Mobile Journalism (MoJo) Applications: Competitive Potential and Viral News

Noor Zafira Mohd Shafie

PhD candidate, Faculty of Social Science and Humanities, University Malaysia Sabah, Malaysia

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ABSTRACT

The landscape of journalism is vast, and to understand its fundamentals, the aspects of current technological developments must be considered. MoJo, or mobile journalism, is among the new work patterns driving the journalism industry forward. Images, video clips, audio, and graphics can be edited directly on smartphones and uploaded instantly to newsroom systems, particularly for news broadcasting platforms on social media and news portals. This study was conducted to identify the application of MoJo in the daily routines of journalists, as well as the mastery of devices and MoJo skills across two online news outlets: *Berita Harian Online* and *Sinar Harian* Online. This study adopted a qualitative approach. The researcher interviewed two journalists from the selected news portals. Both journalists represented their respective media agencies serving the Kota Kinabalu, Sabah bureau. The Diffusion of Innovations Theory introduced by Everett Rogers was used as a guide for this study. This theory focuses on four main elements, which are: social system, time, innovation, and communication channels. The findings indicate that MoJo is applied in the daily routines of journalists as an element that simplifies their workflow as fast news deliverers, allowing them to focus more effectively on issues that go viral online. Furthermore, the level of MoJo mastery is also a factor in the "excellence" of news content uploaded online by journalists and editorial teams. This study also reveals that the mastery of MoJo is not solely restricted to journalists in the field but also extends to editors in the newsroom.

Keywords: MoJo (mobile journalism), technology, viral, innovation

INTRODUCTION

Since ancient times, a career in the world of journalism has been regarded as a highly crucial profession across all levels of society because the primary role played by journalists is to continuously serve as deliverers of vital information. All tasks involving the dissemination of information especially the latest domestic and international news, current issues, and even knowledge form the main content presented to the audience, with the goal of shaping audience thinking and response (acceptance). In line with current developments, the journalism profession has also undergone a gradual shift in its workflow. Looking at the patterns of news delivery to audiences in the past compared to the present day, the difference is distinctly clear.

To put it simply, the difference in the pattern of news delivery to audiences can be seen through the methods and platforms used to broadcast the news itself. While journalism "output" was previously viewed and received by audiences only through mainstream media such as newspapers, television news, and radio, today that output has expanded to networks of news portals and social media. This explains the ongoing developments within the world of journalism and the platforms used for news delivery. These current technological advancements have created a new identity or specific shift in the workflow of journalists. This new professional identity is none other than what is known as mobile journalism (MoJo). MoJo journalism is the fastest growing type of journalism (Perreault; Stanfield, 2019) and so it has challenged some of the fundamentals of this activity.

MoJo began to emerge as an identity within journalists' work routines because this workflow offers convenience and benefits to journalists in their efforts to deliver information and news more rapidly and

sophisticatedly, specifically through smartphones. Perreault & Stanfield (2018) state that MoJo is utilized by all journalists, regardless of whether they are young reporters or experienced, senior journalists, because mobile journalism simplifies tasks and they also learn and master MoJo skills. Initially, MoJo was described as a new journalism routine that utilizes mobile communication technologies, namely smartphones as well as mobile tablets. The integration of technology in the technology industry is seen as prominent, and this phenomenon is driven by the sophistication of mobile devices or gadgets, particularly smartphones and smartwatches (Dehghani, 2016; Dwivedi et al., 2022; Kim & Shin, 2015).

Scolari et al. (2012) explain that the sophistication of smart gadget communication technology is a key factor behind the emergence of MoJo in journalism routines, where it is used to produce content, information, or news reports more rapidly and concisely. Fundamentally, the onset of MoJo begins when journalists use their own smartphones and mobile tablets to gather raw field materials for news reporting, capturing photographs and recording videos deemed necessary for the news story. MoJo is increasingly gaining ground in the world of journalism, regardless of whether it is broadcast journalism or mainstream print journalism, with newspapers now also leveraging news portals as platforms to disseminate the news they produce.

Consequently, to what extent has this MoJo concept been applied by our local journalists, specifically national news journalists working in state bureaus, namely the state of Sabah? To answer this question, this study will investigate and examine the MoJo applications utilized by journalists from *Berita Harian* and *Sinar Harian*. Both media outlets are daily printed newspapers in Peninsular Malaysia; however, their print distribution in Sabah and Sarawak has been discontinued, and they now focus solely on news reporting through their online portals.

LITERATURE REVIEW

The development of communication technology has emerged as a driving force among user communities while simultaneously becoming the primary channel of information across all corners of the globe, at a faster and more convenient rate (Kartikawati, 2018). Furthermore, innovation in telecommunications has also progressed in tandem with the growth of internet access and various application facilities produced by telecommunication innovators; this includes smartphone communication applications that exist in various forms such as WhatsApp, Telegram, and FaceTime, which are specific to smart device users operating on iOS software (Kartikawati, 2018).

