The Informational Function of Social Media Networks: A Field Study on a Sample of Algerian Media Professionals

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Abstract

 The successive developments in the field of communication and technologies have led to the emergence of many communicative applications akin to blogs, social networking sites such as Facebook, Twitter, YouTube, etc. These latter have provided a "historic opening," transferring media to unprecedented horizons and giving their users greater opportunities for influence and crossing borders with limited censorship. The emergence of social media platforms has created channels for live broadcasting from their audience, altering the essence of known communication theories and breaking the monopoly of the media industry to convey messages to a wider and more inclusive extent, with an impact and interactivity that communication experts had not envisaged.
 Therefore, the relationship between social media and the media raises several problematic issues that cannot be reduced to the newly introduced technical dimensions in the field of broadcasting and reception. It makes them a specific factor in cultural transformations and excludes new patterns of communication, as the media does not operate in a vacuum but draws from economic, political, and cultural contexts, whether local, national, regional, or international.

الوظيفة الإعلامية لشبكات التواصل الاجتماعي

ملخص

 أدى التطور المتلاحق في مجال الاتصال والتكنولوجيات إلى ظهور العديد من التطبيقات التواصلية على غرار المدونات الالكترونية، ومواقع التواصل الاجتماعي مثل الفيس بوك والتويتر واليوتيوب ...الخ، هذه الأخيرة وفرت "فتحاً تاريخياً" نقل الإعلام إلى آفاق غير مسبوقة وأعطى مستخدميه فرصاً كبرى للتأثير والانتقال عبر الحدود بلا رقابة إلا بشكل نسبي محدود. إذ أوجد ظهور وسائل التواصل الاجتماعي قنوات للبث المباشر من جمهورها في تطور يغير من جوهر النظريات الاتصالية المعروفة، ويوقف احتكار صناعة الرسالة الإعلامية لينقلها إلى مدى أوسع وأكثر شمولية، وبقدرة تأثيرية وتفاعلية لم يتصوّرها خبراء الاتصال.
 ولهذا تثير علاقة مواقع التواصل الاجتماعي بالإعلام إشكاليات عدة، لا يمكن اختزالها في الأبعاد التقنية المستحدثة في مجال البث والتلقي، إذ تجعلها عاملاً محدداً للتحولات الثقافية وتستبعد أنماط التواصل الجديدة فالإعلام لا يعمل في فراغ بل يستمد من السياقات الاقتصادية والسياسية والثقافية، سواء كانت محلية أو قومية إقليمية أو دولية.

1- Introduction :

The significant advancement in modern communication technology has led to the production of new communication tools that have changed the interaction among journalists. Some have come to rely on these new platforms, foregoing traditional sources and face-to-face meetings in their work, which helps to streamline the process of gathering information and staying abreast of developments.

The revelation of the extent to which journalists utilize these sites, which now play a major role in the media by providing instant news, conducting interviews without the need for physical travel, and conducting public opinion polls, sheds light on the use of social media in journalistic performance. It has been found that these platforms are used on average, facilitating the dissemination process and establishing a wide network of relationships. The study also revealed variations in usage depending on the specific needs of each journalist.

It can be argued that journalists' use of social media in their performance, relying on them as a source of news and information, is not always negative. Sometimes, the nature of journalistic work necessitates resorting to these new media, which can help them capture important and urgent events as they unfold.

2- The methodological aspect of the study

2-1-Problematic of the Study:

Recently, social media sites on the internet have emerged and gained widespread popularity globally, with some becoming among the most visited sites in the world. They have even come to dominate what was traditionally known in sociology as the "third place," i.e., the place people go to after their first place (home) and their second place (work, school, or university). It has become evident that this "third place" has become predominantly electronic, especially for journalists who use social media sites in their work and spend less time with other individuals in their real lives. Among these sites are Twitter, YouTube, and Facebook, with Facebook leading in supporting the idea of communication, gathering, disseminating information, and news. This is the focus of our study, which aims primarily to obtain well-researched academic results that demonstrate the extent to which Algerian journalists are inclined towards using social media sites in their journalistic performance.

Thus, the problem of the study can be summarized in the following question: What is the extent of Algerian journalists' inclination towards using social media sites in their journalistic performance?

