

Journalist & Communicators Transformation in Southeast Asia (ASEAN) under the Disruption of Digital Technology in the 21st Century

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Abstract

“Journalist & Communicators Transformation in Southeast Asia (ASEAN) under the Disruption of Digital Technology in the 21st Century” aims to study 1) the current situation relevant to competency development in Journalism & Communication institutes in ASEAN, and 2) the future demands relevant to competency development in Journalism & Communication institutes in ASEAN. The quantitative research with e-questionnaire among 106 academia from 3 representative of ASEAN members countries: Indonesia, the Philippines, and Thailand. Descriptive statistics was used. Findings found 1) the current situation relevant to competency development in Journalism & Communication institutes in ASEAN 1) main subjects taught are still on “General Journalism” (skills, principles) follow by General Communication, Media theory and literacy, Research methods, Gender, and Language; 2) the future demands relevant to competency development in Journalism & Communication in ASEAN are (1) future tasks consensus on “Get information to the public quickly”; (2) the positioning of journalists in society found consensus on “be transparent about the working process, and “promote social change”; (3) the unacceptable ethics found “use copyrighted material without permission”, “publish a story with unverified content”, “use personal documents without permission”, “claim to be someone else; (4) the direction of the professional journalism are “social responsibility”; (5) the qualifications of the journalists found “Be able to evaluate sources”, “Make journalistic use of technology”, “Link the local with the national and the global”, “Be specialized in a demanded fields; (6) the future labor market found consensus in “Doing journalism as a start-up or News outlet” follow by “Having a contracted job at an established News organization”; and (7) the qualifications of the teachers found consensus on “Having practical experience in journalism” follow by “Having knowledge in a specialized field”. And all those mentioned must be more strategic alliances among all demanding inter-disciplinary: digital literacy, creative media, managerial journalism. Also has to adjusting new mindset from a linear communication to a two-way interactive and networking.

Keywords: *journalist & communicators transformation, disruption of digital technology, the 21st Century, ASEAN*

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Introduction

‘ASEAN Vision 2025: Transition Ahead Together’ under the disruptive digital technology and innovation demanding in all kinds of “ASEAN 4.0”. Holistic undergoing digital transformation to speed up the development of its member countries and make them capable of coping their most of all digital technology disruption while working together better to achieve ASEAN development goals under their own consensus and consultation as a trademark of ASEAN-style diplomacy: ‘ASEAN Way’. Because of the increasing borderless among global, regional, and national keep expanding online collective public spaces to lead all to be the “global citizen”.

Since 2015 of the “ASEAN Community” agreement, ASEAN often appears faceless, opaque and distant compare to the other regions. ASEAN-related news, ASEAN stories, ASEAN-way, ASEAN Speak relevant to all ASEAN’s

member countries have to be promoted among all journalists, communicators, reporters in this digital era.

How communication and media taken its role as the ASEAN development tool to weave all ASEAN members collaborate & contribute more hands among them. Some of the fundamental questions must be actively taken such as “How do we reach out to the people? How do we bring the sense of care and compassion and concern to the people of ASEAN? Meaning we need to go out and reach out and bring in every organization, every profession, every institution, every government agency, every media organization to be parts of that ASEAN community. How to create that community with the participation, with a sense of ownership, with the contributions, with a sense of belonging of all 567 million people of ASEAN.

All those questions must be back to the educational and training institutes with its duty to empower all journalist, communicators, and reporter to do all those demanding functions in weaving, leveling all development in ASEAN. The journalism academy and teachers’ role are supposed to be changed and developed to fit the real demands of the digital technology disruptions in ASEAN as well as the others. Who are they? In which direction do they want professional journalism to evolve? What they see as the most important tasks for future journalists? The views of journalism teachers on the journalistic roles of the 21st century especially what competencies must be taken to all those ASEAN journalist, communicator, and reporter to be effectively link within ASEAN members countries as well as the other regions and the globe finally.

Literature Review

Digital technologies open more and more interaction particularly online spaces to all people in the society especially the new generations with their digital DNA to be ready for any digital interaction. They can create and communicate any message by their own thoughts, their own devices, and their own time to shaped up their own community and link to the others. This made today’s world all over the globe demanding for digital literacy for being the digital citizen or the netizen among all groups of each country.

Digital Citizenship to be ASEAN Citizenship

Under the midst of digital technology disruption, the digital citizenship is very important as being the foundation of digital intelligence. One among the main mission of ASEAN is also driving digitization in ASEAN by setting up The ASEAN Information and Communications Technology (ICT) sector to facilitate all collaboration starting from ICT infrastructure, telecommunications infrastructure, ICT policies, information and network security, ICT skills, and other areas under care of the ASEAN ministries of ICT to facilitate all kinds of transformations into all ASEAN digitization. <https://asean.org/our-communities/economic-community/asean-digital-sector/>, 27 Oct.2021) Some of ASEAN digital citizen policy has been developed as follow;

1. Digital identity: the ability to communicate and manage their own identity both online and offline;
2. Digital time spent management: time spent by each person on digital screens, multitasking works, self-learning, and digital creative uses;
3. Cybersecurity literacy: the ability to protect their own from any kind of digital abuses: cyberbullying, strong passwords, creative voicer;
4. Digital footprints: the awareness and knowledge of digital footprints relevant to their real-life consequences and able to manage responsibly;
5. Privacy management: the ability to manage with all kinds of personal information shared online to protect one’s and others’ privacy respectively;
6. Critical thinking: the ability to literate, to analyze true and false, good, risk, trustworthy, or questionable on any online content;
7. Digital mindful: the empathy towards one’s own and others’ needs and feelings both online and offline.