One of the various reasons that justify the success of smartphone is the fact that they are a mobile way to access the internet (Canavilhas et al., 2020). Mobile access through browsers or applications (apps) greatly contributed to increase this internet usage, a fact which led the journalistic market to think of the new platform as an opportunity for this activity (Canavilhas, 2021).

The Diffusion of Innovations Theory is a framework frequently applied across most communication theory implementations, originally put forward by Everett M. Rogers (1983). This theory defines diffusion as a process by which an innovation is communicated through specific channels over time among members within a social system (the audience community) (Rogers, 1983). Compatibility is one of the key attributes within the Diffusion of Innovations Theory, explaining the extent to which an introduced innovation can be accepted and adapted alongside existing knowledge, past experiences, and current needs (Kim & Ammeter, 2014). Compatibility can also describe how well a technology aligns with the existing lifestyle and past experiences of the audience (Labrecque et al., 2017).

Tracing the development of innovation in information dissemination, particularly regarding news, one of the crucial elements that must be recognized in media reporting is the element of gatekeeping. Nahon (2009) explains that a "gatekeeping" element exists within media reports. What is meant by news gatekeeping refers to the process by which information (obtained for news reporting) is filtered, especially by print media. This is also linked to other elements that hold the "power" to make decisions in news selection, specifically concerning politics, professional groups, and other information from those with greater expertise. This process is more commonly and famously known as the gatekeeper concept. The gatekeeper concept is a process

involving the selection and evaluation of news produced by journalists/writers before that news can be broadcast to the audience. Every news organization undergoes a gatekeeping process, and the individuals responsible for these gatekeeping duties are editors and sub-editors. They play a role in ensuring the filtering of news reports by correcting information and organizing it according to a hierarchy that determines what they require. In other words, this can be associated with "power" within the editorial system. Ghulam Shabir et al. (2015) state that information on major topics, controversies, and current contemporary news typically possesses a greater potential to emerge as the "starring" element selected as important; such stories have a high tendency to be published because they can grow the audience, whereas publishing minor or less important news potentially leads to lower audience reception.

To understand the foundations of media, particularly print media, which functions as a primary medium for delivering information to the audience (Fuad, 2013), it must also be understood that print media now utilizes new media platforms to share the same news stories broadcast in their newspapers. Print media can be identified as a medium characterized by sheets containing a specific word count, photos/images, multi-colored sections, black-and-white printed pages, and a primary function to provide current information, including entertainment. Because print media is established as the earliest existing medium, it is also known as a traditional tool for development communication. Print media is also closer to an audience demographic consisting of readers who seek development-related information. During the early emergence of print media, the primary groups utilizing this medium were laborers and farmers (Patil, 2001).

Print media began to showcase excellent performance as a primary source of information delivery to audiences, especially post-independence, following the implementation of the Five-Year Plans for structured development by the government at the time. The focused news reports leaned toward issues related to government development, efforts to benefit the public, announcements of government program particularly in the agricultural sector to the people, weather forecasts, market information, and government assistance to farmers such as the distribution of seedlings and farming equipment. All of these were the core themes focused on in print media news reports back then (Patil, 2001). Developments in the field of journalism began to shift and evolve gradually, a phenomenon that can be attributed to the influence of and compliance with advancements in communication technology and online (internet) information dissemination. Past researchers examining journalism and contemporary reporting have extensively shared details on the emergence of sophisticated new platforms capable of spreading news much faster.

At the same time, this also poses a challenge to the field of journalism, particularly traditional journalism, because new journalism that leverages technology demands mastery and skills in using specific gadgets and applications. This naturally involves additional expenses incurred by the journalists themselves to own current gadgets, subscribe to internet data for connectivity, and utilize applications that aid the news production and publishing process. Consequently, this opens a space for researchers, especially in the field of journalism, to look from an angle of how new applications can be created specifically those that encompass the criteria and standard benchmarks for the convenience of both field journalists and the newsroom editorial team. It is highly probable that mastery over current applications and technology is beginning to be adapted by journalists working in the field, but is the same experience shared within the newsroom's editorial space?

Tracing the early history of MoJo's emergence, it began when a journalist used social media to disseminate recorded footage of chemical weapons in Syria in September 2013. The video, broadcast on YouTube regarding the ongoing war in Ghouta, Syria, was also shared across social media, instantly capturing the public attention of a global audience. This surpassed the news dissemination capabilities of mainstream media, and at the same time, the video was also watched by mainstream media journalists themselves (Perreault & Stanfield, 2018). Following that video, discussions regarding journalism evolving into a new phase began to surface among media practitioners and journalism scholars. The emergence of MoJo, which positions smartphones and mobile tablets as the primary, productive gadgets for recording news, still requires in-depth study, particularly when linked to matters of journalistic ethics and media laws worldwide. While MoJo has the potential to help expand and accelerate the speed of news dissemination, it can also serve as a "disruption" to conventional news delivery formats, especially in terms of information authenticity and appropriate filtering.