2-2-Questions of the Study:

- Do the Algerian journalists use social media sites?
- Does the use of social media sites by Algerian journalists vary in their journalistic performance?
- What type of satisfaction do journalists achieve through their use of social media networks in journalistic work?

2-3- Reasons for Choosing the Topic:

1. Personal Reasons:

- This topic was chosen due to the lack of research in this area, along with a personal interest in information technology and communication, especially social media networks, which have significantly influenced the journalistic work.
- The subject matter aligns with our specialization, as the nature of our field of study was a primary reason and a strong motivation to research this topic specifically.

2. Objective Reasons:

- The novelty of the topic makes this research one of the new studies focusing on examining the extent to which Algerian journalists keep pace with technological advancements, particularly in social media platforms.
- The scarcity of research addressing journalists' uses of social media networks in their journalistic performance.

- The prominence occupied by social media networks globally and their rapid dissemination distinguish this topic.

2-4- Objectives of the Study:

- To uncover the extent of Algerian journalists' inclination towards social media platforms and their usage.
- To understand the motivations behind Algerian journalists', use of social media platforms in the audio-visual and print journalism sectors, as well as the satisfactions derived from them.
- To attempt to diagnose the significance of social media platforms and their relationship with journalistic performance.

2-5- Significance of the Study:

The significance of this study lies in shedding light, from a scientific perspective, on the extent of Algerian journalists' usage of social media platforms in both the audio-visual and print journalism sectors and its impact on their journalistic performance. It aims to understand the extent to which these journalists keep up with the developments in modern communication technologies.

Moreover, this study is important due to the novelty of the subject matter within the field of journalism, especially considering the scarcity of studies addressing social media networks in journalistic work in the Arab world in general and in Algeria specifically.

2-6- Type of the Study:

This study falls within the realm of descriptive research, which aims to provide a detailed and comprehensive description of the characteristics and conditions of the study problem. It relies on gathering, analysing, and interpreting facts to derive results and implications that lead to insights regarding the phenomenon under study.

2-7- Theoretical approach (Uses and Gratifications):

The Uses and Gratifications theory suggests that the audience has the ability to choose the media they use, along with the content it contains. In the same context, the approach is based on the motivations behind individuals' use of communication media, recognizing their positive role in the communication process. This audience is characterized by positivity, activity, conscious choice, and critical thinking. The theory is based on several assumptions:

1. The audience aims to achieve specific goals through their use of media in a positive manner.
2. The link between the desire to satisfy certain needs and the choice of a specific media outlet is attributed to the audience itself, as their use of these media aims to fulfil their basic needs and desires.
3. Media outlets compete with other communication sources in the individual's environment for selection and usage, as audiences vary in their preferences and needs depending on their social environment. (Makawi & Al-shereef, 2001, p. 208)

2-8- Method of the Study:

In this study, we have relied on the common survey methodology commonly used in communication and media studies. This methodology represents an organized scientific effort that allows for tracking the phenomenon to describe it accurately. It goes beyond mere surface-level description and attempts to uncover its objective causes, thus achieving the study's objectives and answering its questions and hypotheses.

2-9- Study Tools:

We relied on the questionnaire tool, which included three axes as follows:

- **Axis 1**: The use of social media sites by Algerian journalists.
- **Axis 2:** Algerian journalists' use of social media sites in their journalistic performance.
- **Axis 3:** Algerian journalists' attitudes towards social media sites in their journalistic performance.

2-10- Research Population and Study Sample:

Due to the large size and diversity of the research population, as well as the need to save effort and time, and considering that our sample is limited to Algerian journalists, we relied on simple random sampling. This method ensures equal opportunities for all elements of the population to be part of the sample. The sample consists of 46 journalists from the audio-visual and print journalism sectors.

