when all of these new housing areas and suburbs were built. And we could refer and write and be sort of a service organ for the change. (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

According to Birgit Røe Mathisen (2010), the media is a part of what forms us and what help us create our identity. The local newspaper has great symbolic value to a local community. It is what connects the citizens to their hometown. It is where people read the local news, the news about the sports team they are involved in, or about culture; what band is coming to their hometown next, what cultural event takes place next. “It is about the feeling of safety and community, the possibility to identify and the experience of being a part of a bigger picture”⁵⁴ (Mathisen 2010:31). This coincides with the goals and vision of Akers Avis Groruddalen. Their goals are to be a connection between the democratic political power and Groruddalen. The biggest part of the newspaper is the patriotic attitude towards Groruddalen:

We are connecting people together and see the issues with a magnifying glass. They can be both negative and positive, and that is the traditional thinking of a newspaper, to be a forum for debate in addition to everything else. What’s special about us is that we fight for Groruddalen in every way. The newspaper becomes a mean to obtain a bigger goal. And that is to lift Groruddalen up and make sure we get our righteous part of the money from Fabian Stang (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

For Akers Avis Groruddalen, to create a reputation online starts with the local community and the traditional newspaper. In a local culture, a general understanding of the collective self-understanding lies underneath.

⁵² ”Drabantby” – an explanation often used for some parts of Groruddalen. This is because of the 1960s when the government decided it was time to build concrete buildings housing a lot of people in Groruddalen.

⁵³ Local history on Akers Avis Groruddalen homepage: <http://www.groruddalen.no/avisens-historie.19216.no.html> [Last visited 10.01.14].

⁵⁴ ”Det handler om følelsen av trygghet og fellesskap, mulighet til identifikasjon og opplevelsen av å være en del av en større sammenheng” (Mathisen 2010:31).

The fact that we have a common task and a common fight, have contributed to bring Groruddalen together. We have the mechanism of an outer and joint task and so we stretch to find solutions. This creates a dynamic (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The newspaper is important to the local community, and vice versa. But is this also creating a divide between the younger and older readers? The younger readers may not be as connected to the local identity of Groruddalen, because most of the changes in Groruddalen happened in 1960-70.

It is a lot of people that thrives on the notion of “The Groruddalen spirit” that goes back to the beginning. A person well known to the newspaper moved here in the 1970s and said that it was like moving to heaven (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

This means that people that have been following the newspaper, have a great understanding of what the paper means to them, and vice versa. But what about people who just moved to Groruddalen? The young couple that just moved to Groruddalen and just starting to subscribe to the newspaper because they want to be a part of the local community, are they going to get as much feeling of belonging to a local community as the ones that have lived there for years and generations? The younger readers are getting their dosage of news online rather than in the traditional newspaper. This brings me to the next chapter about how Akers Avis Groruddalen is creating an online reputation.

4. 2 Akers Avis Groruddalen online

We may be the local newspaper in Norway that has been at the forefront the whole time. Even though we now sit in the backseat. We were the first newspaper in Norway that began with local TV in 1981. We were in the forefront when everyone talked about local radio [...] and we were the third newspaper that launched the newspaper online, many years before VG (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

Akers Avis Groruddalen has an online homepage, a Facebook account and a Twitter account. Managing editor Hjalmar Kielland jr. explains that they use Facebook as an addition to their homepage. They want to share what they have posted online and make people connect to both platforms.

Now we are on the verge of something new. Our newspaper has an online homepage that we update on a regular basis, and we have a Facebook page that we connect with the homepage, so that people can communicate through articles we already printed in the newspaper, and can make new comments and input. There are lots of newspapers in Norway right now that try out different models on how they can make money (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The managing editor explains that they are very careful about what they write on social media platforms. This is because the notion of the traditional newspaper is so planted in their way of making a newspaper. For Akers Avis Groruddalen, being a part of the new era and digitalization is about making people talk more about Groruddalen in general. Their ultimate product is the traditional newspaper.

The whole media society in Norway are trying back and forth, but what's important to us, and a lot of other newspaper of our kind, is that we have to be careful to shake too much about what's our main product for the time being, and that is the traditional newspaper (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.1 Social communication of Akers Avis Groruddalen

Cecilie Staude and Svein Tore Marthinsen (2012) talk about social communication. On several platforms, the communication has been more social. People are interacting more; they are sharing and communicating with each other on another level. According to Staude and Marthinsen, organizations like a local newspaper have to interact with the readers in a personal way. The journalist needs to talk with the readers, not just to them. Even though the journalist in Akers Avis Groruddalen are using Facebook and the newspapers homepage to draw new and old readers in, the notion of what the paper really is and have been for many years lies in the background. The managing editor emphasizes this. The social media sphere is growing, and Facebook is almost a necessity among local newspapers.

I believe it is a tool that right now is necessary to be a part of. And it has become one of the big avenues that everyone uses. But suddenly, something else can pop up (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation)

Therefore Akers Avis Groruddalen is holding back on what they are publishing. Not every article is published online and not everything is shared on Facebook. The managing editor explains that he know social media is necessary, and they are very much riding the

wave. But just as quick, the wave may breach and they find themselves in deep water. Therefore they have taken some cautious steps online:

Everything can be published but we have been careful of publishing too much. And sometimes parts of an article is published online with a short version and the text “read more in the newspaper”. It can function as a stimulus to make people go a step further (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.2 Increased equality

Cecilie Staude and Svein Tore Marthinsen (2012) argue that social communication leads to increased equality between the consumer and the producer. The lines are not so clear anymore on who decides and the consumer is more involved. “Increased communication between people in the new media leads to the challenging of hierarchal structures”⁵⁵(Staude et al. 2010: 24). People are more willing to make contact on social media platforms, because increased equality makes it easier. The consumer becomes so much of an active participant as he or she wants. Managing editor Hjalmar Kielland jr. believes that discussion among people online is only going to increase, but in a different way than what we are used to now:

I believe that as time passes us by, it will become of internet as it has on television or with radio earlier, that a lot of people throw themselves on to new trends, that is new and exciting, but after a while these types of discussions and channels will come together so it becomes fewer but larger platforms. And I believe the newspapers and media organizations will collect a lot of activities like this (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

He explains further that even though social communication creates equality between the reader and the journalist by making them co-exist in a sphere that does not care about titles, the social media platforms will continue to have monopoly on their readers: “As the same way as Facebook is becoming a huge channel, one can see how Facebook actively contributes to new and exciting things happening on their platform and not anywhere else” (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation). Even though the lines are blurred between the consumer and the producer, the producer still want to make sure the consumer are blurring the lines on their own platform.

⁵⁵ ”Økt kommunikasjon mellom mennesker i de nye mediene medfører at hierarkiske strukturer utfordres” (Staude et al. 2012:24)

Staude and Marthinsen explain that the media is developing a “Collective intelligence where we as Internet users are present and connects on mutual platforms, instead of just doing our own thing”⁵⁶ (2012: 27). Managing editor Hjalmar Kielland Jr. explains that local journalists are not just journalist anymore. They have to be a part of several platforms and have a severe knowledge of the media landscape. And that is not easy for a well-trained journalist with a lot of experience from the traditional newspaper. The boundaries between the traditional and the new are more visual to the younger generations than the older ones:

Everything is digital and it does not just include Facebook and the Internet, but also the way to make a newspaper. So what’s changed is that every journalist also has to have certain knowledge of technology to keep up. And it is not so easy for the elderly, but the younger ones who grow up with this have it in their system to begin with (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.3 Culture of sharing

Readers of a newspaper are no longer passive receivers. People are more connected. By sharing on different platforms, the more people will hear about Akers Avis Groruddalen. Hjalmar Kielland jr. wants people to acknowledge the newspaper because of Groruddalen as a place. The newspaper has a goal. To write about events about and in Groruddalen in a positive matter, so that people will change their vision about Groruddalen. In Oslo, Groruddalen has always struggled with its reputation. It has been an internal “fight” between two parts of Oslo, Groruddalen and the west side of Oslo. According to the managing editor, this is why the reputation of the newspaper matter so much.

When you live in Groruddalen or have grown up here, you get a strong connection to the place. And you want to protect its reputation and make other people see just how great we have it here. And that is something the newspaper is a part of. By aspiring people to read about positive things in Groruddalen, both online and in the newspaper, the reputation of Groruddalen is getting better, and also the reputation of the newspaper (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The managing editor believes the newspaper has played a huge part in increasing the newspapers reputation. “It is kind of like the newspaper and Groruddalen in a nutshell”

⁵⁶ ”Kjernen er at vi utvikler en kollektiv intelligens der vi som nettbrukere er til stede og knytter bånd på felles plattformer, i stedet for at vi bare holder på med hvert vårt” (Staude et al. 2012: 27).

(Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation). The newspaper makes people see Groruddalen in a different light.

The newspaper is building a reputation online by developing their media platforms. But they are only in the beginning. The managing director has a lot of knowledge about the newspapers history and identity. But the new technology is different. Hjalmar Kielland jr. has worked in the newspaper since 1982. “The fact that I was born into this means I have contributed in different ways through the years” (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation). His knowledge about social media is not great. But he believes that they are only starting to develop the newspaper online, and in that way creating an online reputation by sharing and contributing on Facebook. Skogerbø and Winswold (2008) found out in their research about how the audience of local newspaper assesses the print version and online version that community attachment favors print readership. Attachment to the local community gave a strong effect on print readership.

Akers Avis Groruddalen connects the Facebook page with the homepage. People share articles and opinions online on different platforms. The managing editor in chief talked a lot about the spirit of Groruddalen. For him, the newspaper is a big part of something bigger, the development of a greatly underestimated local community.