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MoJo dismantles these structural barriers, condensing the entire journalistic pipeline, from initial capture to final publication-into a single handheld device. For a mobile journalist, the smartphone is not merely a camera; it is a repository of sensitive professional and personal data. It contains the contact details of confidential sources, unpublished investigative footage, location history, and communication logs (Matthew et.al, 2026).

However, journalists who possess a foundation in journalistic principles and ethics are undoubtedly accustomed to normalized work routines and reporting that adhere to ethics and are bound by media laws, whether in print or electronic media. For new journalists navigating their routine workflows, this inevitably presents a challenge; they must ensure they can master both foundational (traditional) reporting dynamics and MoJo, and this extends to the editorial team within the newsroom space as well.

THEORETICAL FRAMEWORK OF THE STUDY

In this study, the researcher utilizes the Diffusion of Innovations Theory as the foundational guide. The researcher focuses on two news portals, namely *Berita Harian Online* and *Sinar Harian Online*, to examine the perspectives of journalists from both media outlets regarding MoJo. The theory used in this study was originally introduced by Everett M. Rogers around 1983. He is among the pioneers and researchers who have contributed extensively to the field of mass communication. Generally, the Diffusion of Innovations Theory illustrates how a new idea can be applied or adopted. This is linked to how MoJo is being applied and adopted within contemporary journalism. The Diffusion of Innovations Theory focuses on four core elements for the researcher's study: innovation, communication channels, time, and the social system.

Diffusion of Innovations Theory

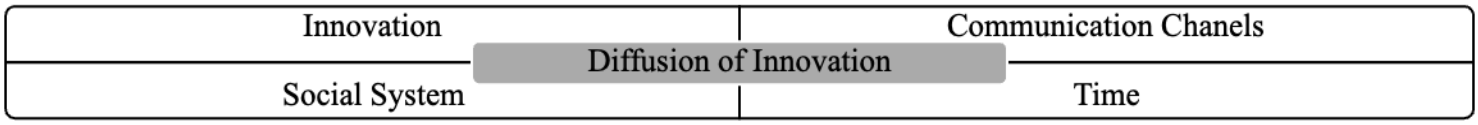


Figure 1: Elements within the Diffusion of Innovations Theory introduced by Everett M. Rogers in 1983

Innovation

Innovation in journalism is defined by linking it to changes in techniques, technology, processes, formats, language, teams, devices, applications, values, or business models designed to streamline and improve the production and consumption of journalistic information (Machado, 2010). Rogers (2003) explains innovation as any form of idea, practice, or object that is perceived as new by an individual or another unit of adoption. Tahir & Syed (2015) clarify innovation as something that encompasses a set of new or existing products and services currently in use, which can be seen by users when utilizing them, or when users perceive their terms of usage as something new.

Communication Channels

A communication channel is how a message is transmitted from one individual to another. Communication channels consist of two types: interpersonal channels (individual to individual) and mass media channels. Interpersonal communication channels occur during two-way or multi-way communication between an individual and another individual or group, conducted face-to-face, and can persuade the communication recipient (the target of the communication process) to accept the new idea brought forward by the initial individual (who initiated the communication). Intharaksa (2009) explains that individuals making decisions regarding innovation mostly consist of those who evaluate innovation subjectively to adopt it, rather than based on scientific studies. On the other hand, mass media communication channels are channels that focus on a larger recipient base or audience, particularly through the mediums of television, radio, and newspapers. Mass media communication channels are also the fastest and most beneficial channels for information delivery, especially for content deemed important, which introduces audiences to various innovations.

Time

Time involves the dissemination process that characterizes time as a dimension involved in the innovation

(decision-making) process an individual goes through, like prior knowledge of the innovation aimed at shaping attitudes, whether to adopt or reject the decision made (Intharaksa, 2009). The time process is also linked to relative time, which can be measured by how quickly or slowly an individual adopts an innovation when compared to other members of the system. For instance, an individual living in a rural or remote area will find it more difficult to accept an innovation due to incomplete and less available technological infrastructure networks; conversely, those in urban areas will accept an innovation more easily and rapidly due to the availability of existing technological infrastructure.

Social System

The social system is the final phase in the innovation diffusion process, and since the diffusion of innovation occurs within a social system, it is also influenced by the social structure within the social system of the community group or individuals. Rogers (2003) defines a social system as a set of interrelated units engaged in joint problem-solving to accomplish a common goal. Rogers (2003) clarifies that structure is the arrangement occurring within the patterns of units in each system. He notes that the nature of the system influences human innovation, which is the primary criterion for categorizing who utilizes it. Meanwhile, Intharaksa (2009) explains that within a social system, there are five categories used to determine how innovative an individual is, particularly in accepting new ideas. Innovators play a crucial role as gatekeepers in the flow of new ideas within the system. Innovators must overcome a high level of uncertainty regarding the innovation at the time of adoption. The capability to understand and apply relatively complex technical knowledge is also required.