3- Media Performance and its Evaluation Criteria

3-1- Concept of Media Performance:

The concept of profession refers to jobs that require specialized knowledge to a significant extent, as well as those that require certain skills acquired partially through training courses based on theoretical foundations rather than just practice. The concept refers to jobs or professions of high status that include trained technical experts, who play a highly specialized role in society and require advanced technical knowledge, experiences, and skills demanded by society. It is worth mentioning that professionals tend to feel that their profession is capable of shaping its own ethics and standards, controlling the quality of their work, and managing it based on their monopolization of certain types of knowledge and profession, and their responsibility for the honor and continuity of the profession. (Khoudja, 2008, p. 50)

Media performance is defined as a set of visible, audible, and written functions, tasks, and activities carried out by media outlets within the framework of systems, laws, and constitutions that serve the interests of the state, the nation, and the citizens. The effectiveness of media performance lies in the necessity of ensuring that these functions, tasks, and activities are characterized by objectivity, credibility, and scientific analysis.

Representing the concerns of citizens and providing a free and independent platform for expressing opinions and serving the interests of society responsibly, within legal boundaries that prevent administrative and economic dominance over their influence. (Al-Azam, 2010, p. 615)

3-2- Criteria for Evaluating Journalistic Performance:

Evaluating journalistic performance and critiquing it is a serious matter and an authentic methodological approach that the media field cannot do without. The absence or lack of systematic mechanisms for measuring and evaluating journalistic performance can harm the reputation of both the journalist and the media institution. Media and journalistic systems striving to improve their performance should emphasize constructive criticism and continuous evaluation of journalists to enhance their performance. They should follow and implement systematic technical standards for critiquing and presenting journalistic work in accordance with international standards for media performance evaluation.

Some specialized methodological studies indicate standard criteria that should be studied, analysed, and followed in the context of criticism, evaluation, and improvement of journalistic performance. Among these criteria are :

1. Accuracy of media content.
2. Reliability of sources.
3. Methodology in diagnosing and understanding reader awareness and interaction.
4. Focus on societal concerns and addressing them.
5. Experience and skill of the work team
6. Training and professional development of the journalistic team
7. Learning and using performance management and motivation techniques.
8. Coherence and harmony in media content.
9. Proper timing of media presentations.
10. Establishing effective and suitable mechanisms for measuring the quality of journalistic work both within and outside institutions.
11. Attracting diverse new experiences and nurturing promising emerging skills.

12. Awareness of the journalistic institution of areas of expertise, strengths, and intended distinctions.

13. Strategic planning for the direction and growth of the newspaper.

14. intellectuals about the newspaper's plan and the harmonization of all their efforts.

Each of these criteria represents a specific perspective for viewing and analysing through a systematic and detailed critique that activates the necessary standard mechanisms for evaluating journalistic performance, allowing for the optimization of resources, budgeting, managerial efforts, and training initiatives. (Qurban, 2009, p. 45)

4- Ethics of Journalism:

4-1- Definition of Professional Ethics:

Professional ethics are a set of rules related to professional conduct established by an organized profession for all its members. These rules define, monitor, and ensure compliance, representing collective ethics and social norms, and serve as complementary or substitute duties for legislation and its applications by the judiciary. (Mahjoub, 2008, p. 91)

John Honbreg defined it as "the fundamental obligations that every journalist must have, primarily the need to work towards fair, comprehensive, accurate, honest, and clear coverage, while protecting sources and achieving the public good only, by respecting the law and individuals' privacy rights and correcting errors if they exist." (Makawi H. E., 1994, p. 155)

Therefore, the ethics of the journalistic profession are the set of guiding rules for the profession of journalism. They are the various principles that journalists must adhere to while performing their duties. In other words, they are the standards that guide journalists to produce work that earns public approval. They are also a set of ethical principles that journalists must adhere to in their conduct, guiding them to produce work that earns public approval.

4-2- Importance of Ethics in Journalism:

Ethical principles in journalism constitute one of the main foundations of the profession of journalism. This means that the integrity of the journalist is crucial in determining the purpose of this profession, which is essentially a public service aimed at serving the community by providing the public with facts and necessary information to shape an informed public opinion. This role is fundamental; as public opinion constitutes the source of authority in democratic systems.

Therefore, every time a journalist does not prioritize the public interest when addressing a certain topic, or whenever they seek to use their position for personal gain, or when they overlook or remain silent about issues that harm society for motives not justified by the public interest, or when they use their pen to serve individuals for various temptations.In all these cases, the journalist deviates from the journalistic mission and commits an ethical mistake. It is not permissible for journalism to serve individuals to achieve personal gains and goals, otherwise, it falls short of being a mission and a power aimed at achieving the public interest.

