

Ethical Practices among Media Bloggers in Information Provision in Tanzania

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I. INTRODUCTION

There has been a mushrooming of blogs on the Internet; in 1999, there were about 50 existing blogs and they were only known by a few individuals (Johnson, Kaye, Bichard, & Wong, 2007). However 29 percent (57 million) of American Internet users' accessed blogs (Lenhart & Fox, 2006) and 8 out of 10 Americans knew what a blog was and almost half of America had visited blogs (Synovate, 2007). This phenomenal growth may be due to the dynamic nature of blogs; however, the aspect of ethical practices requires to be observed. While some blogs are updated weekly, many more are updated hourly (or even more frequently), with postings in reverse chronological order. Most are interactive and allow viewers to post comments (Lenhart & Fox, 2006). Unlike static websites, blogs depend upon hyperlinks not only to boost attention to their own blog but also ensure that users can be quickly led to relevant information. At their idealized best, we blogs are said to be a space to reflect on the 'deluge of data' (Blood, 2002) that receive, offering an antidote to the mass-mediated, corporatized culture that surrounds. They have the capability to report the news without constraints of censure or the pressures of advertising and draw upon a diverse range of sources. At their reductive worst, bloggers have been said to be strongly opinionated and even vitriolic in response to those who oppose their political positions (Johnson & Kaye, 2004).

Around the year 2005, blogging in Africa became a mainstream phenomenon, in the United States and soon in Europe; it was only beginning in Africa. In the mid-2000s, blogging was almost only for expatriates and Diaspora students based outside the continent. The cost of internet access was very high, as explained by Didier Malak a popular blogger (Kelly, 2012). Only the development of internet and technological infrastructures enabled the expansion of an African blogging sphere. And this development is unequal depending on the areas.

In Tanzania the bloggers engaged their knowledge of their readers as parents and caregivers to paint a picture of poverty (Kelly, 2012). Bloggers mentioned the juxtaposition of emotions, experiencing joy and sadness in the same experiences. "On the flip side of the joyful emotions had the sadness that came with visiting the home of a poverty stricken family of this 3-year old girl named Latecia" (Scott, 2012:34). The bloggers were largely unapologetic in their stark portrayals of poverty, attempting to persuade their readers of the severity of the conditions they were seeing.

The relationship between the bloggers and their regular readers was evident in many of the comments seeking to encourage them during the trip. "Hope you are feeling better; Praying for your health." (Jolanthe, 2012:40). While Compassion is a Christian organization, many of the bloggers have diverse audiences who read their blog because of their interest in the blog's content. There were comments that reflected religious differences between readers and the bloggers (Abossé 2012).

Code of Ethical Practice for news agency journalism published by the Media Council of Tanzania (2011) and new version (2016), comments that: The News Agency journalist shall report the truth and give all the necessary and correct facts that make a news story complete. Also abide by the codes of ethical practices in the trades of photojournalism, managers/editors and broadcasters and act responsibly with speed in gathering, processing and filling the news. Ishengoma (2013), Tweve (2013& 2019), Deibert (2014) and Chong (2014) observe that information professionals and journalists at large in Africa and in Tanzania is an established profession and yet little efforts have been made to improve its services in the public sector. The authors also underscore the fact that information professionals require not only knowledge and skills but also ethics to perform their duties effectively. Even in other developing countries such as Zimbabwe, lack of professionalism and ethical practices in services remains a problem that is not well-recognised (Ngulube, 2000).

Statement of the Problem

New media technologies undertake deep changes in how global citizens obtain news and feature programming as well as how people communicate among themselves and contribute to the emerging de-centralized, many-to-many media system which creates a true revolution in the control and presentation of media (Malyi 2018). The creation of social media and news blogs has been through the evolution of media from Emergence to Convergence influenced by digital technology. Digital technology keeps the new media landscape continually fluctuating like traditional media such as newspapers, radio and TV which require big capital for operational costs including registration license and other running costs while new media such as blogs, Facebook, Twitter and online newspaper require computer or Smartphone and the domain name to create a news site for free. Such influence non-professional and professional journalists to create media blogs, which plays significant contribution in disseminating

news as alternative new media. Apart from such efforts, the issue of ethical practices still remains an area of concern among professionals and scholars (Malyi 2018, Tweve 2019, and Ngulube 2000). Despite the rapid growth of online media through blogging in Tanzania, only few studies investigated the development and trend of this new media. Such a study has been long overdue before the unethical practices are too deeply ingrained in the public sector, journalists and bloggers in particular. This study, therefore, contribute to this body of work, by assessing ethical practices among bloggers in their services provision in Tanzania.