4.2.4 Convergence

Traditional media and the new media live side by side. Journalists have to adapt to the changes and know more than just how to write good articles. They have to have a greater understanding for social media and how to write for Internet. Akers Avis Groruddalen is slowly getting there. They are trying to build a reputation on various platforms but they are still holding back. Managing editor Hjalmar Kielland jr. describe the process as “pending” because they do not want to dive into something without knowing the outcome. Akers Avis Groruddalen has used several platforms before. According to the managing editor, the local newspaper was one of the first newspapers that started with local TV. “We were the first paper in Norway that began with local TV, that was in 1981” (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation). Later on, they started a local radio channel. This is something the managing editor remembers.

It was in a time when the media landscape started to see changes. In 1995, Akers Avis Groruddalen slowly started to experiment with Internet publishing.

The managing editor does not believe Internet is something that will disappear in the future. Rather, it would evolve. He believes we are just standing at the bottom of the mountain that is the media landscape.

It is exciting to see. I don't believe that Internet will be something temporary, that in ten years we are back to traditional newspapers. I think it is more about what shape it will have. And I don't think the traditional newspapers are gone. I think a new form of media will come; a new form we don't know how will develop. That is why a lot of papers are trying to come up with something new. Facebook and Snapchat are examples that people can make something up that suddenly will leave ones stamp on the media culture. So there are probably a lot of things that are going to happen, that we just don't see yet (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.5 The traditional versus the new

One of the areas the managing editor in chief talked about during the interview was the relationship between the readers of the newspaper. Hjalmar Kielland jr. described the readers as two types, as readers of the traditional media and the readers who used new technology. The managing editor talked about a recent meeting he had encounter with a company that wanted to change the newspapers profile online. "We had to experts from a company here yesterday that develops Internet pages for newspapers and they say no one have found a model that works one hundred percent yet" (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation). He explained that rushing into new platforms and ideas would harm the newspaper. They thrive on subscribers. But he was quick to talk about how Akers Avis Groruddalen hadn't lost that many subscribers, and that there had been a slight decrease of advertisement. This is something I found did not match the experience I had with the subject, or the recent numbers showing that people, mostly young people, are reading their newspapers online.

For us it has been a very low decrease, so we have managed to hold on to that and that show the people are very fond of the newspaper and after a while when people develops and grow, it would naturally be a scattering of how people use the newspaper. The two from the media company could refer to older people liking to have a traditional newspaper they could hold and browse through, while the younger ones liked using the iPad (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The managing editor also proclaimed that the system would be less fragmented in the future. People will be able to choose how they want to read and perceive the newspaper, even with the smaller newspapers.

In about five to ten years it will also be the smaller newspaper, inclusive us, that the readers have to choose to read as traditional, on the iPad, tablet or the cell phone. But for us and for a lot of others it is stupid to do something hasty so we don't shake the fundament the newspaper is built on (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The managing editor also talked about the other newspaper I am studying in this thesis, Romerikes Blad. The two newspapers are not far from each other, and they cover some parts of the same area. Hjalmar Kielland jr. compares what's happening in Romeriket now as the same that happened in Groruddalen in the 60s and 70s. "You have Romerikes Blad on Romeriket where it has been a continuous development, it may be compared to what happened in Groruddalen in the 60s and 70s, but even so they are not able to keep up the circulation of newspapers" (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.6 The local model

Akers Avis Groruddalen has a lot of young journalists. It is not a big organization but thrives on the young and able people that want to write for their local community. By doing this, they can slowly enter the mediated world of social media because young people often choose to read the news online. "Also the local newspaper faces challenges, especially when it comes to the younger readers. Readers under 30 years often use the Internet to feel updated, rather than buying a traditional newspaper"⁵⁷(Mathisen 2010: 21). This is something the managing editor acknowledges, but he seems to take it all with great peace:

Now it is a revolution. Even if people read the newspaper as they always have, on paper, or if people read it on their cell phones, it may be not that important. Just that the work is done and the assignments are solved. That is how I think (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

⁵⁷ "Men også lokalavisa møter utfordringer, ikke minst når det gjelder de yngre leserne. Lesergrupper under 30 år bruker oftere heller Internett for å holde seg oppdatert, enn å kjøpe papiravis" (Mathisen 2010:21).

Akers Avis Groruddalen also give all the journalists access to their Facebook page, so that every journalist can publish exactly what they want. It is the young journalist that publishes the most, and the marketing division publishes stories in how people can be subscribers. In a way, the journalists are trying to talk with people, not to them. But my impression of the strategic communication on Facebook is not the same as the managing editor in chief has. My impression is that they do not have a good enough equipment to solve the “crisis”, and that would make it difficult to obtain younger readers:

It has been a strategy in this house that every one has access to the Facebook page. The media company that visited us yesterday told me that a lot of newspapers make sure the journalists have access on Facebook to publish stories of their field of expertise, but with us, everybody have access to everything. Every one can publish stories, and publish on Facebook (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

The question is not that every one has access; it is what they are doing with the access. The managing editor explained that he knows the system needs an upgrade.

I have though that the Facebook page has to stay alive all the time, and I can see that we have some room for improvement and development there, but we are trying to connect the Facebook page to the homepage so that they can compliment each other. And we see that a lot of people are commenting articles shared on Facebook. It is a connection there, but we have a lot to go on (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.2.7 More than just profit

Every newspaper needs to make money for various reasons. One of the main reasons Akers Avis Groruddalen needs to make money is that they believe they are great contributors to the local community. According to the managing editor they are the glue that holds everything together. First and foremost, the local community is the most important thing. The newspaper wants to get more subscribers to make people read more positive articles about Groruddalen. Jürgen Habermas argued that the mass media should contribute to a healthy public sphere, and that the media organization should target citizens, not consumers (Croteau et al. 2006). During the interview with Hjalmar Kielland jr. I found out that this is exactly what Akers Avis Groruddalen are trying to do. They want to be a public sphere for everything that happens in Groruddalen. Profit and marketing and reputation are good, but it is just there to reach the ultimate goal. To make

people read about Groruddalen. To lift the spirit of Groruddalen, and to write for their local community so that people identify with the values.

4.2.8 The journalistic role

The managing editor explains that the journalistic role in Akers Avis Groruddalen has changed in how they are publishing their articles. He argues that how the articles are shared with the local community has changed, and this points to the journalist being more digital and versatile than ever. Also, because of the change in the market with a decrease in the sales of the traditional newspapers (Høst 2012) journalist may tend to write more commercially and the lines between commercial journalism and editorial journalism may blur. This is something the managing editor in Akers Avis Groruddalen is aware of.

It is easy to think that when the bank is empty, you have to stretch a bit further to meet such a commercial market. We can see it with e.g. the Olympics, because the reporters have to wear a special jacket from a special brand. But people have the ability to see the difference between editorial and advertising journalism. When these two lines are starting to cross, a lot of grey areas may appear (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

Kielland Jr. also argues that anyone now can write good stories and form their articles as editorial journalism. He argues that is how the journalistic role has changed, because things were much harder before. Now anyone can sit down at a computer, write a blog and be famous for their views and opinions. The digital age allows people to cross over different boundaries and norms. “To make a newspaper now in contrast to thirty years ago is much more easy I believe. Almost anyone can have a computer and sit down in their home and write. That was not the case thirty years ago. Then you had to go to printing and hand-deliver the pages of the newspaper yourself” (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

Even though the digitization poses some changes to the local journalistic role, as them having to be more diverse and write on different platforms, Hjalmar Kielland Jr. believe Internet and social media can contribute to give people better opportunities now than they had before.

Back in the days it would not be possible for a housewife from Tromsø to write Norway’s most popular blog. It would be a longer way to get there. The housewife probably had to move to Oslo and start to work for a weekly magazine, maybe. But now everything moves a lot faster. And it is

the case with newspapers as well. Before it was very important for the bigger newspapers to print as late as possible in the evening, to make the news fresh in the morning. But now, that is not so important anymore. The newspapers have retreated, because if something dramatic happens, it is easier to publish it online (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation).

4.3 Romerikes Blad online

This part contains the other half of the analysis of the elite interviews. This chapter contains the analysis of the interview conducted with the editor in chief of Romerikes Blad. I will also here discuss the analysis with Staude and Marthinsens (2012) three tendencies: *increased equality, the culture of sharing and convergence*. I will also use other parts of my theory chapter. First, I will describe the role of Romerikes Blad in the local community. Then I will address how they are communicating online and what kind of strategy they use on Facebook.

Romerikes Blad is a local newspaper that covers in total 14 communities. It became as mentioned an online newspaper in 2000. Today the media company Amedia owns the newspaper. They have about 30.000 daily editions, and can be categorized as a big local newspaper. It is a daily newspaper, not like Akers Avis Groruddalen, which is published two times a week.

4.3.1 The traditional reputation

The editor in chief of Romerikes Blad is Magne Storedal. He became the editor in chief may 1st 2013. He has previously worked as chief of the news in the Norwegian newspaper Dagens Næringsliv. Because I interviewed him in September, he had only been editor in chief of Romerikes Blad a couple of months. Also, he is used to run a bigger newspaper. But I got the impression that he knew a lot about how to run a newspaper in a local area and what to expect from the local community. In difference to the managing editor in Akers Avis Groruddalen Storedal did not know a lot about the history of Romerikes Blad or the local history. But he seemed to be more up to date with the technological change in the newspaper. Therefore I consider him an elite source for my thesis.