There are several categories that exist within the social system. Among them are: -

Early adopters	Rizal (2012) explains early adopters as pioneers in the acceptance of innovation. Early adopters play a primary role in the dissemination process of new technology (innovation). The success or failure of a dissemination effort depends directly on the decisions made by the group within this early adopter category. Meanwhile, Tahir & Syed (2015) state that leaders play a primary role in almost all stages of the innovation process (the initiation of implementation), especially in driving the resources carrying the innovation forward.
Early majority	Intharaksa (2009) argues that the early majority requires time to adapt to new ideas, and this group is pragmatic comfortable with moderate yet progressive movements but unwilling to act without solid evidence of benefits. The early majority represents a phase where they do not take the initial step to adopt an innovation, yet they eventually accept it. Robinson (2009) further explains that the early majority typically wants to hear about or evaluate routine practices carried out in the industry that are supported and respected by regular individuals.
Late majority	This group is the last to accept innovation. The late majority is skeptical because they only accept new ideas because of a majority consensus. This late majority group also resists accepting innovation until there are advocates who encourage them to accept the innovation brought to them (Intharaksa, 2009). Ismail (2006) explains that the late majority is rather cautious toward innovation and, as a result, economic necessities and peer pressure are what lead them to adopt the innovation. To reduce uncertainty regarding the innovation, interpersonal networks of peers play a role in persuading the late majority to adopt and adapt to the innovation with a positive mindset.
Traditional	The traditionalists (laggards) are the final group within the social system to adopt an innovation. Traditionalists possess a suspicious nature regarding new innovative ideas, and this becomes a barrier to innovation because rationally from their own point of view they believe they lack confidence in new ideas, a perception that must be changed before they will adopt the innovation (Intharaksa, 2009).

Table 1: Categories within the social system element according to the Diffusion of Innovations Theory

introduced by Everett M. Rogers in 1983.

This innovation decision-making process is a process in which an individual progresses past the knowledge of an innovation to form an attitude toward motivation, subsequently deciding to either adopt or reject the implementation of the new idea, thereby making an informed choice (Rogers, 2003). This process is also relevant to journalists when making decisions regarding innovation (technology) in delivering news through MoJo routines.

METHODOLOGY

This study was conducted using a qualitative approach. The study is exploratory in nature, where the researcher seeks to delve into how MoJo applications are utilized and integrated within the selected media organizations: *Berita Harian Online* and *Sinar Harian Online*. These two media outlets were chosen because they are national media organizations headquartered in Kuala Lumpur with bureaus established in Kota Kinabalu, Sabah. Furthermore, these two organizations were selected because the researcher intends to analyze the workflows of journalists who use the national language as their primary medium of communication in their daily routines.

The researcher conducted semi-structured interviews with representatives from both selected organizations who are based in and responsible for covering news within the Kota Kinabalu area. This aimed to gather their feedback and shared perspectives, particularly regarding the specific details of workflows involving MoJo applications, as well as the impact of MoJo's emergence being used by non-professionals (netizens and social media users who lack training in news writing and reporting). To achieve this, the study involves journalists from the Kota Kinabalu, Sabah bureaus of *Berita Harian Online* and *Sinar Harian Online*.

The researcher developed the interview questions by focusing on the news delivery format, the main slant or bias of the news, and the news columns provided by the news portals. Additionally, the researcher examined the process by which journalists prepare and gather materials before news reporting is executed. This study was conducted over a duration of three months, specifically in August, September, and October 2025.

All interview questions were reviewed to ensure they were easily understood and aligned with the terminology and daily routine comprehensions of both the researcher and the interviewed informants. This was aimed at ensuring a smooth interview process with both informants from the selected media organizations. During the interview sessions, the researcher recorded the informants' voices using an audio recorder on a mobile phone, and the audio recordings were transcribed for the purpose of data analysis.

All data obtained from the audio recordings during the interview sessions were categorized into four themes based on the research framework, which adapts the Diffusion of Innovations Theory (innovation, communication channels, time, and social system).

Media organization	**Informant**
Berita Harian Online	Informant 1: Bureaus reporter, Kota Kinabalu, Sabah
Sinar Harian Online	Informant 2: Bureaus reporter, Kota Kinabalu, Sabah

Table 2: Informants involved

RESEARCH FINDINGS

Based on the results of the interviews conducted with the informants, the research findings were analyzed and categorized into four main themes: innovation, communication channels, time, and the social system.