Purpose of the study

The purpose of the study focused on assessing ethical practices among media bloggers in information provision in Tanzania. The study was guided by the following specific objectives: First to determine the application of code of ethics/conduct to address ethical practices among media bloggers in information provision. Second, to examine to what extent media bloggers adhere to ethical practices in information provision. Third, to identify ethical challenges media bloggers face in information provision and fourth to propose mechanism to address ethical challenges face media bloggers in information provision

Rationale of the study

The research will bring forth knowledge which will lead to an understanding of the current trend about ethical practices among media bloggers. The research has created awareness and a breakthrough to the researcher in the understanding of the influence of information age has resulted into the proliferation of media blogs of different types including: politics, religion, entertainment, youth events and many others.

In this regard, the study's findings would have important implications for scholarly literature and policy implementation. The basic findings would illuminate on the current ethical practices of media bloggers in Tanzania. The findings can also be used by government officials to help promote professionalism in journalism and effective utilisation in different public and private offices, including departments, agencies and ministries. Also, the findings add knowledge to the existing literature in this field and, in addition, provide a basis for further research on ethics in journalism at large.

The study has established the ethical practices in relation to the current state of media bloggers in Tanzania. The findings can be used to sensitise government officers particularly information professionals and journalists on the need to adhere to ethical practices and professional service delivery.

Theoretical Review

Drawing on several high-profile instances of government's persecution of bloggers, one set of accounts identifies the blog as primarily a political and politicized space (Bucar and

Fazaeli, 2008; Rahimi 2003). Other accounts highlight how Weblogistan broke taboos. Such accounts often mention how blogs provided a liberating space for women (Alavi, 2005; Amir- Ebrahimi 2008b). Whether their focus is on the social or political aspects of Weblogistan, these analysts usually emphasize how bloggers push against the state. The nongovernment-tall and think tank sectors have played a key role as knowledge producers about the Iranian Internet and its blogosphere in particular. Although such accounts underline the repressive measures of the state, they also emphasize the potential of digital media, especially blogging, to circumvent restrictions and create conditions for democratic change.

According to Sreberny and GholamKhiabany, (2007) have gone beyond a focus on sensationalized bloggers to highlight Weblogistan as an arena of diverse intellectual production. They have also critiqued accounts that draw a monolithic portrait of the Iranian blogosphere, instead of calling for frameworks that understand digital media in relation to previous and existing policies, technologies and political dynamics (Sreberny and Khiabany, 2011). Others have critiqued the liberation model, focusing only on secular or anti-state forms of resistance, they leave out other forms of challenging social and political systems (Akhavan, 2011).

In recent times, citizens' engagement in policy process has been globally emphasized. At the United Nations Conference on Sustainable Development, the General Assembly Resolution 288 of 2012 entitled *The Future We Want*, states in Social Media and Public Policy in Africa, "We recognize that opportunities for the people to influence their lives and future, participate in decision-making and voice their concerns are fundamental for sustainable development" (ECOSOC, 2012: 26). To strengthen the resolution on civic engagement, the 51st Session of the United Nations on Social Development concluded that: "the empowerment and participation of all members of society in social, economic and political life are critical to achieving sustainable development" (ECOSOC, 2013: 78). Hence, governments need sophisticated real-time tools to drive civic engagement and establish mechanisms for effective policy implementation and feedbacks in the digital age.

Recent statistics show that 1.32 billion people of the world population make use of social media for social, political, and economic purposes (WIS, 2014). More than 66 percent of Americans are online and the use of social media is increasing in triple folds year after year (WIS, 2014). In the Arab World, about 71 million people make use of social media among 135 million people on the internet and social media has been used increasingly to promote good governance and Arab social integration (MBRSG, 2013). In China, the use of social media has become instrumental to public diplomacy and social transformation (Lagerkvist, 2005), though popular social media like Facebook and Twitter were barred and replaced with locally developed ones (like SinaWeibo) for online engagement (Mou, 2011). Africa is a growing market region for mobile technology adoption and the use of social media

has been on the credible increase (Dalberg, 2013). Recent statistics indicate that internet users in Africa comprise about 8.6% of the World's internet users, with an exponential increase in active users of social media every month (WIS, 2014).