Therefore, journalistic ethics, by defining a set of principles, values, and behaviours directed towards the media institution and those working in it, ensure the preservation of the fundamental mission. (sodfa, 2008, p. 79)

4-3- Rules of the Professional Conduct:

These are a set of guidelines through which the commitment of a newspaper to journalistic ethics is governed. They are based on a set of points agreed upon by most codes of journalistic ethics and professional performance standards established by journalistic bodies such as press councils, unions, associations, journalists' unions worldwide, experts, journalism professors, and media. (Mahjoub, Ethical Principles of the Profession: Its Foundation and Scope, 2008, p. 39)

Alternatively, they are the principles and values that journalists must adhere to and consider when performing journalistic work. They are the means that illuminate the path for them and guide them in various situations and topics encountered in their work, safeguarding their dignity and protecting them from any humiliation or pressure, ensuring that their pen only hears the voice of their conscience. (Fawzi, 2007, p. 45)

Accordingly, most of the rules of the professional conduct refer to important concepts that explain to the journalist his rights and duties, which are: (Salami, 2013, p. 314)

Ensuring freedom of the press and journalism: The Englishman "Sheridan" believed it is better for us to be without a parliament than to be without press freedom. The best is to be deprived of ministerial responsibility and personal press freedom and the right to vote on taxes rather than being deprived of press freedom. These freedoms alone can eventually restore other freedoms. Press freedom not only helps in accessing the truth but also provides journalists with comfort and reassurance, acting as nourishment for individuals. (Sabat, 2008, p. 272)

- Freedom of access to objective sources of information: Journalists demand access to objective information and advocate for the right to express their opinions.

- Accuracy, truthfulness, and avoiding distortion of facts: Gaining the trust of readers is the foundation of distinguished journalism, and it is the duty to ensure that the journalistic content is accurate, free from any falsification, covers all aspects, and is published fairly. (Sabat, 2008, p. 273)

Right to knowledge: The right to knowledge is among the fundamental human rights, and it involves citizens' right to know what is happening in governmental organizations. Depriving citizens of this right hinders the credibility of the media and the democracy process, raising questions about genuine press freedom. (Badawi, 2008, p. 71)

Objectivity and impartiality: Objectivity is the best way to reach the ultimate truth. Objectivity means expressing the subject matter without direct influence from personal matters, interests, or emotions, as journalists should set aside their political, social, and ideological biases when shaping the news. (Makawi H. E., Media Ethics, 1994, p. 222)

Responsibility: Towards the public opinion, its rights, and interests concerning national, racial, religious communities, the nation, state, religion, and peace. The global journalistic community bears a huge responsibility, and it is demanded in the name of the profession's honour, humanity, and the peoples who trusted and relied on it, not to betray these people in this critical stage of history, which belongs not only to our modern international society but also to the entire human race. It must present the complete truth about the situations and trends that dominate our contemporary international society, controlling the lives, prosperity, and peace of millions without favouring anyone or fearing anyone (Makawi H. E., Media Ethics, 1994, p. 223).

Integrity and independence: Independence is a professional ethical standard related to individual behaviour. Therefore, the independence of the profession and the integrity of those involved in collecting and disseminating news and information to the public must be ensured, extending not only to professional journalists but also to all other employees involved in mass media messages. (Badwi, 2008, p. 71)

Refraining from defamation, false accusations, slander, and invasion of privacy: The journalist is required to refrain from publishing any information that could diminish a person's dignity, reputation, or undermine their respectability, as everyone has their private life that should remain out of public view. Delving into people's private lives, family secrets, and personal problems does not concern the public opinion and does not serve the public interest; instead, it violates a sacred human right, which is personal freedom in action, speech, and work without any supervision other than the law and conscience, and violating this principle sometimes leads to committing crimes through public means, such as defamation and insult. (Sabat, 2008, p. 272)

Right to reply and correction: The right to reply and correction has become a necessity imposed by circumstances. It is not limited to the right of individuals to obtain information but also includes the right associated with it, enabling individuals to inform others and complete incomplete or incorrect information.