Magne Storedal seemed to know about the vision and goals of Romerikes Blad. “The paper is close and useful and a dominant news operator in Romeriket. We shall be a dominating operator of local news in Romeriket” (Interview with editor in chief Magne Storedal 27.09.13: my translation). Unlike the managing editor in Akers Avis Groruddalen, Magne Storedal did not talk a lot about Romerikes reputation and history. He knew about the origin of the newspaper, but that was all. But he did have a lot to say

about the role the newspaper played on Facebook and how they are strategically communicating on different social media platforms.

4.3.2 Romerikes Blad and social communication

Romerikes Blad has an account on Facebook and Twitter. They also have a homepage. The editor in chief of Romerikes Blad believes that the times of the traditional newspaper is not outnumbered. But he also believes that newspapers are going through a transition.

What's going on is that editors and media concerns say that everyone should do what they have always done, like on Facebook and by all means collect profit and new readers. But do it when moving onto the next platform and worship that (Interview with editor in chief Magne Storedal 27.09.13: my translation).

Magne Storedal believes that the editors of newspapers, and newspapers as a product, are going through a change now. By having so many channels online, they are not just editors and newspapers in a local newspaper, but a large media concern in the local community.

We are in a way on full speed ahead from being an editor of an old traditional newspaper with an additional homepage online, to be an editor of a digital website, that also gives out a traditional newspaper. It is changes of trends with were the focus is (Interview with editor in chief Magne Storedal 27.09.13: my translation).

Unlike Akers Avis Groruddalen, Magne Storedal believes the local media are now writing for the online community with the traditional newspaper as an addition. Managing editor Hjalmar Kielland jr. in Akers Avis Groruddalen explained that the main product is the traditional paper, and that everything they do online are in benefit of that product. This contradicts with the views of Magne Storedal. The online newspaper is where the power is. It is where the new times are starting to emerge. When I took a look at the two newspapers homepages, I realized that Romerikes Blad have a much more complementary homepage. Of course the traditional newspaper are highly respected. But it is not the most important thing. The online version has a lot of articles and themes. Magne Storedal has a vision to strengthen the newspapers position in the local community, also as a strong online local newspaper.

4.3.3 Increased equality

There is, as mentioned before, an increased equality among media companies and the consumers. People are commenting, and they hold the power now. And Magne Storedal realizes this. He believes that it is indeed a change of power online. Journalists are more open to talk to consumers, and even so, not talk to them as consumers but people that may be of great contribution to the local newspaper. “With a simple press of a button we can jump in and out of both the producer and the consumer role. And we are partly both operators and audience”⁵⁸ (Staude et al. 2012: 25). This coincides with what Magne Storedal is explaining. Social media platforms are wiping out the inequalities of being a reader and a journalist. Readers are more and more involved. By commenting on Romerikes Blad Facebook posts, they help break down the barriers. The journalists are directly addressing the readers, and they respond, often with strong opinions about the case of matter, or just their connection to the local community.

Facebook is an interactional channel. In the old days, the editors and the newspapers decided what they would send out and so people had a choice either to like it or do not, and buy it or not. And then we got a couple of letters to the editor in return. That was the old model. But now its more like we cannot tell people what they are supposed to read, they are supposed to tell us what they want for us to create it for the people wanting to read that (Interview with editor in chief Magne Storedal 27.09.13: my translation).

In addition to this, Magne Storedal has seen the change coming for a while. The social communicative tools are available for every one. Every one can start writing a blog, or they can create a Twitter account to form their own opinions. The editor in chief explains that there has been a change of roles.

People have become their own editors. They are imposing requirements to us, so that if they do not get what they enjoy to read from me, they will not hesitate to turn their attention somewhere else. The relationship is greatly changed in disfavor to me and in favor to the reader. And then the model that Facebook poses, the culture of sharing, likes and comments, it is kind of a new culture that we have to adapt to (Interview with editor in chief Magne Storedal 27.09.13: my translation).

4.3.4 Culture of sharing

As mentioned, the editor in chief believes the culture of sharing is something they have to adapt to. Newspapers are sharing their views and asking the readers to do the same.

⁵⁸ ”Med et enkelt tastetrykk kan vi hoppe inn og ut av både produsent- og konsumentrollen. Og vi er vekselvis bare aktører og publikum” (Staude et al. 2012:25).

Staude and Marthinsen (2012) explain that the urge to share derives from wanting to create value and joy in other people's life. As for media companies, new collaboration methods occur. Magne Støredal agrees with this. He believes that because of the culture of sharing, they can now get more insight to what the reader wants.

I will begin to send out some of the stories we are working with on Facebook. For example "today we are working with these stories. Can you help me? Do you have opinions about this, or knowledge?" This is a good way of getting feedback. What do people want to read? Before we sent out stories in a big empty room. And if people were happy with the newspaper, they rated it with numbers or something else. Now we can automatically see the feedback and get honest and brutal feedback on what the readers want to read (Interview with editor in chief Magne Støredal 27.09.13: my translation).

On social media sites, people have the chance to form an opinion and share it to the other end of the world. The readers of Romerikes Blad have the chance to take part in the articles published by commenting and sharing. On Facebook, people may share the article on another person's wall to make a point. The editor in chief believes that the journalists have to be much more active on social media sites in the future. He thinks the readers now have the power and that the journalists have to adapt to that by trying to fit in on social media and be compatible with what the readers want.

We will seek out people in a bigger scale. We will be more on, and send out more friend requests, the journalists have to be much more tactic in getting as much contacts as possible through Facebook, we have to be better at answering readers, or potential readers, when they want to know something and we have to be more active, rather than recipients. And we have to be more schooled and work more coordinated (Interview with editor in chief Magne Støredal 27.09.13: my translation).

By adapting to social media and how the people share information online, Romerikes Blad may be able to promote their newspaper in a different way.

4.3.5 Convergence

Romerikes Blad is using several mediated platforms to promote the media organization as a whole. They have a Facebook account, a Twitter account, a website and a traditional newspaper. Also, they sometimes have an online sports magazine connected to the homepage. As Staude and Marthinsen (2012) explain, coverage on different platforms makes it easier to spread the information quicker. The niche communication on social media may lead to mass communication because of convergence. By talking about the

new media in the traditional media, and vice versa, a greater understanding of the product is at hand. This may help promote the product both online and in the traditional way. An example of this is TV shows. Some programs use new media to connect with the viewers, for example are different TV-shows using Twitter to make the viewers comment and form an opinion to share with other viewers. Often, tweets are rolling over the screen with different views and opinions. Romerikes Blad has also understood this change.

Magne Støredal talks about being approached by the soccer-club Lillestrøm, which is one of the biggest soccer clubs in the whole country. They wanted him to send out a message on all platforms, with the goal being inform people about a big game. By doing this, he made use of all his platforms, and promoted the newspaper as well:

On Monday, Lillestrøm sports club approached me. They wanted me to help them to get attention around the fact that it was three days to the semifinals. And I said yes, because it was in my interest, or the newspapers interest, that the team made the semifinals. That sort of thing is good for the area, and what is good for the area, makes it good for me, so we have something to write about and people are enthusiastic and happy. We had a meeting and we decided we were going to make classical traditional newspapers with countdown to the game and good articles about it. At the same time, I used Facebook and the website to recommend that people could invite a friend to the game they had not seen in ages. We put that message out on Facebook with the title "Bring the trophy home" and bring a friend to the game. And people liked and commented, and shared. I do not know how many who shared it, but it may seem like this work had something to do with how many showed up to the semifinals (Interview with editor in chief Magne Støredal 27.09.13: my translation).

Støredal explain they used three platforms for one message. "We did it in the traditional newspaper, we did it online and most of all, we did it on Facebook, which lead to NRK making a sequence where they said I took the initiative" ((Interview with editor in chief Magne Støredal 27.09.13: my translation). As mentioned, Støredal believes convergence is a way to communicate with the readers, to create a dialogue. It is a way to promote the newspaper and promote the newspapers reputation.

It was a way to start a dialogue with a certain audience and what was great was that I improved my relations to Lillestrøm sports club, I improved my relations to the people who saw me at the game and came over to say hi, and I improved my relations to the people reading it on Facebook. Nobody was angry with me, and everybody was happy that I did such a thing, and they though it was great (Interview with editor in chief Magne Støredal 27.09.13: my translation).

4.3.6 The social strategy

In contradiction to the strategies being used by Akers Avis Groruddalen on Facebook, by having a rule that every journalist shall publish at least two stories on Facebook a day, and connect this with the homepage, Romerikes Blad are trying to generate a debate. “We are trying to chose from the bouquet of articles we make every day, and the one we believe will generate the biggest debate, or the most power of sharing, we will pick” (Interview with editor in chief Magne Storedal 27.09.13: my translation). Romerikes Blad wants to use Facebook to promote the newspaper, but first and foremost the newspaper as a media product. By creating debate on Facebook, Magne Storedal believes he can introduce Romerikes Blad to people outside of the local community, or people in the community that has never cared about their local newspaper. He also explain that by generating debate on their Facebook page, it may lead to something bigger, as a national debate at some point.

For fourteen days ago, we wrote about a girl who was hired as an assistant at a school in Skedsmo. She was on her way to sign some papers, but then the principal saw her, and she was covered in tattoos. Then the principle refused to have her, because he meant she would be a bad influence on the students. We wrote about the story and published it on Facebook. It is the most shared story we have ever had, I cannot remember how many who shared it, but when we took a look at the traffic on our website, we saw that people from all over the country came back to the original page to read the story. It became something bigger than just Facebook (Interview with editor in chief Magne Storedal 27.09.13: my translation).