In the past decade, the number of Africans engaging in online activity was relatively few, but the numbers have increased dramatically to about 240 million with social media holding the highest proportion of online engagements (Ipsos-Markinor, 2012; ITU, 2012). Recent revolutions in Egypt and Tunisia drew governments' attention to the potential of social media tools in Africa (Khair, 2011). Such revolutions have resulted in a subsequent shift in social media use towards political and activist agendas in various countries of Africa (Ishengoma, 2013; Salanova, 2012). Additionally, social media can be seen as a platform and an incubator for business development, and as such (Makinwa, 2012) comments on the potential for the African continent's economic growth. In a similar vein, (Yu-Shan, 2013) opines that social media technology has the capability to connect the African public and translate to a strong political tool on the continent. To realize the dreams of the internet pioneers, then proposed to challenge the context and demand a fresh set of proposals to empower public oversight of and participation in online networks (Duncan, 2012). However, the credibility and sufficiency of social media as a tool for policy making remains controversial among scholars, policy makers, and governments globally.

Theoretical Framework

Computer-Mediated Communication Theory

Shaff, Martin and Gay (2001) define CMC as human-to-human communication using networked computer environments to facilitate interaction. Computer-Mediated Communication is the theory of how information can flow through e-mail, video or audio/video conferencing, instant messaging, bulletin boards systems, list-serves, Internet relay chat, websites, blogs, and multi-user environments. Through CMC, global partners for development can come together and discuss employment issues of great personal relevance. CMC can be used to facilitate support groups (Wright, 1999).

According to Brian & Cupach, (1984), motivation represents the initial stimulating process of seeking knowledge and applying it, which is noticeable through the selection of skills that are applied in the selection of appropriate media and messages. Certain motivations are better conveyed through certain media features, for instance, a shy person may prefer an online dating system that permits more personal privacy than participating in a one-to-one encounter. In messaging, a high-status person may prefer the efficiency and task-orientation of message content. Knowledge of the most competent messages and media is searched and selected accordingly and subsequently implemented through the skills of computer-mediated communication.

Clearly, numerous of the previous intentions are based on prior conceptualizations of interpersonal competence (Spitzberg & Cupach, 1984, 2002), although other models have demonstrated the relevance of similar constructs. To this point, the components of the CMC competence model have been conceptualized largely from an individual differences view, but in keeping with the reasoning of combined, compensatory, and interactive effects, it is assumed that, in general, the competent sender(s) can facilitate the competence of the receiver(s). While the opposite may be true (i.e., an incompetent sender(s) can lessen a competent receiver(s) performance), part of the benefit of competence is the ability to compensate for the incompetence of other(s).

Since CMC uses more than one computer and focuses largely on the social effects of different computer-supported communication technologies, this theory offers suitable and wide-ranging tools to study the effectiveness of the social network in developing media blogs.

CMC enabled this study to examine the impact of information dissemination through digital technology. It also examines how humans use digital technology to manage interpersonal interaction, form impressions, and build relationships. This research focuses on the differences between online and offline interactions. CMC is able to overcome the physical and social limitations of other forms of communication. It allows the interaction of people who are not physically sharing the same space. Thus, it favours a more level playing field and enables this research to explore more on the influence of information age in developing media blogs.

CMC is divided into synchronous and asynchronous modes. In synchronous communications, all participants are online at the same time, so the process provides direct feedback for the users. On the other hand, asynchronous communications occur without time constraints. It will enable users to get indirect feedback. Both processes enable users to create and increase sustainable communication, which is important in creating a strong dialogue that developing media blogs. On the critic to the theory why only emphasize more on the message rather than other things like audios, also speaks about sender and receiver on feedback communication what if it could have direct communication were will be a sender sending the information with no feedback from the sender though the sender will read the information.

Empirical Review

Using blogging to enhance the initiation of students into academic research, (Chong, 2010); for the net-generation students learning in a Web 2.0 world, research is often equated with Googling and approached with a mindset accustomed to cut-and-paste practices. Recognizing educators' concern over such students' learning dispositions on the one hands and the educational affordances of blogging on the other, this study examined the use of blogging to initiate students into academic research at the tertiary level. It focuses on the experiences of three students from a third-year

music class working on their research paper with blog-based supervision provided by the teacher. The course, in a hybrid fashion, combined face-to-face lectures and tutorials with blog sharing and discussion. The students' individually owned blogs were specifically used as their research diaries in which they logged in their work in progress, they then received input from both the teacher and fellow students. Based on the researcher's self-evaluation of the teaching-supervising process, an analysis of the students' blog discourse, and students' survey feedback. This article offers useful insights and suggestions for educators interested in either using or researching on blogging as a means to develop students' research skills and understanding.