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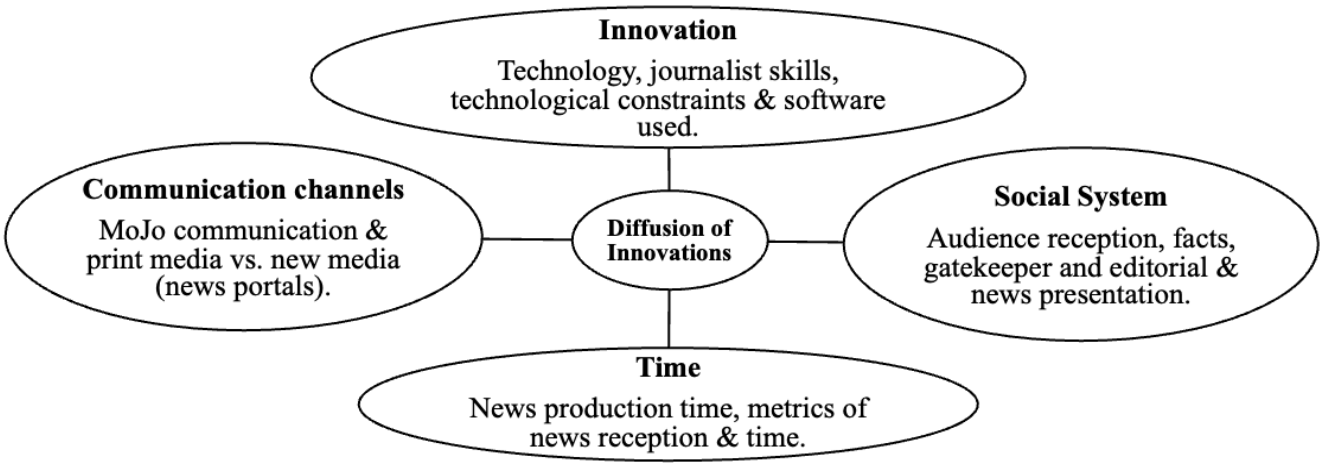


Figure 2: The MoJo concept mapped within the thematic framework of the Diffusion of Innovations Theory.

Theme 1: Innovation

The results of the interviews with both informants revealed that within the innovation theme, several specific details were explained, as shown in Figure 3; these include technology, journalist skills, technological constraints, and the software used.

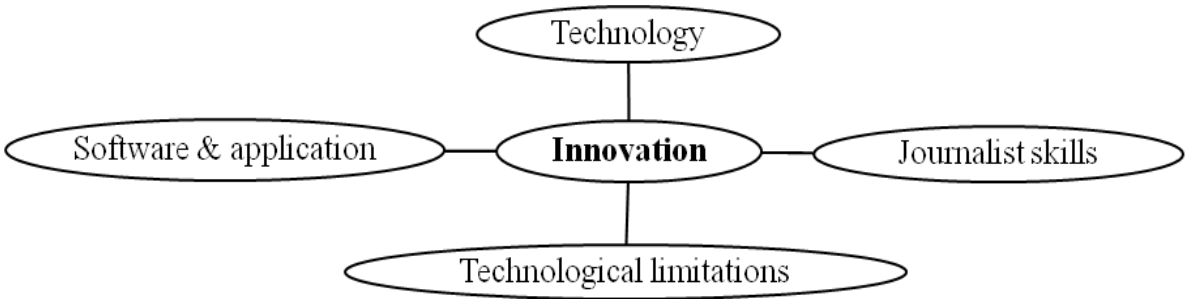


Figure 3: Detailed data breakdown of the innovation theme.

The study reveals that technology is an element that emerges as a facilitator in the daily workflows of journalists for gathering news materials and the news publishing process.

Based on the interview with Informant 1, he stated that journalists in his media organization fully utilize technology. This applies not only to his position as a journalist in the Sabah bureau but also to all journalists across the media agency's other state bureaus who utilize technology in their news publishing duties. This practice became more widespread particularly after 2019, when the media outlet, *Berita Harian*, began transitioning fully to online news portal platforms for its news reporting in the state of Sabah. Following this shift, technological applications were fully optimized, which included leveraging all available applications and software embedded within journalists' devices such as smartphones and tablets. Informant 1 also explained that the combination of technology, devices, and applications, alongside the skills possessed by journalists in utilizing such technology, helps accelerate the overall production of a news story.

According to Informant 2, *Sinar Harian Online* places great emphasis on the usage of high-tech and up-to-date smart devices because the quality of news delivery specifically when applying the MoJo concept will be significantly superior. Video recordings, photographs, and audio captured for MoJo news reports by *Sinar Harian Online* journalists also heavily focus on the quality of the journalists' applications and devices, as this also assists journalists in archiving news material records. *Sinar Harian Online* utilizes applications like *WhatsApp* and *Telegram* as work platforms and communication spaces between journalists and editors at the main newsroom in Kuala Lumpur. All news materials are transmitted through these applications.

Theme 2: Communication Channels

For the second theme, communication channels, the results of the interviews with the involved informants are detailed into two components, as shown in Figure 4: MoJo communication and mainstream media vs. new media (news portals)



Figure 4: Detailed data breakdown of the communication channel's theme.

Communication channels emerge as a crucial element in the successful delivery of an innovation. The communication channel is the platform that serves as a point of reference and is visited by the audience, particularly for online news portal audiences, as stated by both informants interviewed by the researcher.