- Respect for professional secrecy: Professional secrecy is both a right and an obligation. Its purpose is to protect journalists and freedom of the press, facilitating access to information while avoiding deceiving public trust by preventing journalists from exercising their profession by resorting to any pressure, intimidation, or influence to

persuade them to present a false or distorted narrative. Therefore, the journalist must refrain from publishing false or unconfirmed information.

- Justice and fairness: Justice and fairness are human traits closely related to the profession, as the journalist is the discerning eye and attentive ear of all people. Therefore, they must be fair, committed to actual facts.
- Preservation of manners and general ethics: Manners and general ethics refer to everything related to the principles of communal dignity, the foundations of good behaviour, and the pillars of its moral grandeur, avoiding violation even in public, at least. (Badawi, 2008, pp. 73-74)

5- The Media Function of Social Media Platforms:

The internet has brought about a change in media work as global newspapers began creating websites on the World Wide Web, aiming to convey news and information in depth to the public. Publishing news on the internet is not limited to simply presenting the same content provided in newspapers. Instead, it has expanded to utilize internet features such as using mailing lists to disseminate news to subscribers.

With the increasing importance of the internet in conveying and discussing information and news compared to traditional media, the audience experiences real-time event developments. Consequently, the internet has become an independent media force in most times and circumstances. (Khattab, 2010, p. 62)

This is also true for social media platforms, which have become a free media outlet and a platform for citizens to express their various concerns to the highest authorities.

The use of the most popular and widely used social media networks by journalists is limited to dealing with information, news, and events as they happen. Information can be exchanged among friends, enhanced with images, videos, comments, and replies, which modern media outlets cannot achieve. (Yousfi & Djalaughly, 2013, p. 236)

Abd-el- Razzak Merabt, a journalist in the New Media Department at Al Jazeera Channel and the supervisor of the channel's pages on "Twitter" and "Facebook," believes that social media have become serious competitors to traditional media outlets. Initially, traditional media seemed unprepared to deal with this rapid change. He added that dealing with social media is a necessity, despite the challenges it poses regarding adherence to journalism ethics and standards. Traditional media found themselves forced to accept and deal with social media and eventually adopt them. These platforms played an undeniable role in disseminating news and exchanging information, bypassing the censorship imposed by many governments on traditional media. A prime example of this is the role played by Facebook, Twitter, and even YouTube in conveying the events of the revolutions that erupted in some Arab countries, resulting in what is now known as the Arab Spring.

The widespread use of social media platforms and their rapid news dissemination capabilities have led many to predict the decline of traditional journalism. This is particularly because language on social media platforms is easy to understand and simple, with news being central and succinct.

Talking about the threat of social media to the throne of professional journalism is premature. In the best cases, these platforms are merely tools that support professional journalism and do not threaten it—at least not in the near future. Many media institutions have realized this and are paying greater attention to social media platforms to reach a larger audience primarily and to gather some limited news stories, especially in areas inaccessible to the correspondents of these institutions

6- Facebook and its Media Aspect as an Example:

There is perhaps no phrase more fitting to describe Facebook in its "media" aspect than "a double-edged sword." Just as it can serve as an ideal tool to leap over the hurdles of rigid government-controlled media, including Arab media, it can also be a fertile ground for rumours, misinformation, and subsequently, spreading manipulated awareness.

Furthermore, nothing prevents governments, whose media are ousted, from returning through the Facebook window to promote their policies in various indirect ways.

Regarding Facebook as an alternative media outlet, there are conflicting perspectives. Some consider it as the best candidate to fulfil the role of the desired media, while others deny its capability to perform such a role. No one can deny the role played by social networks in the United States elections, as well as in the Gaza war. However, its prominent role became even more apparent in the recent events following the Iranian presidential elections, raising important questions about the role of social networks in transmitting and framing events. Some even question the role of these networks in changing regimes and shaping the new world order.

In recent times, social networking sites have transformed into a primary source of information, videos, and eyewitness testimonies. "Citizen journalists" resort to capturing events on their mobile phones or cameras and then uploading videos to social networks, to the extent that major media institutions like CNN and BBC News now gather a considerable amount of information from Twitter and a number of videos uploaded to YouTube.