Political blogs and the Bloggers Who Blog Them: Is the Political Blogosphere and Echo Chamber? (Wallsten, 2004). These studies have provided important insights into the content of A-list political blogs (Adamic and Glance, 2005), how A-list political blogs influence media coverage (Drezner and Farrell, 2004) and who A-list political bloggers are (McKenna and Pole, 2004), they have largely ignored the thousands of less read political blogs that are written by average citizens every day. As a result, relatively little is known about political blogging "by the rest of us" (Schiano et al., 2004:90). Perhaps most surprising in this regard is the fact that while there has been much debate over whether political blogging is a form of political participation (McKenna and Pole, 2004), there has been no systematic research into how ordinary people are using blogs as a form of political expression. This paper address ethical aspects, quantitative content analysis of 35 randomly selected, non-A-list political blogs over the six month period from July to November 2021 in order to determine ethical aspects media bloggers adhere in their day today practices.

II. RESEARCH METHODOLOGY

The study focused on exploratory design, purpose of such study is formulating a problem for more price investigation or developing the working hypothesis (Kothari, 2000: 35) therefore the study explores on ethical issues and bloggers in Tanzania. This study mainly used qualitative and quantitative research approach as because helped to gain better understanding. According to Julia Brannen (2007, p.283), the following is the significance of combining both qualitative and quantitative research approaches.

Field was conducted in Tanzania boundaries because bloggers are scattered in various regions in Tanzania. The population of the study is all bloggers in Tanzania. From this population the study selected 35 bloggers of the entire population. Therefore the study explores all available bloggers found. The study employed purposive technique, Purposive sampling the study used in which as (Oso and Onen, 2008, p.80) hold that 'the study consciously considers who to include in the sample.' The study used bloggers as source of information and purposive sampling because bloggers fit the condition of the study'... the appropriate individuals who were located were asked for the address of others who might also fit the

sampling requirements'' (Oppenheim, 1992, p.43). Field study was based on bloggers in Tanzania. The study used questionnaire, as a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study. The study distributed 35 questionnaires to bloggers.

III. FINDINGS

Introduction

The study employed two methods of data collection: interview which was used for Media Council of Tanzania (MCT) staff, and questionnaire to media bloggers. There were 40 media bloggers and 4 staff from Media Council of Tanzania. The first part of the study collected demographic features of respondents. This part included the following information: work experience, and a list of blogs which are familiar among bloggers themselves. The findings show that work experience of media bloggers ranged from 0 to 12 years and above. Majority 20(50%) of media bloggers indicated that their experience ranged from 4 to 7 years. Few 16(40%) media bloggers had an experience which ranged from 0 to 3 years.

The findings also show that there are many bloggers familiar among bloggers, the list identified is 36. Among the 36 identified it was noted that Millard Ayo blog was more familiar than government blogs such as TBC which is for Tanzania Broadcasting Corporation. Generally the popular or familiar blogs identified are owned by individuals. Table 1 below presents the summary of the familiar blogs.

Table 1: Blogs which are familiar (N=40)

Blog	F	%	Blog	F	%
Millard Ayo Blog	26	70	Psychology today	6	15
Michuzi blog	24	60	SaleheJembe Blog	6	15
Business times	20	50	Bin Zubery Blog	4	10
Jamii blog	16	40	Nuru the Right Blog	4	10
Mwananchi blog	12	30	Dar es Salaam Yetu blog sport	4	10
The citizen .co.tz	12	30	Mwanakatimzalendo blog	4	10
Job in Tanzania	12	30	Brighter Monday blog	4	10
Tanzlite digital	10	25	Psychology today	4	10
Wasafi.com	10	25	Huff-post blog	4	10
The citizen.co.tz	10	25	Mtokambali	4	10
Tanzania blog	10	25	Mpela education blog	4	10
Zoom Tanzania	8	20	Mwanga blog	4	10
IPP	8	20	Brighter Monday blog	4	10
TBC blog	8	20	Huff-post blog	4	10
Tanzania Invest.com	8	20	Mkito.com blog	2	5
Mdundo .com	6	15	Tanzania tech	2	5
Mkito.com	6	15	Wasaji.com	2	5
Mdundo blog	6	15	Nics blog	2	2

Source: Field data 2021

The application of code of conduct/ethics to bloggers in information provision

The first objective of the study aimed at determining whether the code of conduct available is applicable to the media bloggers. The first aspect researched was to find out the awareness on whether media bloggers are guided by code of ethics. The second aspect in this objective was to identify weakness or shortcoming of the available code of ethics.