The interview with Informant 1 revealed that *Berita Harian Online* utilizes social media, particularly Facebook, for posting breaking, important, and latest news. Informant 1 also shared that *Berita Harian Online* uses an "ALERT" space, sharing three to four paragraphs of a news story first on their social media pages before the full, comprehensive news report is published by the journalist on their news portal. Furthermore, the *Berita Harian Online* editorial team specifically focuses on posting these latest "ALERT" style updates on their social media platforms by using communication groups within the *WhatsApp* and *Telegram* applications operated by their system, adhering to an established in-house style format, particularly for headlines, news paragraphs, and captions.

Meanwhile, Informant 2 shared that *Sinar Harian Online* also follows a news delivery format that is not vastly different from *Berita Harian Online*. Any breaking or major latest news will be broadcast as an update on social media platforms like *Facebook*, *X*, *Instagram*, and *TikTok* before the complete news report is published on their portal. According to Informant 2, as a *Sinar Harian Online* journalist, he leverages the *Facebook* social media platform to share live news updates by doing "stand-ups." For this purpose, he also mentioned that to ensure the live broadcast runs smoothly, he utilizes additional applications and backup technology because, as he explained, unexpected issues often arise when covering news in somewhat remote areas, particularly regarding internet connectivity issues. He clarified that to avoid such problems, he maintains an additional internet line from a different service provider; if the primary line he is using suddenly experiences issues, he has an emergency backup that saves the news report and secures his duties as a journalist.

Theme 3: Time

Subsequently, for the third theme, time, the interviews with both journalists representing the two selected media organizations for this study detailed the findings into three breakdowns, as shown in Figure 5: news production time, metrics of news reception, and time.

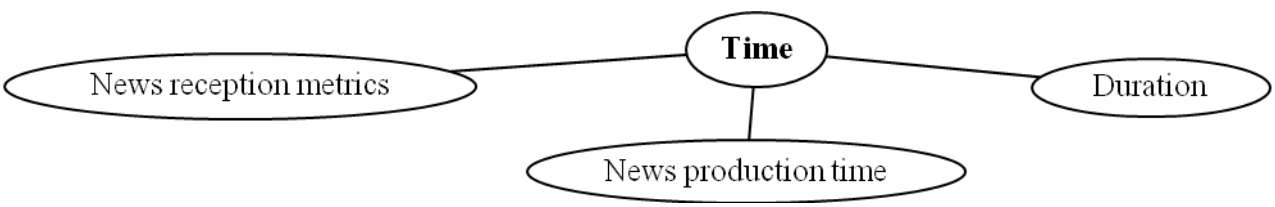


Figure 5: Detailed data breakdown of the time theme.

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For the time theme of this study, the researcher examines three primary areas: time, metrics of news reception, and news production time.

Based on the interview session with Informant 1, it was found that the duration of news production inherently depends on the skills and efficiency of the journalists themselves in managing technology, applications, and software, as well as their intellectual capacity to identify the angle and lead of a news story. This is also typically influenced by the difficulty level of assignment directives from the media agency and the news sources encountered to obtain information before producing the news. Informant 1 shared that a press conference session usually lasts around 10 to 15 minutes of interviewing, and once the session concludes, he and other reporters especially those working for online news portals will instantly process the audio recording of the interview. He clarified that for an audio recording of about 10 minutes; they require approximately 10 to 15 minutes for the transcription process. Simultaneously, while transcribing, they will immediately map out the angle and lead for the upcoming news report. Informant 1 added that they usually take around one to two hours to fully produce a news story, which is then sent to the editor for editing. The process of editing and publishing the news report to the portal site takes about two to four hours, depending on the importance of the issue and the news sources featured in the report generated by the journalist.

A similar experience was shared by Informant 2, noting that the duration required by *Sinar Harian Online* journalists to transcribe audio recordings into text aligns with the timeline experienced by *Berita Harian Online* journalists. Informant 2 also mentioned that he typically takes about 20 to 30 minutes to complete a full written news report and send it to the main newsroom editorial team in Kuala Lumpur. Following that, the editing and vetting process by the editorial team generally depends on the volume of staff available in the newsroom.

Theme 4: Social System

The final theme examined in this study is the social system. The results of the interviews with both respondents the journalists representing the selected media organizations indicate that within the social system theme, specific details can be explained across four focal points, as shown in Figure 6: audience reception, facts, gatekeeper & editorial, and news presentation.