By doing so, Romerikes Blad generated a debate much bigger than Facebook and social media. It became the talk of the dinner table. “The story was good because it generated a lot of conversations at home, between man-woman, dad-kids and mom-kids. People asked “What would you do?” and it worked like a hot topic” (Interview with editor in chief Magne Storedal 27.09.13: my translation). Romerikes Blad does not have an exact strategy. Unlike Akers Avis Groruddalen, they do not see the traditional newspaper as the main product. The main product is the whole organization. But they are not throwing everything out in the social media sphere either. Like Akers Avis Groruddalen, they are holding back in some parts. The editor in chief explains it as “the starting point”. “I would be a fool if I did not believe the newspaper is progressive, but we are not ahead. We will use social media in a different way in the future” (Interview with editor in chief Magne Storedal 27.09.13: my translation).

4.3.7 A more human approach

The role of the journalist has been discussed a lot through the years. Arne Krumsvik and Rune Ottosen (2012) explain that journalists in the Norwegian newsroom are happy with the changes of digitization, but it creates a lot of pressure. Journalists have to work on more platforms than they did before, and they have to have different roles. Online, a journalist may be allowed to break the norms, and use an oral language to attract readers. By sharing and talking to people like there are no professional divide between the readers and the newspaper, they invite people in to their digital sphere to discuss and comment. Just like the managing editor of Akers Avis Groruddalen, the editor in chief of Romerikes Blad, Magne Storedal, does not think the journalistic integrity is well-preserved anyways, and he believe that by being more active on social media platforms, journalists can be perceived as “regular” people.

We become humans, like everybody else. Norwegian journalists have not had a good reputation. We always finish last in every survey that I know of. The fact that we become human and participate on Facebook, and in a way highlight who we are and what we do, I believe that is good. You become a human that people can relate to (Interview with editor in chief Magne Storedal 27.09.13: my translation).

Like Akers Avis Groruddalen, Romerikes Blad does not have specialized journalists who takes care of the social media platforms. Magne Storedal believes it is everybody’s job to ensure activity and keep in touch with the readers. In bigger newspapers like VG and Aftenposten, they have people working with only social media. In that way they can be quick to answer people and possible find an outcome for a story.

What is interesting, is that the editor in chief of Romerikes Blad praises the debate and culture of sharing, but admits that he like the social platform Instagram better than Facebook.

What is sad is that people, wherever they are in the world, goes through the trouble of posting negative comments. It is a big difference from those who use Instagram and those who comment on websites. People who use Instagram are positive, creative and nice, while the people frequently commenting online are many times angry and bitter (Interview with editor in chief Magne Storedal 27.09.13: my translation).

4.3.8 A threatened local profile

Unlike managing editor of Akers Avis Groruddalen, Magne Storedal does not believe the local model as we know it today, will last. “I believe everything is flowing, so that the position that the local newspaper have taken for granted, are very easy to threaten because, especially when going digital, it is not like people are true to their brands online. It is like TV-channels, you navigate horizontally” (Interview with editor in chief Magne Storedal 27.09.13: my translation). Storedal argues that people are looking for what is interesting, not who is making the interesting available. “If *you* do not have anything interesting, than maybe *you* have something interesting instead. And who is the provider, becomes less important” (Interview with editor in chief Magne Storedal 27.09.13: my translation). He argues that the connections people have with the traditional newspaper are higher than the connection to the online platform. People are loyal to the newspaper that has been a “friend” in many years, not so much the online website. “I believe we have to be careful to think we have the strength in marketing online as we have on paper” (Interview with editor in chief Magne Storedal 27.09.13: my translation).

5. Facebook – a “must have”

In this chapter I will present findings from the text analysis of the two local newspapers on Facebook. This chapter is answering my main research question about how Akers Avis Groruddalen and Romerikes Blad are using Facebook as a tool to promote the newspaper and implement social media as a part of their journalistic approach. The analysis also sheds light on the different aspects with my two sub-questions. As a base for my analysis, I will use Kaplan and Haenleins (2009) five points on using media and being social. The findings say something about how the local papers want to be perceived by their readers and people on social media. It also shows how the two papers communicate with their readers and the local community. As mentioned in the method chapter, I categorized my findings in four categories: promoting the newspaper, communicating with the readers, connecting with the readers and linking to the homepage. I believe these categories will help me answer the research questions and shed some light on how the two newspapers are adapting to Facebook.

5.1 The two newspapers

Both of the local newspapers have a Facebook page. They are also present on Twitter. Every post posted on their Facebook feed is also posted on Twitter. But they did no effort in communicating on Twitter. Romerikes Blad use Twitter more than Akers Avis Groruddalen. “We are present on Facebook and Twitter, but mostly Facebook. Facebook are easier to use to connect with the readers” (Editor in chief of Romerikes Blad 23.09.13: my translation). As a company on Facebook, they could choose to either be a “fanpage” or have a regular page that allows people to send friend requests. The trouble with this solution is that it is not accessible for everyone. People have to send out friend requests to read the posts. None of the newspapers used this solution. They both have “fanpages”. Both of the Facebook pages were readable to everyone and the public. Social media platforms thrive on social communication and participation. Social media give companies the opportunity to highlight their readers. Without the readers, there would not be a newspaper (Staude et. al 2012: 96).

Social media sites as Facebook are designed to make people communicate, share and participate. People can share articles with pictures, videos, links, and so on. People

can also chose if they want to have Akers Avis Groruddalen or Romerikes Blad show up on their newsfeed, a sort of updated storyboard with the latest stories from friends and connections. The newsfeed exploded in 2006 when first introduced. This allows everyone to share different stories they read on the feed (Aalen 2012: 60). On Facebook, people from all over the world can comment on the same published story. Facebook has blurred the lines between status and participation by making it a social sphere where the public decides on what is popular or not. Think of it as a food court in an American high school movie. Now, the publics are demanding that everyone can participate and that not just the popular table rules the public sphere. People do not have to sit and eat in the toilets anymore; they can interact without these social lines colliding.

In this chapter I will first present the findings from the text analysis of the Facebook posts of Akers Avis Groruddalen and then I will do the same with Romerikes Blad. The data material is text analysis of the two newspapers Facebook posts from March 2012 to November 2012. The findings are combined with the findings from the in-depth interviews as well as theoretical perspectives. I have also included screenshots when necessary.

5.2 Akers Avis Groruddalens use of Facebook

The first part is about Akers Avis Groruddalen and how they use Facebook. The first post Akers Avis Groruddalen posted on Facebook was on March 6th in 2010. The local newspaper joined Facebook March 2nd 2010. The first post was a link back to the homepage. The profile page existed of information about the newspapers history and origin, as well as a link to the homepage without any textual reference. By 14th January 2014, 2671 people liked the page and 68 people talked about it. The most popular age group was those between 35-54 years old. In the period of my research, it was posted 69 posts. A lot of the posts has comments and “likes”⁵⁹. 82 people liked the posts in March 2012, and 21 people liked the posts in November 2012. Of the posts, 69 of them was published by the newspaper, making it a 100 percent posts by them. One or more people liked every post. There was not a single post by the readers, except in the comment section. You do not get to know a lot about the people commenting. But it became clear that people were attached to the local community. And 32 posts linked back to the website. Because I concentrate on how the journalists are using Facebook, and not the readers, I will not include all the comments in this analysis, only the posts published by the journalists.

5.2.1 How is Akers Avis Groruddalen presented on Facebook?

In general the content had a positive tone. Because all the posts from the period was posted by the newspaper, the content was about what was going on in the local community, and about how everybody could read the traditional newspaper or read more on the newspapers website. Some of the posts did just have pictures from a sporting event, and it was even some posts containing promotion of the traditional newspaper and how to become a subscriber. But even though all the posts came from the journalists, people commented on some of the posts, and sometimes got a respond from the newspaper. But most of the comments were just opinions on the journalistic articles linked in the posts. I interpret that Akers Avis Groruddalens Facebook page was there to

⁵⁹ “Likes” – an application on Facebook that allows people to click on a like-button on posts.

generate a sense of belonging in the local community, much like what they are trying to create with the traditional newspaper.

5.2.2 Ten points

As mentioned, I use Kaplan and Haenlein (2010) ten points on using social media and being social as a base in this analysis. They believe five points for using social media in the way they believe is right and being social are: *chose carefully and pick the right application, ensure activity, integration, access for all, being active, be interesting, be humble, be unprofessional and be honest*. I use these points in comparison with my findings from the text analysis to see how Akers Avis Groruddalen are implementing these points.

5.2.3 The right application

Kaplan and Haenlein (2010) talk about finding the right medium to use when publishing news online: to *choose carefully and pick the right application*.

Facebook is used by a lot of media organizations. The big newspaper in Norway has a Facebook page, and even a lot of the smaller newspaper has it. For Akers Avis Groruddalen, Facebook is an easy online platform to spread information about the newspaper. It is user-friendly and it is an application that does not require supervision. The lines are blurred and people can speak more freely on Facebook. To ensure interactivity, Akers Avis Groruddalen “tagged”⁶⁰ people and other organizations in their posts, so that they could potentially share the posts on their wall. This way, new potential readers could be reached.

5.2.4 Activity

To *ensure activity*, Akers Avis Groruddalen is using only Facebook actively to make people read the newspaper. As mentioned, the main goal for Akers Avis Groruddalen is to make people buy their main product, which is the traditional newspaper. The online website is also important, but several of the Facebook posts are linking pictures and text to the traditional newspaper. E.g. “Erlend Slette came further in the UKM-competition –

⁶⁰ “Tagged” on Facebook means that people have mentioned the name of the organization or another person. The name is automatically highlighted, and everyone can access the site from a hyperlink in the text.

read all about him and the others who are ready for the talent show in Akers Avis Groruddalen tomorrow, everything from UKM Bjerke, Grorud and Alna” (Akers Avis Groruddalen Facebook post 20.03.12).