Awareness on whether media bloggers are guided by code of ethics

The study came up with the findings which show that majority 23(57.5%) of media bloggers are aware that they are guided by code of ethics for their day-day operations. However, few 5(12.5%) of them pointed out clearly that they are not sure whether code of ethics is used to guide them in daily activities as bloggers. Table 2 has a summary of the responses.

Table 2: Awareness on code of ethics

Responses	Frequency	Percent
Yes	23	57.5
No	12	30.0
Not sure	5	12.5
Total	40	100

Source: field data 2021

Weakness/shortcoming of the available code of ethics

The last aspect in this objective which was necessary to find out was to identify weakness or shortcomings of the code of conduct to enforce media bloggers to adhere to ethical practices in their information services provision. The rate of scale used is (1 = not at all, 2 = average, 3 = very good and 4 = excellent). Common short comings were identified, but respondents were also asked to add weaknesses apart from the list suggested. The summary of the findings has been presented in table 3 below.

Table 3: Media bloggers' views on weaknesses of code of ethics

Weaknesses/shortcomings	Not sure		Moderate		Great weakness		Greatest weaknesses	
	F	%	F	%	F	%	F	%
Do not address media bloggers obligations	0	0.0	10	25	12	30	18	45
Do not link to media bloggers objectives	2	5	4	10	10	25	24	60
Do not address media bloggers realities	0	0	10	25	12	30	18	45
Do not educate media bloggers roles	2	5	2	5	10	25	24	60
Do not guide bloggers in ethical choices	10	25	20	50	4	10	6	15

The code is ineffective-has no teeth in disciplinary matters	1	2.5	3	7.5	12	30	24	60
Is self-serving for the profession	10	25	10	25	10	25	10	25
Not incorporated effective ways to address challenges	0	0	0	0	10	25	30	75
Directives are inconsistent with one another	2	5	2	5	16	40	20	50
Too general and vague	0	0	0	0	4	10	36	90
Directives are not complete or exhaustive	10	25	10	25	10	25	10	25

Source: Field Data (2021)

Data from the table above suggests the following observations: First, it has been noted the available code of ethics has a lot of weaknesses specific to media bloggers. One of them is the code to be too general and vague 36(90%) of the bloggers pointed out this weakness. Another weakness identified by majority 24(60%) the code is ineffective-has no teeth in disciplinary matters. In any code of ethics, professionals are guided on how they would be held accountable for unethical practices. Others are not incorporated effective ways to address challenges; do not educate media bloggers roles, do not link to media bloggers objectives, and not incorporated effective ways to address challenges. During interview, MCT staff pointed out clearly that, there is no way the code could come up with specific rules, roles and directives specific to bloggers. Apart from mushrooming of bloggers, it is expected that they must comply with the general code of ethics to the Journalists and specific to the code of ethics to broadcasters.

Adherence of media bloggers to ethical practices

The second object aimed at asking media bloggers whether they adhere to ethical practices in their information services provision. Secondly, it was important to determine the extent to which media bloggers adhere to ethical practice in their information services. The last item was to identify the importance of media bloggers in adhering to ethical practices in their information services provision.

Adherence of media bloggers to ethical practice

Respondents were asked to indicate features and extent to which Media bloggers adhere to ethical practice in their information service delivery. In fact, one of the objectives of the study which formed this chapter aimed at assessing the media bloggers adherence to ethical practices. In this regard, the respondents were requested to rank the suggested ethical practice elements in the questionnaire. Also the respondents were asked to add any other ethical practices not on the list

provided in their questionnaire. The findings of the study show that Media bloggers to a certain extent, adhere to ethical practices in different ways. Research findings are presented in subsequent sub sections. The second aspect in this objective was to determine ways which media bloggers use to adhere to ethical practice in their information services. The list of ways were proposed and they were required to rate by using the following Likert scale (1 = not at all, 2 = average, 3 = very good and 4 = excellent). Also they were asked to add other ethical practices apart from the list provided.

