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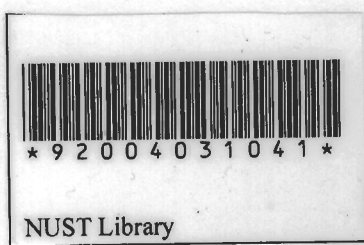
An Investigation into How Zimbabwean Journalists Are Using Facebook: A Case Study of the Chronicle

A dissertation submitted in partial fulfillment of the requirements of the Bachelor of Science
Honours Degree in Journalism and Media Studies

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ABSTRACT

This study is an investigation into how journalists in Zimbabwe are using Facebook. It is a case study of the *Chronicle*, a Bulawayo based daily newspaper. The aim of the study was to find out how journalists at Chronicle are using the Facebook, whether, they are using it just for social networking or for their work as well. The study was triggered mainly by the rate at which Facebook gained popularity in Zimbabwe in the last two years, which saw many people, including journalists, signing up for accounts on the site. Other professionals as well as business people are actually using the site for improving their work. This triggered me to carry out this research on journalists to find out how they are also using the site. The research is largely qualitative and it made use of questionnaires and in-depth interviews to collect data. It was informed by theories such as the uses and gratifications and social constructivist as well as concepts such as interactivity and networked journalism. The data collected revealed that journalists, besides social networking, they are also using Facebook both for journalistic work.