Figure 3: This is an example of a post, which includes the sentence “read more in Akers Avis Groruddalen tomorrow”.

Kaplan and Haenlein (2010) argue that it is “crucial to ensure that your social media activities are all aligned with each other” (2010: 65). In this case, 31 of the total 69 Facebook posts have link back to the website with explanation of the article being shared. Almost every post is also connected with a picture. To use different contact channels may increase the newspapers popularity. But is it working? Is Akers Avis Groruddalen more viewed because of their Facebook page, or are they using the social media platform wrong?

5.2.5 Integration

Akers Avis Groruddalen did not have as many posts as Romerikes Blad in the period I researched. But it did seem like they had a plan by introducing the traditional newspaper more. Kaplan and Haenlein (2010) call this *integration*. They believe it is important, because even though Facebook and the traditional newspaper are totally different, it is still part of the whole corporate image. Readers are getting the full package deal. In some posts, Akers Avis Groruddalen advertised for the traditional newspaper by putting a teaser out on Facebook, mostly pictures of happenings. Then they wrote that people could

read more about this in the newspaper. A story that got a lot of attention this period of time was when the Norwegian king and queen visited Groruddalen. By including the love for their local community and a clue that people could read all about the visit in the traditional paper, they did not unveil the full story on their online website or on Facebook. The posts did not generate a lot of comments, but it got some likes. This is one way to make people buy the newspaper, or go to the online website. From there they can become a subscriber. But it is sometimes a long shot, because people only want to browse what is on Facebook.



Figure 4 and 5: Shows how Akers Avis Groruddalen is promoting the traditional newspaper on Facebook.

5.2.6 Access for all

A crucial thing about Akers Avis Groruddalens Facebook page is that it is impossible to write on their wall unless you are working in the newspaper. It does not have *access for*

all. People can only comment on the stories being published, and this put restraint on the people's urge to say something to the newspaper, because they can only attach the comment to another story, rather than use the page as a commentary field and to start a dialogue. Kaplan and Haenlein believe it is important for a firm that every employee has access to the social media platform. In this case, every journalist can publish on the page. But this means that they have no control, it is not someone who constantly checks upon the journalists' posts. "[...] With us, everybody has access to everything. Every one can publish stories, and publish on Facebook (Interview managing editor Hjalmar Kielland jr. 16.11.13: my translation)". The journalists did not publish stories in their own name. Everything posted was from Akers Avis Groruddalen. Therefore it did not generate debate between a reader and a specific journalist, they had to contact the newspaper to do so.

5.2.7 Being active

Akers Avis Groruddalen was in my opinion not very active on Facebook this period. They only posted 69 posts during a time period of seven months. But, this is coherent with the strategy that Akers Avis Groruddalen is using. Managing editor Hjalmar Kielland Jr. mentioned during the interview that they are holding back. They are not trying to publish everything online, and certainly not on Facebook. Even though they want to keep the page alive, because he believes that Facebook is a "must-have" nowadays, there is always something new around the corner. Kaplan and Haenlein (2010) argue that it is important for an organization to be active in discussions with the readers, and always have fresh posts ready so that the Facebook page are shared and constantly visited. They talk about getting involved with the situation, not just talking to people, but talking with them. Akers Avis Groruddalen are connecting with the readers by asking them in the Facebook posts what they think about the story being discussed. They have a chance to comment on this, and a journalist has a chance to answer. Even so, this did not happen a lot during the time period I studied. People mostly commented and talked with each other, rather than with a journalist. Kaplan and Haenlein describe people on social media as being desired to actively engage in the discussion.

Some posts on the Facebook page had a journalistic approach. By that I mean that the journalist asked readers if they had any insight to a story or was interested in being a part of one. Facebook can be used as a channel of sources, to obtain new stories by connecting with people. It is easier to write a question on Facebook if anyone has a broken leg, than to publish it in the traditional newspaper and wait for people to respond. By approaching the readers in a journalistic matter, people could easier obtain information about a story or get in touch with readers. Also, this helps break down the barrier between the journalist and the reader: “Summer-dart contest on Stovner senter today between 12-13 hosted by Akers Avis Groruddalen. Come play with us:) Ring game for the kids. Prizes: A box of soda and a bag with wheels and T-shirts to participants. See you there!”



Figure 6: This shows the oral language and that the journalist are identifying with the reader.

Posts like this are actively engaging the reader to like and comment, and to relate to the people posting the updates. They have a more oral way of giving out the information. This leads to the next point – be interesting.

5.2.8 Being interesting

Kaplan and Haenlein believe no one wants to talk to a boring person online. By listening to the customers’ needs and demands, Akers Avis Groruddalen may create a fulfilling

relationship online and promote the newspaper with great success. By being more oral in the way of speaking, people can relate more to the story being told. Like the example above, this breaks down the barrier between the journalist and the reader. They are on the same level, and speaking to each other. Even though some of the posts were news stories and serious stories, some pictures were also published. Because Akers Avis Groruddalen is a local newspaper in Groruddalen, everything on the Facebook page had a connection to the local community. In some posts, they managed to make a journalistic approach by asking people if they wanted to take part in the newspaper. They could send in their own pictures from 17th of May, or being a part of a competition in the newspaper.

Even though Akers Avis Groruddalen posted questions to the reader and wanted to get feedback, they still held back. In none of the Facebook posts did Akers Avis Groruddalen engage in a conversation with a reader, or answered someone's comment. They did not have a two-way communication online. Even though they attempted to do so, the readers did not have a conversation with the journalists:

The screenshot shows a Facebook post from 'Akers Avis Groruddalen' dated May 18, 2012. The post asks, 'Er du enig i at denne typen saker ødelegger for Furuset?' (Do you agree that this kind of stories ruin Furuset?). Below the question is a photo of a modern apartment building. A link is provided: '- Det ødelegger Furusets rykte - Groruddalen.no www.groruddalen.no'. The text of the link says: 'Natt til 18. mai ble en mann i 20-årene alvorlig skadet i en skyteepisode i et boligfelt på Furuset. Det får styrelederen til å riste oppgitt på hodet.' To the right of the post, there are several comments from users:

- Andreas Grindalen: 'selvfølgelig...' (14:44)
- Jon Andersen: 'ja det gjør det sikkert, og romsås det samme, har slitt med stemplet her oppe også etter en del sånne draps greier, men romsås er en fin plass det, for oss som vet det.' (14:45)
- Sigrid Marie Refsum: 'Det trenger ikke å gjøre det, dersom gode sider ved Furuset også kommer fram i media. Vi som bor her, vet jo at det er et unntak.' (14:47)
- Randi Rønningen: 'Ja dem er raske til å legge ut bilde og adr. når det gjelder Furuset.' (14:51)
- Lise Sørli: 'Synes ikke jeg hører mer om sånne episoder på Furuset enn andre steder i Oslo. Nå bor ikke jeg på Furuset, men tror nok det er tryggere der enn nede i byen.' (15:07)
- Linda Ingrid Rivin: 'Ja' (15:27)
- Eivind Edvardsen: 'Latterlig spørsmål. Selvfølgelig, har jo ikke akkurat det beste ryktet fra før av heller.' (15:44)

 The post has 10 likes and 1 comment from Kathrine Dyrslund Belseth.

Figure 7: This post attempted to make a debate on Facebook, but the journalists did not participate. The journalist asked: “Do you agree that these kind of stories are ruining the reputation of Furuset?”

5.2.9 Speaking with, not to

Michael L. Kent (2010) believes that two-way communication is a part of what defines different media as social. He argues that Facebook has the potential to be “real-time” interaction, have reduced anonymity, a sense of closeness, and people have the opportunity to participate on Facebook whenever they feel like it. He believes social media has a lot of potentials, and some of them are building relations, interactivity and dialogue. By facilitating so people can press “like” or publish pictures or comments on other people’s posts, Facebook are encouraging interactivity (Kent 2010: 646).

5.2.10 Being humble

As mentioned, interaction and feedback are crucial parts of social media platforms. Akers Avis Groruddalen wants to promote the newspaper, mostly the traditional, through Facebook. And they also want to engage readers to participate, so they may have some stories to approach for the actual newspaper. Kaplan and Haenlein (2010) argue that the social media platform existed before the company decided to take part in it. Therefore one should always learn how the platform works and then engage. Akers Avis Groruddalen did engage with the readers in some way, but by closing the wall for outside comments, people have a restrained area to give feedback. Therefore it seemed more difficult for them to communicate with the readers. They did post leading questions, but only to be discussed under that particular article as a threaded dialogue (Kent 2010: 648). Readers may not post pictures or positive/negative comments on their wall. Instead they have to send instant messages. This of course also gets the message across, but perhaps not in the same speed and way as a public post on the wall. But by distancing themselves from the discussion, the journalists also kept the objectivity in mind on the story being discussed. In that way, they did not have to make a stand. Michael L. Kent (2010) describes this as *responsiveness*.