Table 5: Media bloggers’ views on features of adherence to ethical practices (N=40)

Ethical Practices	Not at all		Average		Very good		Excellence	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
User privacy	0	0	20	50	10	25	10	25
Information accessibility	0	0	4	10	16	40	20	50
Currency of information	2	5	12	30	16	40	10	25
Reliability	10	25	12	30	10	25	8	20
Safety	10	25	20	50	10	25	0	0
Integrity	0	0	20	50	10	25	10	25
Accuracy	10	25	10	25	10	25	10	25
Security	20	50	10	25	10	25	0	0
Surveillance	0	0	10	25	20	50	10	25
Impartiality	10	25	10	25	16	40	4	10
Transparency	0	0	4	10	12	30	24	60
Avoid biases	0	0	4	10	10	25	26	70
Accountability	0	0	2	5	2	5	36	90
Maintain confidentiality	0	0	10	25	20	50	10	25
Honesty	10	25	10	25	10	25	10	25
Diligent	10	25	20	50	10	25	0	0

Source: Field Data (2021)

The finding in the table 5 above suggests the following observations. First, Media blogs surveyed adhere to different feature of ethical practices in different levels of occurrence. Second, it shows that Media bloggers are not very much accountable when they do not adhere to ethical practices. On the contrary, Media bloggers themselves pointed out that they are excellent and hard working (diligent). This controversy suggests that Media bloggers are excellent in transparency in their provision of information services in a way that they don’t need to be accountable. Although transparency is a subjective issue, according to respondents’ observation, Media bloggers need to work more transparently to increase the integrity of their profession. Third, it is evidently proved that code of ethics is not used as a way to enforce Media bloggers’ adherence to ethical practices since the issue of accuracy has been rated in low levels contrary to professional requirements.

Views of media bloggers to comply with ethical practices

The respondents were asked to use the Likert scale to identify the ways used. The following was the scale (1. Not used, 2. rarely used, 3. frequently used, and 4. most frequently). On the other hand, they were asked to add other ways apart from those proposed.

Table 6: Media bloggers’ views on ways of enforcing compliance with ethical practices

Ways used to enforce compliance	Disagree		Agree		Strongly agree	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Disciplinary measures	20	50	10	25	10	25
Motivation	10	25	20	50	10	25
Provided with training	8	20	12	30	20	50
Provide a code of ethics	4	10	6	15	30	75
Evaluation of services	10	25	20	50	10	25
Improve communication infrastructure	8	20	22	55	10	25
Improve working facilities	2	5	12	15	26	80
Fair monitoring and control	0	0	2	5	38	95

Source: Field Data (2021)

Data in Table 13 suggests the following observations. First, blogs surveyed use different ways in enforcing Media bloggers’ comply with ethical practices. Second, it shows that Media bloggers were not aware that having motivation at work place may improve working condition, since few 5(33.3%) of them pointed out that motivation can enforce ethical practices. Third, it is evidently proved that code of ethics is not used as a way to enforce Media bloggers’ compliance with ethics. This is because few 6(40%) Media bloggers pointed out that the blogs provided a code of ethics to Media bloggers to guide them and ensure they worked ethically. Fourth, data prove that the tradition way of evaluation of services is one of the ways used to make employees to work harder and ethically. Many 10(66.7%) Media bloggers strongly agreed that blogs conducted evaluation of services not only with Media bloggers but all employees to make sure they worked hard and ethically.

The importance of media bloggers in adhering to ethical practice

The respondents were asked: to identify the importance of media bloggers in adhering to ethical practices in their information services provision. Since the issues of ethical practices were new to media bloggers, respondents were required to rank the suggested importance by using the following Likert scale (1 = not all, 2 = average, 3 = very good and 4 = excellent). They were also asked to add other important aspects apart from those suggested.