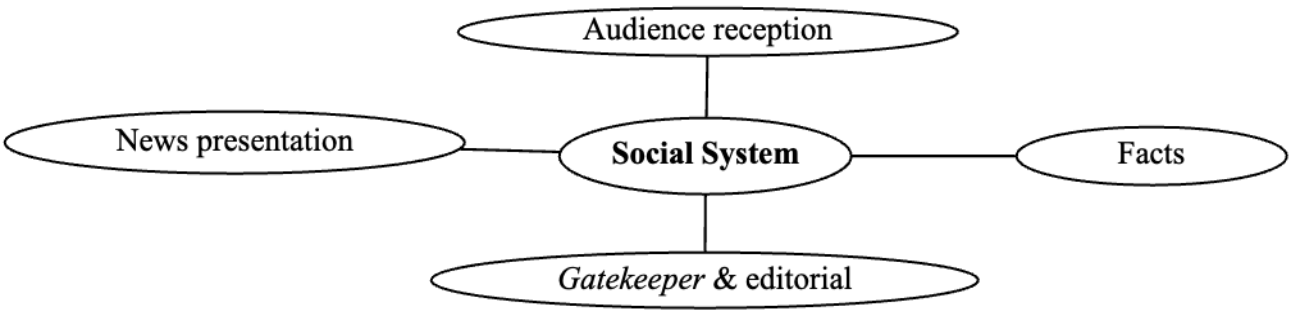


Figure 6: Detailed data breakdown of the social system theme.

The social system is the final element existing within the Diffusion of Innovations Theory, and for the social system theme of this study, the researcher focuses on the aspects of news presentation, audience reception, facts, as well as the gatekeeper and editorial roles.

Based on the interview with Informant 1, he explained that the public heavily relies on news portal platforms as a reference to obtain news more rapidly, and even for free. According to him, the audience visiting the *Berita Harian Online Facebook* page typically tends to leave their opinions in the comment section, particularly on major issues of public interest or in other words, human interest stories. This demonstrates that *Berita Harian Online* turns their Facebook social media platform, which they use to share breaking news updates (ALERTs), into a public sphere space for the audience community. Informant 1 also shared that the news presentation executed by *Berita Harian* tends to focus on a neutral image; however, under certain

circumstances, the editorial team tends to shift the news report angle to become more "hard-hitting," especially for political news reports. This also demonstrates that the editorial team actively plays the role of a gatekeeper, even though their journalists operate within a MoJo workflow. Journalists still do not have direct access to post on social media; instead, everything must go through the editors and the editorial lineup.

Meanwhile, Informant 2 shared that the *Sinar Harian Online* editorial lineup is not highly selective regarding news angles, and usually, every news report he produces is utilized by the editors without any major alterations, particularly concerning the headlines and news angles. Informant 2 also clarified that *Sinar Harian Online* does not lean toward any specific political faction and remains highly neutral when broadcasting their news reports. Generally, the news prioritized by *Sinar Harian Online* consists of stories that carry humanitarian value and are of high interest to the community. Every news story reported in *Sinar Harian Online* prioritizes news reports accompanied by mugshot-style photographs, images of the scene's actual location, or the venue of the event covered by the journalist, while focusing on the real conditions of the residents or community reported in the news. According to Informant 2, the captions for every picture and video utilized by *Sinar Harian Online* also serve as a crucial aspect closely scrutinized by their editorial team.

DISCUSSION

Based on the study conducted by the researcher, it was found that both planned research objectives were successfully achieved. This study was carried out using a qualitative method, where the researcher interviewed both informants face-to-face to obtain detailed answers and explanations.

From the interviews with Informant 1 and Informant 2, it was found that field journalists are exposed to contemporary technology throughout their entire workflow starting from receiving assignment directives, gathering information, and collecting news materials, up to news production (writing/editing). These results demonstrate that mobile devices serve as vital instruments for journalists operating within the MoJo framework, aligning with the assertions made by Matthew et al. (2026).

The contemporary technology in question refers to gadgets that facilitate their routine workflows in the field, namely smartphones and mobile tablets. These smart gadgets further prove that MoJo which initially went viral when a journalist shared a video recording in Syria in September 2013 has brought about shifts in the workflows of journalists, and smart gadgets have transformed journalists' working styles and their daily routines.

The interviewed informants stated that their daily routines and working styles as on-site journalists have shifted gradually over time, following the advancements in modern communication technology. This includes their own initiatives to upgrade their personal gadgets for the purpose of delivering the best possible news reports. This finding aligns with the explanation by Canavilhas (2021), who posits that through mobile phones and their built-in applications, including the internet, a reporter's routine journalistic tasks can be executed, as it serves as a platform to perform news reporting activities or assignments.

The interviewed informants also noted that modern gadgets become even more advanced when combined with existing application software designed to simplify their tasks. For instance, field notes are no longer recorded using a traditional pen and notebook; instead, they utilize smartphones or mobile tablets to take notes. Furthermore, in more demanding situations, they simply record the audio of interviews with news sources or while attending events for news coverage. Subsequently, they utilize transcription applications that help accelerate the task of converting audio recordings into written text.

Both informants shared nearly identical perspectives and insights regarding the application of MoJo within their daily workflows as journalists. Additionally, social media applications used specifically for communication also help streamline the process of sharing raw materials gathered while covering news in the field with their respective newsrooms.