5.2.11 Be unprofessional and honest

Kaplan and Haenlein argue that not everything has to be perfect. “Instead, try to blend in with other users and don’t be afraid to make mistakes” (2010: 67). Akers Avis Groruddalen did blend in with the users in some way. They wrote in a more oral language, and they posted pictures and small notes on the Facebook page. Also, they tried

to communicate and connect with the reader by being unprofessional. Social media allows organization to communicate and promote their product faster and more efficient. Akers Avis Groruddalen has understood this, and some of the Facebook posts were about promoting the newspaper. As mentioned, this is the most important thing according to managing editor Hjalmar Kielland Jr. Every journalist in Akers Avis Groruddalen knows that even though they are communicating on different platforms, in the end it is the traditional newspaper that is the most important product. And Akers Avis Groruddalen did not seem to be dishonest about their intentions and posts.

5.2.12 Summary

Akers Avis Groruddalen is not a big newspaper online. They posted 69 posts on Facebook from March 2012 to November 2012. The newspaper seemed to have a positive tone on the Facebook page. Everyone who works in Akers Avis Groruddalen, have access to the account on Facebook. Even though they sometimes invited people to comment and create a discussion about a certain topic, they did not answer the readers in the comment section. Some of the readers created a thread underneath special stories, but the newspaper posted everything on the page. The wall is blocked for people outside of the organization, so that the readers cannot write their own opinions or share pictures or views on the page. This has to be done under an article. On the other hand, this is something the managing editor Hjalmar Kielland Jr. talked about in the qualitative interview. For them, the most important product is the traditional newspaper. Therefore, a lot of articles were not published directly on the website, instead people were given information about when the traditional newspaper could be bought to read the full story. Akers Avis Groruddalen also posts links back to the homepage when posting an article on the Facebook page. This is a way to lead the readers to the newspaper website. In some posts, Akers Avis Groruddalen had a journalistic approach to the readers. By asking them if they could help out with something or if they could relate to the story being told, readers could be a part of the newspaper.

5.3 Romerikes Blads use of Facebook

In this part I will present the findings of the text analysis done on Facebook posts on Romerikes Blads Facebook page. The first post Romerikes Blad posted on Facebook was 03.02.2010. The post was a welcoming message from the newspaper: “Now you can find Romerikes Blad also on Facebook. We want to be where our readers are. Romerikes Blad is saying “Go Romeriket” – and we hope you want to contribute to give this page a positive and a nice profile. A lot of exciting things are to come and some of our services are can be found on this page. You are welcome. And remember that the most important things in the world happens where you live” (Romerikes Blad Facebook post 03.02.2010: my translation). The Facebook page consists of basic information about the newspaper, what they want to be in the local community, how they operate as well as an address and phone-numbers. The page also has other pages connected, as pictures and events. By 14th of January 2014, 9875 people liked their page and 503 people talked about it. The most popular age group was the same as with Akers Avis Groruddalen, those between 35-54 years old. In the period of my research, it was posted 508 posts in total. 463 of them were number of posts from the newspaper, and 45 of those were number of posts from others. I also found 17 posts with negative comments from others, and 10 posts with positive comments. The activity on Facebook is measured in how many likes the posts get. In March, Romerikes Blad had 316 active members, and in November they had 302 active members.

5.3.1 How is Romerikes Blad presented on Facebook?

The content of the posts had a positive tone in general, with some negative comments here and there. Unlike on Akers Avis Groruddalens Facebook page, all the posts were not just from the newspaper. Romerikes Blad has an open profile; the wall where people can write comments is open. That means that anyone can share a picture or a text on the Facebook page. Not like with Akers Avis Groruddalen, where people had to comment on a story already published. Some of the posts posted from readers contained either an appraisal to the newspaper, or a correction if something was wrong with an article. Romerikes Blad often published pictures from a sporting event, or an event in general, and wrote just a little sentence to go with it. Sometimes they did not write anything at all,

and just linked to the website. I found that 7 of the posts promoted the newspaper, 280 communicated with the readers, 68 connected with the readers and 153 linked to the website. I interpret that their Facebook page was created to generate a sense of identity to the local community, debate and discuss Romeriket with other people and make people read their website. I did not find the meaning of local traditional newspaper as much as trying to promote another platform of the organization that is Romerikes Blad.

5.3.2 Ten points

5.3.3 The right application

Facebook is an online platform where Romerikes Blad can obtain more readers and engage the online readers to be more familiar with Romerikes Blad as a media institution. Kaplan and Haenlein (2010) talk about choosing the right medium to promote the product carefully. Romerikes Blad is promoting the online newspaper in a large scale, with 153 posts of a total 508 containing a link back to the website and teasers to make people go there.



Figure 8: This is a story about a plain crash that happened in 2012. Romerikes Blad are asking people to pay attention to more details about the case on their website.

By publishing a news story on Facebook that people are interested in, may help promoting the website by having people checking in for updates.

5.3.4 Ensure activity

Romerikes Blad is quite active on Facebook, much more than Akers Avis Groruddalen with 508 posts during my time period against 69 posts. In contrast to Akers Avis Groruddalen, as mentioned, Romerikes Blad does not use Facebook to promote the traditional newspaper. They much rather use Facebook to promote their website or the local community. Sometimes they publish several stories the same day. They also often throw in a question to the readers. This makes the posts active, and people can comment on several posts to discuss. Kaplan and Haenlein (2010) believe that it is crucial that the social media applications used by the organization are aligned. Too many messages on too many platforms may confuse the reader. Romerikes Blad only use Facebook as their main social media channel. But they have a Twitter account. By only linking to the website, they ensure that the reader is not confused.

5.3.5 Integration

While Akers Avis Groruddalen are integrating the traditional newspaper as well as the online newspaper in their posts, Romerikes Blad are almost only using the website to promote their product. Kaplan and Haenlein (2010) argue that it is important that the company have a connection with their main product. But in this case, the traditional newspaper is not Romerikes Blads main product. Although it is the newspaper people buy and subscribe to, editor in chief Magne Storedal explain that they are a media company, and that they now are becoming a digital website with a traditional newspaper on the side. But he also believes that it is harder to create a brand online. The traditional newspaper is well known. It is more difficult to create something unique online, where everyone can contribute. But Romerikes Blad has to maintain it's corporate image. Therefore they use Facebook to tease people to the website.



Figure 9 and 10: Romerikes Blad uses the teasers “Follow Lørenskogs ice warriors live here!” and “LSK need your support to make three points on Saturday. You can win two tickets here:” By linking to the website and teasing with a competition, they integrate the website on their Facebook profile.

5.3.6 Access for all

Unlike Akers Avis Groruddalen, people can generate debate, write comments, stories, publish pictures or just say hello on Romerikes Blads Facebook page. This is not possible with Akers Avis Groruddalen, unless people comment under an article already posted. Kaplan and Haenlein (2010) talk about giving all journalists access to the Facebook page. They suggest that the company may have certain people posting every day. This is not the case with Romerikes Blad. Like Akers Avis Groruddalen, they give access to every journalist. But in the end it is the editor in chief that can decide to shut down that access. Even though this means that there is no way to control the content, Romerikes Blad often publishes several stories a day. Like Akers Avis Groruddalen, it is not the journalists posting the stories; it is posted under the name of the newspaper. This is because it is a “fan” page, a page created to be open and created for institutions.

5.3.7 Being active

As mentioned, Romerikes blad is quite active on Facebook. They often posts several times a day. Kaplan and Haenlein (2010) say that if the company wants to be social, it has to be active and interact with the readers. They encourage people to talk to the consumers, often to discuss or to inform. In this way, a two-way communication is created. People do not feel like they are talking to a wall. Facebook may very well be the new customer service. This is the case with Romerikes Blad. While other people posted

none of the posts on Akers Avis Groruddalens Facebook page, Romerikes Blad had some during the time period I analyzed. They interacted socially with some of the readers although a lot of the comments were answering questions. “Social Media is less about explaining why your baking mix, detergent, or shampoo is better than anyone else’s than it is about engaging others in open and active conversation” (Kaplan et al. 2010: 66). The editor in chief explained during the interview that people have become their own editors. The relation between the reader and the newspaper has changed and the reader may now be in a position to tell the newspaper what to write, and not the other way around. By being active on Facebook, journalists at Romerikes Blad may find stories and sources relatively quick. A lot of the posts had a journalistic approach. The journalists asked people on Facebook if they needed help with a story or needed a source. E.g. a post like this: “Do you still have your old russe-card?⁶¹ If so, we would like if you contacted us! We are currently working on a case about russe-cards then and now. Send an email to Marianne Tønsberg, journalist in the weekend section! Or call [...]” (Romerikes Blad on Facebook 19.04.12: my translation).



Figure 11: The posts that encouraged people to contact the newspaper if they had some old russe-cards.

By doing this, Facebook becomes much more than just a social media platform to share articles. It becomes a new way of finding sources and information.

⁶¹ Russe-cards are called "Russekort" in Norwegian. Is a card that students graduating from Norwegian high school. The students dress up in red pants and celebrate the end of high school.

5.3.8 Being interesting

Romerikes Blad is approaching the readers in a much more oral matter than in the traditional newspaper and on the website. By engaging with the reader and speaking the same language, the Facebook page continues to be interesting. Kaplan and Haenlein (2010) talk about finding out what the consumer wants. “The first step is to listen to your consumers. Find out what they would like to hear, what they would like to talk about; what they might find interesting, enjoyable and valuable” (2010: 66). This is coherent with what the editor in chief said during the interview. The consumers have the power on social media. They have the power to let Romerikes Blad know exactly what they want to read about. And they are doing it.



Figure 12: By sharing this link, the reader wants the journalists to take a look to see if they can make a story.