Table 7: Importance of media bloggers’ adherence to ethical practices

Importance of ethical practices	Not all		average		Very good		Excellent	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Promote trust in media bloggers	0	0.0	2	5	8	20	30	75
Increase number of information literacy	1	2.5	3	7.5	6	15	30	75
Keep the society informed	0	0	10	25	12	30	18	45
Attainment of profession objectives	2	5	2	5	10	25	26	65
Keep/maintain standards of services	0	0	10	25	10	25	20	50
Build an information society	2	5	8	20	10	25	20	50
Reduce misunderstanding	0	0	4	10	6	15	30	75
Promote ethical decision making	2	5	8	20	10	22	20	50
Control bribe	0	0	0	0	10	25	30	75

Source: Field Data (2021)

Challenges facing media bloggers to adhere to ethical practices

The first issue considered in the third objective was to find out whether media bloggers face any ethical challenges in their information services provision. The second item was to determine ethical challenges media bloggers face in attempts to adhere to ethical practices in their information services provision. The third aspect was to determine whether there is a need to have a mechanism which will enforce media bloggers’ to adhere to ethical practices in their information services provision. The last aspect in the objective was to propose ways or mechanisms can be adopted by media bloggers to work ethically in information services provision.

Ethical Challenges media bloggers face

What ethical challenges do think media bloggers face in their attempt to adhere to ethical practices in their information services provision? (1 = not at all, 2 = average, 3 = very good and 4 = excellent). You may add other challenges apart from these.

Table 8: Media bloggers views on Ethical Challenges

Ethical Challenge	Not sure		Moderate		High		Very high	
	F	%	F	%	F	%	F	%
Lack of privacy	2	5	8	20	10	25	20	50
Improper Information	0	0	12	30	12	30	16	40

provision								
Lack of currency of information	20	50	10	25	5	12.5	5	12.5
Insufficiency of reliability	0	0	2	5	2	5	36	90
Inadequate information integrity	1	2.5	3	7.5	10	25	26	65
Lack of information accuracy	10	25	4	10	4	10	22	55
Application of code of ethics	2	5	2	5	6	15	30	75
Unauthorised editing	2	5	1	2.5	1	2.5	36	90
Unauthorised access to information	0	0	10	25	10	25	20	50
Mutilation of information	2	5	10	25	10	25	18	45
Using information to intimidate	1	2.5	1	2.5	4	10	34	85

Source: Field Data (2021)

Challenges Media bloggers Face in Adhering to Ethical Practices

Based on the findings pertaining to the third objective of the study, this part discusses the main findings under the following subheads: ethical challenges Media bloggers face and mechanism for enforcing records managers’ adherence to ethical practices.

Ethical Challenges Media bloggers Face

Notwithstanding the diverse range of challenges records managers/officers face, based on the data presented in the findings above in this chapter, discussions can be made on the main challenges the Media bloggers face while working in the blogs as follows:

Lack of code of ethics: One of the key findings of the current study is that Media bloggers face lack of code of ethics specially designed for records officers/managers as one of the major challenges they have to contend with. Indeed, many 12(80%) of the Media bloggers pointed out that lack of a code of ethics constituted one of the challenges the Media bloggers faced in adhering to ethical practices. Generally, professionals at workplaces are guided by the code of ethics and other regulations in their day-to-day activities. Therefore, the code of ethics is imperative in encouraging good behaviour based on integrity approaches.

Thus Media bloggers need to be empowered by boosting their professionalism in information management to improve the operations of each sector. Tweve (2013) concurs that a competent professional in any sector or field needs a code of ethics /conduct to guide day-to-day activities. Also, the current study findings are consistent with Kemoni’s (1998) research conducted in Kenya, which established that a code of ethics was a very pivotal document in guiding and regulating Media bloggers and informational professional in the government sector. The findings are also supported by the Deontology theory adopted to guide this study, which professes that a profession is guided by three elements: duty,

morality and rules or maxims which refer to the code of ethics of a particular profession. The study findings are also consisted with the conceptual framework for ethical practices in information and communication sector and the third element of the model (on the code of ethics). This third element of the model urges Media bloggers to maintain user privacy, autonomy, transparency, reliability, information accessibility, honesty and avoidance of information bias. The ethical framework model for media bloggers, on the other hand, suggests that Media bloggers should strive to comply with the code of ethics in public sector information service delivery to foster professionalism and quality ethics-based information delivery.

Strategies to enforce media bloggers to adhere to ethical practices

What ways or mechanisms can be adopted by media bloggers to work ethically in information services provision? (1 = not at all, 2 = average, 3 = very good and 4 = excellent). You may add other mechanisms apart from these.