Social media applications such as *WhatsApp*, *Facebook*, *Instagram*, and *Telegram* serve as the primary

communication channels between one another, whether communicating with the newsroom or with journalists from different media agencies. This implies that journalists attending a location to cover an event do not just use the raw materials gathered for their own writing and media agency's use; instead, they also share them with media peers from other organizations. This occurs at times due to staff shortages coupled with an overwhelming number of events that require coverage. Journalists maintain excellent working relationships with one another, ensuring that the differences between the media organizations they represent do not act as a barrier to obtaining raw information from covered event locations.

To ensure the effectiveness of MoJo among journalists and other media practitioners including the editorial lineup such as editors and sub-editors working in the newsroom it is vital that everyone involved in the news production and publishing process master's and applies MoJo. The skills to be mastered span both individual capability and technological proficiency. Online news outlets or news portals, for instance, are media agencies whose role revolves around pursuing and broadcasting all news at the fastest and most immediate rate, regardless of time or circumstances. This demands self-reliance and personal skills among journalists and editorial staff, as applications such as smartphone cameras, video editing apps, and the like require foundational mastery; in fact, proficiency in this technology needs to be maximized. This is crucial to prevent the occurrence of glitches or unexpected errors.

Journalists must act swiftly and cannot afford to underestimate the importance of speed when completing news reports. A skilled and efficient journalist will certainly not take a long time to finish a single news report. Experience and skill determine the efficiency of a working journalist. Additionally, another critical aspect that arises when MoJo applications are used for online news sharing is the efficiency of the media agency's social media page managers. If the social media administrators are slow or fail to update breaking news reports and information from time to time, the media agency will fall behind and be overtaken by competing media agencies that deliver news reports at a faster rate.

Technological skills and proficiency among media practitioners can be honed and trained through intensive courses provided by their respective media agencies, or by attending external courses conducted by technology experts. In a journalist's effort to deliver news to the audience, those who apply the MoJo concept typically rely entirely on technology, specifically their smartphones and required internet access. Completing a news write-up along with video or photo captions and sidebar/supplementary info is processed using writing or note-taking applications downloaded onto their smartphones, which is then sent directly to the newsroom editorial team through their respective media agency's application software or, in some cases, via email systems.

There are numerous applications available and used by journalists who also act as editors for their own footage, including editing software like *Adobe Premiere Pro*, *PowerDirector*, and many others. To master the use of more complex editing software versions, journalists need to study them in greater depth and practice them in their daily work routines. At times, the footage edits they produce still require further editing by the newsroom editors, a process explained as being subject to gatekeeping guidelines.

Journalists recording video with audio will usually utilize additional equipment such as power banks, stabilizers, lights, and wireless microphones connected via *Bluetooth* directly to their smartphones. The process of recording video with audio is typically done in landscape mode because the news reporting format requires videos to be in landscape orientation. A skilled journalist who applies MoJo in this manner will be capable of delivering clear, high-quality video and audio recordings that can be used directly by the editorial team for news report content.

Furthermore, the findings demonstrate that the elements of the Diffusion of Innovations Theory are embedded within routine journalistic workflows, specifically across four dimensions: (1) innovation, reflected in the operational aspect through the use of mobile phone gadgets; (2) communication channels, observed in the use of social media applications to connect editorial staff during news production; (3) the social system, manifested in the workflow dynamics on-site during news coverage and interaction with sources; and (4) time, demonstrated by the increased efficiency of news reporting routines facilitated by a single device, application utilities, and internet connectivity.

CONCLUSION

In conclusion, overall, this study aimed to identify the application of MoJo in the daily routines of journalists, as well as the device mastery and MoJo skills possessed by the two selected media agencies. The findings of this study reveal that both examined media agencies utilize MoJo in their news reporting, and MoJo is noted to have brought about shifts in their daily routines as journalists. Their shared insights and explanations regarding the application of MoJo in their workflows are seen as capable of helping us better understand and delve deeper into the concept of mobile journalism.

Studies examining MoJo within media organizations in our country, and even specifically within the state of Sabah, still leave ample room to be explored in the future. It is hoped that this study can contribute to the expansion of knowledge in the field of mass communication, particularly in journalism and reporting, benefiting both media practitioners as well as academics and researchers in this field. MoJo has revitalized the world of journalism, making it more active and dynamic through the criteria of rapid sharing and interactive dimensions in video and audio news reporting.

Studies of this nature offer the potential to bring a novel dimension to the field of journalism studies, specifically by illuminating how reporters collect and synthesize news material remotely, independent of a traditional newsroom environment. Additionally, this research broadens the application of established mass communication theories by expanding the analytical scope of MoJo through the lens of actual news outputs.

Consequently, MoJo can be established as a distinct area of journalistic inquiry utilizing diverse theoretical frameworks to address emerging research questions, such as exploring how news reporting slants correlate with media ownership structures and agenda-setting mechanisms, among other paradigms.

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Conflict of Interest

The author declare that they have no known competing financial interest or personal relationships that could have appeared to influence the work reported in this paper.

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