5.3.9 Being humble

Kaplan and Haenlein (2010) argue that companies need to be humble while interacting on social media platforms. If consumers do not believe in the product, they will turn away. Social media is not a place to just copy and paste a corporate manufactured press release. It is about listening to the consumers, discuss, discover and share. Romerikes Blad are not just copying and pasting, but they do have a lot of posts with links to the website. They do not publish everything on Facebook, so that people are drawn to the whole product. But they do interact with people by asking about stories, and answering questions. Even though my impression of most of the comments was that they had a negative approach to the newspaper, the journalists still managed to keep the discussion humble and professional, like the screenshot below. Translated it says “RB and the frontpage on the website. I read the news on RB every day online and to my big

annoyance, the news is flooded by soccer and LSK. As I can see there are both a sports link and a LSK link on rb.no. Why cannot this soccer-news be posted where they belong? People do not care about all this information; those who want to read about it can just click on the pages and the soccer-news can be published there. To your information, I like rb.no, it is very good, but I am sick of the articles about soccer and LSK” (Romerikes Blad on Facebook 02.09.12: my translation). Romerikes Blad answered by being humble and helpful: “The opinions about soccer and LSK are very divided among our readers. But there shall be no doubt: Romerikes Blad is rooting for our local teams, LSK being one of them. Because of that, they get a lot of attention in the traditional paper as well as in the online edition. On rb.no the popularity is extra large the hours before and after a game. We do understand that it sometimes becomes a lot, and we promise to take a closer look at how we can resolve this better on the front page” (Romerikes Blad on Facebook 03.09.12: my translation).



The screenshot shows a Facebook post from Jerry Halvorsen to Romerikes Blad on September 2, 2012. The comment expresses frustration with the amount of soccer and LSK news on the website. Below it, Romerikes Blad's official response is shown, dated September 3, 2012, at 09:28. The response is polite and explains that the local teams, including LSK, receive a lot of attention during games, and that the newspaper is looking into how to better manage the front page.

Jerry Halvorsen ▶ Romerikes Blad
2. september 2012

RB og forsiden på web. Jeg leser RB på nett daglig for å få nyheter, til min store ergelse blir nyheter oversvømt av fotball og LSK. Som jeg ser er det både en egen sport og LSK link på rb.no. Hvorfor kan ikke disse fotbalnyhetene legges ut der de hører hjemme? Folk flest gir vel f... i all denne informasjonen, de som vil lese om det kan jo bare gå inn på overnevnte sider, og fotballnyhetene kan legges dit. Til info liker jeg rb.no veldig bra, men begynner å bli lei alt skriveriet om fotball og LSK. Mvh Jerry Halvorsen

Liker · Kommenter 1

rb Romerikes Blad Meningene om fotball og LSK er sterkt delte blant våre lesere. Men ingen skal være i tvil: Romerikes Blad heier på våre lokale lag, LSK inkludert. Dermed får de også mye oppmerksomhet både i papiravisa og i nettutgaven. På rb.no er oppmerksomheten ekstra stor i timene før, under og etter kamp. Vi har forståelse for at det av og til blir i overkant, og vi lover å se nærmere på hvordan vi kan løse dette bedre på førstesida.
3. september 2012 kl. 09:28 · Liker

Figure 13: Comments like this proves that Romerikes Blad is humble towards their readers when commenting and answering (Romerikes Blad on Facebook 02.09.12).

5.3.10 Be unprofessional and honest

By using an oral language when promoting the media product, the consumers are more likely to take it seriously. The consumers interact with the journalists in a non-professional matter because Facebook is an arena to share, comment and be equal. By being too professional, the company is at risk of losing consumers, because they cannot relate to the product. Romerikes Blad is unprofessional in a way that allows them to communicate directly with the readers. They want people to buy the newspaper, subscribe, and use the website. Therefore it is crucial to be honest when talking directly to the costumers on Facebook. By inviting the readers into the world of Romerikes Blad and what goes on behind the curtains, they are more likely to relate to the product.

5.3.11 Summary

Romerikes Blad has a total of 9875 people who likes their Facebook page. With 508 posts from both the newspaper and readers during the time period, they contribute a lot to the social media sphere. The newspaper has a positive tone on Facebook, but because they allow people to write their own opinions on the wall, they also get some negative comments. They connect with the reader by answering them when being asked about something, and they invite people to discuss and comment on the articles being published. In contrast to Akers Avis Groruddalen, Romerikes Blad use Facebook to promote their website. Akers Avis Groruddalen also does this, but their main focus is on the traditional product. By engaging with the readers they promote Romerikes Blad as a media product, and sometimes they tease the readers with pictures and competitions. The readers then have to go to the website to find out more. This is a way of connecting with the different media platforms the company has. They also have a journalistic approach on Facebook. A lot of posts are questions directly to the reader about a story or a certain topic, which allows the journalists to come in direct contact with readers and informants.

6. Conclusions and completion

The main purpose of this thesis was to examine how two local newspaper close to each other in Oslo and Akershus used Facebook to promote the newspaper and as a journalistic approach. I also wanted to find out how they are adapting to social media and building up an online reputation, as well as how they perceive the journalistic role of the local journalist, and how this have changed because of new social media. My focus was especially on how the two local newspapers adapted to the online transition and change in the media environment. Because of this, my focus was on the reputation, both of the local community and online, and how the two newspapers took advantage of Facebook as a social media channel to engage socially with the readers and promote the newspaper through other channels than just the traditional one. In my thesis I compared my findings from both newspapers as I went along and did not make a special chapter for that purpose. In this chapter I will present my most important findings. This is a conclusion based on the three research questions in this thesis. At the end, I will discuss this thesis as a contribution to further research and how this topic can be researched more.

Because my thesis is qualitative and my focus has been on the two local newspapers social communication, I can only draw a conclusion from the findings on these two papers, not every local newspaper in the area around. This assignment can be a contribution to the discussion of local communities and places right outside of Oslo and it can contribute to research about city-based newspapers.

6.1 My research questions

I chose to divide my research questions into one main research question and two sub-questions. In the next chapter I will draw conclusions from the three questions based on my acquired knowledge and then I will compare my findings on the two newspapers.

6.2 Using Facebook

First I will draw conclusions based on my main research question: How are the local newspapers Akers Avis Groruddalen and Romerikes Blad using Facebook to promote the newspaper and Facebook as a journalistic source of information?

6.2.1 Promoting the newspaper

My main findings from my main research question are that both of the local newspapers knew that Facebook was a “must-have”. Both of the newspapers have a Facebook page and an online website. Both of the newspapers are also integrating the website with the social media platform. They also agreed that Facebook is crucial for attracting new readers and promoting the newspaper, even if it is the website, the whole product or the traditional newspaper. The managing editor of Akers Avis Groruddalen explained that he believe the way we use Internet today will evolve and be something different in a few years. He explained that he is excited to see what the changes might be and also that he does not believe the traditional newspaper is going away. The editor in chief of Romerikes Blad also explains that he believe we are only at the bottom climbing our way to the top. He thinks that this is just the beginning. Facebook, Twitter and the website will eventually evolve and become something different. Both of them believe that there has been a change of power with the consumer and the producer. Editor in chief of Romerikes Blad explains that the readers have all the power because of social media. Now they are using what people talk about and discuss, as source of information and people are more aware about telling the newspaper what they would like to read about in their local press. Staude and Marthinsen (2012) talk about social communication and how social media are slowly breaking down the barriers of consumers and producers. By letting people comment and share, this is a clear image of the barriers being broken down. As the editor of Romerikes Blad explained, it is a change of roles. People are deciding what they want to read in the local newspaper. And the local newspaper has to comply. The managing editor of Akers Avis Groruddalen explains how the local community promoting the newspaper is connected. He believes that by aspiring to write positive and important stories about Groruddalen both in the traditional newspaper and online they are promoting the newspaper because they write for the local community. He is much more aware of his local community than the editor of Romerikes Blad.

6.2.2 Journalistic approach

Both of the newspapers agree that Facebook can be used to collect sources and new stories. The lines between who is the professional and who is the consumer are blurry.

People comment and have opinions, and the newspapers know how to exploit that. By letting people come inside the editorial room, people can comment and discuss the stories published on Facebook. Editor in chief of Romerikes Blad explained that the readers have the power. A new model is emerging. Newspapers are no longer telling people what they are supposed to read, the people are telling the newspapers what they want. Managing editor of Akers Avis Groruddalen explained that by engaging the readers on Facebook, they might feel like a part of something bigger, as a local community.

My conclusion on the way that they are using Facebook is that they have different approaches. Editor in chief of Romerikes Blad is very aware of being present on Facebook and during the time period I researched, this is correct according to my findings. Romerikes Blad has an open Facebook page, which allows people to discuss and talk directly with the journalists. They also often publish more stories during the day and answer people who comments on the posts. This is not the case of Akers Avis Groruddalen. Although they post to Facebook regularly, they had a much less communicative approach online. Even though they often asked people what they thought about the articles being posted, they did not follow up when people were debating. Also, they did not allow people to publish their own stories online. To do so, they had to comment under a post from the newspaper. I believe this show that Akers Avis Groruddalen is not as open to social media interaction as Romerikes Blad. Even though they are holding back, they cannot connect with the readers and promote the newspaper as well as Romerikes Blad.

6.3 Building a reputation

Here I will present my main findings from my two sub-questions on how the newspapers are building an online reputation and how the journalistic role has changed.

The editors both agreed that working with a multi-platform might increase the newspapers reputation, because of the different channels and types of discussion on the different platforms. The editor in chief of Romerikes Blad explains that by integrating all the platforms and making the reader know every aspect of the media product they have, it

is possible to build an online reputation. But he also believes that a newspaper can never have the same reputation online as the traditional newspaper has.