Table 9: Media bloggers' Views on mechanism for adherence to ethics

Proposed mechanisms	None		Prefer		More preferred		Most preferred	
	F	%	F	%	F	%	F	%
Introduction of code of ethics for media bloggers	0	0	10	25	10	25	20	50
Training on ethics to all media bloggers	2	5	2	5	10	25	26	65
Formulation of appropriate information policy	4	10	4	10	12	15	20	50
Upgrading upwardly the education level of media bloggers	0	0	10	25	12	30	18	45
Establishing an Ethics Committee for media bloggers	0	0	10	25	10	25	20	50
Control unprofessional media bloggers (<i>makanjanja</i>)	0	0	2	5	2	5	36	90
Increasing number of evaluations quality of information provided	0	0	10	25	10	25	20	50
Maintain authenticity of blogs and bloggers	0	0	0	0	10	25	30	75

Source: Field Data (2021) multiple choices were allowed.

Mechanism for Enforcing Records Managers' Adherence to Ethical Practices

The main problem identified in this study is lack of a code of ethics specifically designed for the records and the rather low level of education among the Media bloggers in Tanzania's public service, for example. Initially, the respondents were asked whether they thought there was need to have strategies in place to enforce records managers' adherence to ethical practices. The strategy recommendations were of two types: the type of education recommended for Media bloggers and

the general strategies that Media bloggers could adopt to improve adherence to ethical practices.

The need for training: The study findings show that many 196(76%) information and/or registry users and 8(53.3%) Media bloggers agreed that Media bloggers need to have further training to boost not only their professionalism but also their adherence to ethical practices. Also, the human resources offices agreed that further training for many employees was paramount not only for the Media bloggers but also other employees in the government. The general consensus was that the world was changing rapidly particularly in the field of information technology and hence the urgent need to have workers able to cope with the situation and ethical issues, which were also becoming intricate. The new thrust is now evident in the Tanzanian government's adoption of the e-government. Ndenje (2010) underscores the need for Media bloggers to be equipped with enough education so as to work efficiently, effectiveness and integrity. Other scholars support the idea of improving education to Media bloggers are (Nengomasha 2006, Lyaruu 2005, Mazikana 1996, Ngulube 2000, and Manyambula 2009).

Similarly, McLeod et al (2004), recommended the provision of education and training at the appropriate level of detail and in appropriate areas of subject commensurate with roles and responsibilities so that Media bloggers discharge both effectively and efficiently their responsibilities for managing records in a professional way. In other words, Media bloggers need to be equipped with up-to-date education that would allow them to accommodate the changes and make necessary adjustments in their operations. The education provided would facilitate their working competently and ethically.

Introduction of a code of ethics for media bloggers: The data already presented and analysed shows that all 15(100%) of the Media bloggers recommended that there was need to introduce a code of ethics for media bloggers. In other words, there was consensus between the information providers and the information users on the importance of having a professional code of ethics in place for the Media bloggers rather than the general code of ethics applicable to all civil servants.

Formulation of information policy: Generally, bloggers is a branch of the information profession, thus the formulation of any viable information policy in Tanzania should cover the specific needs of these professionals as it would help Media bloggers manage communication properly, ethically and effectively. In this regard, the majority 14(93.3%) of the Media bloggers noted the need to have an information policy in place. In fact, the establishment of the code of ethics can be easily done if the information policy in place states categorically that information professional in library and records management introduce a code of ethics to guide their professionalism. This mandatory requirement would compel professionals in the communication sub-sector of the information industry to introduce such a code of ethics.

IV. CONCLUSION

Based on the research findings, the study makes the following conclusions. Information ethics, particularly for Media bloggers is a critical factor for fostering quality decision-making, planning and for making informed choices in their sectors. Similarly timely access to a code of conduct among professionals contributes to their working ethically. Yet, the study found that the Media bloggers in Tanzania were guided by a general code of conduct applicable for all public services. The general code of conduct has some shortcomings as it fails to guide Media bloggers in specific and substantive ways in line with the professional demands of their call of duty—communication. This caused several ethical challenges among Media bloggers in their day-to-day activities.

Despite the majority of the respondents in this study acknowledging that the Media bloggers worked ethically in their information services provision, there was a need to have a code of conduct specifically designed for Media bloggers to guide and professionalise their work. Therefore, study concludes that by providing strategies to enforce media bloggers' adherence to ethical practices such as use of a code of conduct for information professionals coupled with upgrading their educational and professional credential, the records management profession as practiced in the sector. In this regard, the strategies are of two types: one is about providing further education appropriate to the development of the profession and two is about the general ways or mechanisms aimed at improving ethical practices and professionalism amongst media bloggers.

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