The transformation of Facebook into an alternative media outlet seems clear and almost universally agreed upon by researchers. However, a fundamental question accompanies this transformation: who prevents governments, including Arab ones, from occupying a position on Facebook, utilizing its human resources and technological capabilities as an additional channel for their traditional media?

In conclusion, Facebook, with all its merits and demerits, remains eligible to be an alternative to traditional media, with all its positives and negatives. It may eliminate some disadvantages, such as government control, but it may also compensate with others, such as lack of accountability and news reliability. As Dr. Shareef Darwish, a professor of electronic journalism at the Faculty of Mass Communication, Cairo University, suggests, the rapid rise in internet usage "heralds the era of alternative media over the dominant traditional media era, creating a public and counter space for ideas promoted by mainstream media." He also addresses the political use of Facebook, a topic that raises concerns. (Al-Hadif, 2016, p. 41)

6-1- The Use of Social Media Platforms by the Sample Individuals in their Journalistic Performance.

Table No. (1): Illustrates the social media platforms used by Algerian journalists in their media performance.

Variable	Frequency	Percentage
Facebook	46	64،8%
YouTube	13	18،3%
Twitter	5	7،1%
Other	7	%9،8
Total	71	100%

From Table 1, it is evident that Algerian journalists primarily utilize Facebook in their media performance, with a percentage of 64.8%. Following Facebook is the usage of YouTube at 18.3%. Other platforms, such as My Space, constitute 9.8%, and Twitter is utilized at a rate of 7.1%. The significant usage of Facebook by journalists can be attributed to its widespread popularity.

6-3- The Purpose of the Sample Members' Use of Social Media in their Media Performance.

Table (2) illustrates the purpose of using social media platforms by journalists in their media performance.

Variable	Frequency	Percentage
Gathering information	30	25٬2%
Relying on them as a source	29	%24٬3
Facilitating the publishing process	27	22٬7%
Building extensive relationships	9	%7٬6
Bringing them closer to the audience	22	18٬5%
Other	2	1٬7%
Total	119	100%

From Table 2, we observe that individuals who use social media for journalistic performance aim primarily to gather information, with a percentage of 25.2%. This is followed by 24.3% who prefer to rely on social media as a source of information. Additionally, 22.7% use it to facilitate the process of dissemination, while 18.5% aim to bring it closer to the audience. However, a few, at 7.6%, prefer to use it in journalistic performance to establish broader relationships. It is noteworthy that the primary objective of journalists in using social media is to gather information, owing to its ease of disseminating various news, as it can be used by anyone to publish news and opinions in written, audio, or visual formats, making it a versatile platform.

6-3- Dependence of the Sample Individuals on Social Media Platforms

Table (3) illustrates journalists' reliance on social media platforms as they help them in:

Variable	Frequency	Percentage
Staying updated with current news	34	48٬6%
Conducting instant press interviews	09	%12٬8
Sharing content through multiple means	25	35٬7%
Other	02	%2٬9
Total	70	%100

The above table illustrates the reliance of journalists on social media platforms, with 48.6% using them to access real-time news, 35.7% utilizing them for sharing media content through various means, 9% for conducting immediate press interviews, and 2% for other purposes. The freedom of the press has become accessible through social media platforms, making information readily available everywhere, thereby reducing the effort and time for journalists and eliminating geographical boundaries.

6-4-The Type of News that Individuals in the Sample Gather from Social Media Platforms

Table No. (4): Illustrates the type of news that journalists gather from social media platforms.

Variable	Frequency	Percentage
Local	25	24%
National	31	%29.8
International	26	25%
Global	22	1٬2%
Total	104	100%

We notice from the table that the primary type of news acquired by Algerian journalists from social media platforms is national news, with a percentage of 29.8%. National and international news are closely aligned at 25% and 24%, respectively, while global news accounts for 1.2%.

6-5- The Benefits Achieved by Journalists through the Use of Social Media Platforms.

Table No. (5): Illustrates the needs fulfilled by journalists through their use of social media platforms in their journalistic performance.