Both of the local newspapers felt that they could connect with the readers online and engage in two-way communication. But Akers Avis Groruddalen is holding back online, more than Romerikes Blad. Because of this, Romerikes Blad reached out to more people. This gave them the opportunity to share their views more. For Akers Avis Groruddalen, the online reputation is not as important as the reputation they have in the local community. While the managing editor of Akers Avis Groruddalen talked a lot about the local community, how it was built and the challenges, the editor in chief of Romerikes Blad did not talk much about this. He focused on how the newspaper is a whole product and how they are building their reputation by integrating parts of the local community on the online platform.

6.3.1 The role of the journalist

The editor in chief of Romerikes Blad believes the role of the journalist is not as strong as it used to be. Although both the managing editor of Akers Avis Groruddalen and the editor of Romerikes Blad argue that the Norwegian journalists have never had a good reputation, the roles are changed. By letting people writing on different social platforms the lines between the reader and the journalists are not as clear as it used to. The managing editor of Akers Avis Groruddalen agrees and he believes that it is easier for people to call themselves “journalists” nowadays than it was before. But he also thinks that because of how the society is evolving, people can achieve more of what they want. Because of the changing roles in the society, and the media being more and more social online, people have a bigger chance to succeed now than before.

The two local newspapers use Facebook both the same and different. They want to promote the local community as well as the online approach, and they both believe that Facebook is something crucial to the newspaper and that social and new media will continue to emerge in the future. But even though they are two local newspapers, they are different. Akers Avis Groruddalen is not as daring as Romerikes Blad online. While Akers Avis Groruddalen want to promote the traditional newspaper and keep the local

communities interests close, Romerikes Blad want to evolve the online media and promote the newspaper as a whole product, with the traditional newspaper on the side. They are also different in size and have different goals and priorities, but one thing stays the same. They are spokesmen for the people in their local circuit, either it is online or on paper.

6.3.2 Further research

The findings in this thesis indicate that Facebook has been integrated in the work of journalists. Newsrooms and media corporations are including the social medium and implementing it in their work. Facebook has become a natural part of the newspaper and younger journalists need to adapt to the changes in the editorial room. The newspapers thrive on the comments made by the local citizens. By communicating on different platforms, they are able to promote the product to different types of people on different platforms in the social media sphere. Suzanne Lysak, Michael Cremedas and John Wolf (2012) argue that Facebook, and other social media platforms, are valuable promotional tool for the traditional media corporation. Facebook has become a “must-have” for newspapers.

Further research on the topic is encouraged to try out other combination of the research method. Some research questions about the reader of the local media may be pursued. Are they happy with the local media online? It would also be interesting to investigate people’s relation to the local newspaper by focusing on age difference. How different does a 20 something perceive the local newspaper from a 60 year old? A comparative study on several local newspapers in the same area could be interesting to find out if they are using the same methods and having the same goals. As both the managing editor of Akers Avis Groruddalen and the editor of Romerikes Blad pointed out – this is only the beginning. To see how social, and local, media change in the next years, a long-term study with a local newspaper could be interesting.

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7. ADDITION 1

The interview guide – in Norwegian

Presentere meg selv

Presentasjon av min masteroppgave:

Jeg ønsker å undersøke hvordan deres lokalavis bruker sosiale medier til å skape et omdømme. Jeg skal fokusere på nettsiden Facebook i min oppgave. I dette interjuvet vil jeg vil finne ut av hvordan din bedrift bygger et omdømme på Facebook og hvordan journalistikken på nett og på papir henger sammen på grunn av dette. Jeg vil også finne ut av hvilken retning journalistikken beveger seg i på grunn av dette.

Forespørsel om diktafon

For å sikre mest mulig riktig gjengivelse av samtalen vil jeg benytte meg av en opptaksfunksjon

Intervjuet vil skrives ut på bakgrunn av notater og opptaksfunksjon, og kopien sendes til deg senest 1 uke etter intervjuet for gjennomlesning og redigering. Etter dette vil tapen slettes.

Dette vil jeg spørre om:

Avisens strategi på Facebook

Deres arbeid med sosiale medier innad i bedriften

Den journalistiske retningen det jobbes i

Hvordan dere bruker Facebook daglig

Hvordan dere fremmer bedriften på Facebook

Deres strategiske deltakelse på nett

Intervjuform:

Intervjuet vil være samtalepreget og skal vare i omtrent én time.

Anonymitet

Jeg garanterer full anonymitet av organisasjon og person ved analyse av undersøkelsens resultater og i min oppgave

Jeg vil gjerne stille noen bakgrunnsspørsmål

1. Ditt navn:
2. Din stillingsbeskrivelse:
3. Jeg vil først spørre deg litt om din bedrift
4. Hva heter lokalavisen?
5. Når ble den opprettet?
6. Hvor lenge har du jobbet i denne avisen?
7. Hva er avisens mål og visjoner?
8. Hvor mange opplag har dere per år?
9. Hvilket forhold tror du folk har til deres avis?

10. Avisens rolle på nett

11. Nå vil jeg stille deg noen spørsmål om deres rolle i sosiale medier
12. Hvordan brukes Facebook i deres avis?
13. Hva er det viktigste med bruken av sosiale medier i en lokalavis ?

14. Hvordan kan Facebook være med på å bygge et omdømme for deres avis på internett?
15. Har alle journalistene tilgang til deres Facebook-side?
16. Har dere kun én Facebook-side?
17. Hvis nei, hvor mange?
18. Hvem bestemmer over Facebook-kontoen deres?
19. Hvilke strategi benyttes i publisering av saker på Facebook?
20. Hvorfor benyttes denne strategien?
21. Velger dere ut spesifikke saker som publiseres på Facebook?
22. Hvis ja, hvilke saker? ___Nyheter ___Kultur ___Sport ___Annet
23. Hvor ofte publiseres saker på Facebook?
24. ___Timesbasert ___daglig ___ukentlig ___månedlig ___noen ganger i året
25. Vil du si at deres avis er fremtidsrettet?
26. Hva tenker du om det å starte diskusjoner på deres Facebook-side etter at et innlegg har blitt publisert?
27. Hva tenker du om at publikum tar del i sakene som publiseres?

28. Mener du Facebook er et verktøy for deres bedrift eller vil det svekke avisen på lengre sikt?

29. Den journalistiske retningen

30. Med dine ord, hvordan har journalistens rolle forandret seg i dagens samfunn? Utdyp.

31. Vil du si at journalism har beveget seg i en mer kommersiell retning?

32. Hvis ja - Hvorfor det?

33. Føler du at troverdighetene til journalistene og mediehuset kan svekkes ved bruk av sosiale medier?

34. Hvis du svarte ja på forrige spørsmål, hvordan kan troverdigheten svekkes?

35. Er det noe jeg ikke har tatt med? Vennligst utdyp.

8. ADDITION 2

Protocol for text analysis

Categories:	Content:
Promoting the newspaper	Advertising for the traditional newspaper, positive comments, Being active
Communicating with readers	Two-way communication, answering readers comments, openness, being "unprofessional"
Connecting with the readers	Using comments as a journalistic source, using the Facebook page with a journalistic approach, being honest, being humble, posts about the local community
Linking to the homepage	Advertising for the website, talking positive about the website

Romerikes Blad:

Number of members: 9875

First post: 03.02.2010

"Nå finner du Romerikes Blad også på Facebook. Vi ønsker å være til stede der våre lesere befinner seg. Romerikes Blad sier "Heia Romerike" - og vi håper du vil bidra til å gi denne sida en positiv og hyggelig profil. Her vil det skje mye spennende framover, noen av tjenestene våre finner du i fanene våre. Velkommen skal du være! Husk at "Det viktigste i verden skjer der du bor!"

March 2012 to November 2012:

Number of post during the time period: 508

Number of post from the newspaper: 463

Number of post from others: 45

Number of post with negative comments from others: 17

Number of post with positive comments from others: 18

Akers Avis Groruddalen:

Number of members:

First post:

March 2012 to November 2012:

Number of post during the time period: 69

Number of post from the newspaper: 69

Number of post from others: 0

Number of post with negative comments from others: 0

Number of post with positive comments from others: 0

Examples from the text analysis:

Akers Avis Groruddalen:

[Kong Harald V](#) var på besøk i Groruddalen i dag! På bildet ser vi leder i Grorud ungdomsråd, Christopher B. Wiik, som ga Kongen en gave. Les om besøket i Akers Avis Groruddalen i morgen.

[Bigbang skal spille på GranittRock 2012](#). Hva synes dere om det?

[SommerDart'n med teamet fra Akers Avis Groruddalen](#) er i dag på Grorud senter mellom kl. 12 og kl. 13. Blir det kanskje du som stikker av med bruskassa? Ta en tur, da vel?

Vi har nå lansert en lokal kjøp og salg-tjeneste for privatpersoner - www.groruddalen.no/groruddalstorget. Enkelt og greit. Og lokalt. Sjekk det ut og se om det er en tjeneste du har lyst til å benytte deg av. Det koster ingen ting foreløpig.

Romerikes Blad:

Borghild (15) skrev dikt om morens kamp mot kreften. Nå har Borghilds mamma gått bort, og etter familiens ønske har vi trykket diktet i dagens avis.

Varmerekord på Romerike! Jubler du, eller synes du det er for varmt nå?

Hva synes du vi bør skrive om under Norway Cup? Tips oss på norwaycup@rb.no.

Er du spent på hvilke butikker som dukker opp i den nye delen på Strømmen Storsenter? Svaret får du her!

<http://www.rb.no/naringsliv/article6225503.ece>