Variable	Frequency	Percentage
Journalistic scoop	20	23‹8%
Familiarity with international events and developments	26	31%
Enhancing media content	20	23‹8%
Relying more on diverse sources and comparing between them	18	21‹4%
Total	84	100%

The table number 5 illustrates the needs fulfilled by Algerian journalists through their use of social media platforms in their journalistic performance. It is observed that being well-informed about international events and developments constitutes 31%, followed by journalistic scoops and reinforcing media content, both equal at 23.8%. Additionally, the reliance on a more diverse range of sources and comparative analysis stands at 21.4%.

6-6- The Journalist's Opinion on the Best and Fastest Method in their Journalistic Performance in Terms of Obtaining News.

Table No. 6: Illustrates the opinion of Algerian journalists on the best and fastest method in their journalistic performance in terms of obtaining news.

Variable	Frequency	Percentage
Email	08	17‹4%
Social media	17	36‹9%
Traditional sources	02	4‹3%
Mixing various sources	19	41‹3%
Total	46	100%

The table above shows the opinion of Algerian journalists regarding the best and fastest way to assist in their journalistic performance in terms of obtaining news. The respondents' preference for mixing various sources is at 41.3%, which according to them is the best and fastest method. This is followed by 36.9% of journalists who believe that social media platforms are the fastest and best way to obtain news. Meanwhile, 17.4% of respondents consider email as the best means for journalistic performance in obtaining news, while traditional sources rank last at 4.3%

7- General Conclusions

Through the presentation provided in this study, we have reached several conclusions regarding Algerian journalists' orientation towards social media platforms in their journalistic performance:

- Most Algerian journalists have accounts on social media platforms, with a large proportion having accounts on multiple platforms, reaching 100%. This indicates that Algerian journalists are keeping up with the developments in communication technology.

- Algerian journalists spend the longest time using social media platforms, ranging from two to six hours, with a percentage of 56.5%.

- The preferred and most suitable place for Algerian journalists to use social media platforms is their homes, with a percentage of 54.7%, possibly due to the easy access to internet services at home.

- The most commonly used platform for journalistic performance by Algerian journalists is Facebook, with a percentage of 64.8%, followed by YouTube at 18.3%, and Twitter at 7.1%.

- The primary purpose behind Algerian journalists' use of social media platforms in their journalistic performance is information gathering, with a percentage of 25.2%, followed by reliance on them as a source of information, and facilitating the publishing process.

- Most journalists rely on social media platforms primarily for obtaining up-to-date news, with a percentage of 48.6%, followed by sharing media content.

- Algerian journalists affirmed that national news is the most sought-after type of news, with a percentage of 29.8%, followed closely by international and local news, with international news ranking last.

- The main motivations driving Algerian journalists to use social media platforms are keeping up with international events and developments, seeking new information, obtaining instant news, and strengthening and diversifying journalistic materials.

- Most Algerian journalists confirmed that using social media platforms in their journalistic performance fulfils their professional needs and allows them to stay updated with new developments, as well as expressing their opinions freely without constraints from media institutions.

- The majority of Algerian journalists believe that the best and fastest way to obtain news in their journalistic performance is by mixing various sources, with a percentage of 41.3%.

8- Conclusion:

The significant advancements in modern communication technology have led to the emergence of new communication channels, altering the interaction among journalists. Some journalists have even forsaken traditional sources and direct meetings in their work, which could streamline the process of gathering information, staying updated with news, and exploring what is new.

Through this approach, we aimed to address the trend of journalists towards social media platforms in their journalistic performance. We sought to uncover the extent to which journalists use these platforms, which play a significant role in facilitating access to instant news, conducting interviews without the need for physical presence, and gauging public opinion. Additionally, we endeavored to understand the utilization of social media platforms in the journalistic performance of Algerian journalists. The study revealed that these platforms are moderately used, allowing journalists to facilitate the dissemination of information and expand their networks. Moreover, the study indicated variations in usage based on individual journalists' needs.

In conclusion, we cannot definitively assert that journalists' use of social media platforms in their work and reliance on them as a source of news and information is always negative. Sometimes, the nature of journalistic work necessitates resorting to these new media, which can assist in capturing important and urgent events. This study remains a part of ongoing research to explore the extent of Algerian journalists' use of social media platforms in their work. While we do not claim to have reached conclusions that encompass all aspects of social media usage among journalists, our efforts have aimed to shed light on some facets, paving the way for further exploration by future researchers into uncharted territories.

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