Digitalization Communication

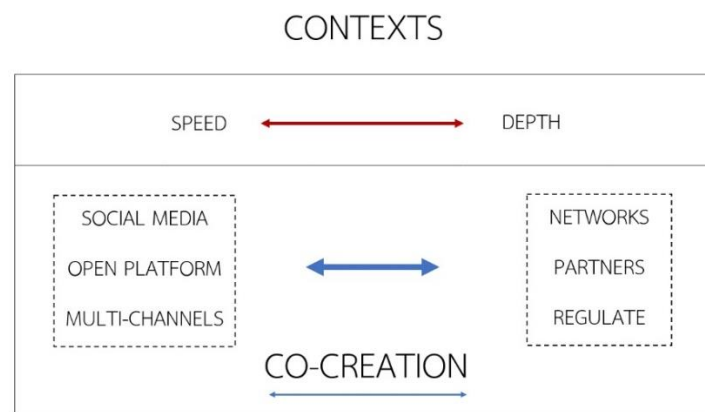
Some applied from Galina Melnik, and Konstantin Pantserov, 2020 mention that digitalization of the communication is an incentive for Innovation in Media Education due to the current undergoing major changes, influenced by digital tools include: 1) website (online chat; callback widget; analytics); 2) search engine marketing, SEJ and SEO (digital display advertising to help increasing any kind of visibility among all target groups; 3) SMM; 4) email newsletters; 5) content marketing; 6) SERM (Search Engine Reputation Management) aimed at enhancing brand credibility. Social media marketing (SMM) which became popular in journalism, helps periodicals to expand their audience by attracting new friends from social networks. Journalist training programs now include disciplines related to understanding the marketing mechanisms of the existence of information. SMM is a new direction in the educational system. Students acquire skills of attracting audience's attention to mass media brand and information products. SMM is studied as a set of tools aimed at involving the audience in business activity. Future journalists learn new methods of work with an audience, for example, by using word of mouth (viral marketing). This requires not only efforts to enhance the credibility of a particular media, but also promotion on Twitter, Facebook, YouTube. According to some researchers, online content created by professional journalists is surrounded by Internet blogs, personal online diaries and information platforms of several co-authors, and competes with them for audience reach. Education is aimed at developing the capability to work in a tough competitive environment, as university graduates have to compete with freelancers, bloggers, and all kinds of leaders. Trendsetters and influencers, who regularly communicate with their subscribers, set cultural trends, increase audience engagement, and interact directly with the source, helping innovators and early adapters tell their story to the masses through social media. Technologies can replace human in certain areas. Today, robots capable of collecting information on a certain topic can take part in creation of news, and compete with journalists. <https://www.brynmawr.edu/digitalcompetencies/digital-communication>

Changing by the click: to be the professional communicator

Global evidences have shown significantly changing over the past decade about the function of the professional communicator under the transformative and disruptive of digital technologies. Colm Murphy, 2019 has written "Changing by the Click: The Professional Development of UK Journalists" mentioned that changes in technology, audience engagement, the business model required a new skill to be a professional journalist in the UK. His research done by in-depth survey of 885 UK journalists, stakeholders, national data and documentation found the majority of the UK journalists have become multiplatform journalists, working across at least two mediums, a significant shift of job roles from traditional newsroom and some 36% of journalists are now self-employed. The media industry's swift shift towards multimedia journalism. The demanding new digital skills amongst journalists keep increasing. In addition, also demanding for a new mindset of all journalists from the sender-base to be more network and partners basis to be well equipped with any required real-time, fast, competitive and quality function.

Changing paradigm of journalism

Kamolrat Intaratat, 2021 has applied the Model for a 21st Century Newsroom: How digitization has changed news organizations in a multiplatform world by Paul Bradshaw, 2012 as shown in Picture 1.



Picture 1: Communication Model for a 21st Century by Kamolrat Intaratat, 2021 applied from Bradshaw (2012)

Communication Model for a 21st Century applied from the 21st Century Newsroom: How digitization has changed news organizations in a multi-platforms world (Paul Bradshaw, 2012) with its 3 main stages and some main components under any particular context as follow;

Stage 1: Speed is one of the key qualities of journalism: we want to be the first to a story, or to a particular part of it. It is the battleground on which emerging news technologies to serve all demanding as well as all kinds of competitiveness. Speed has its main components in social media, Open platform and multi-channels;

Stage 2: Depth: is the second demand follow by its speed generated by its networks, partners, and all kinds of regulations.

Stage 3: Co-Creation: is all kinds of collaborative process in between its “speed” and its “depth” to be well served and best fit to each demanding in any particular context.

Journalism in the network model

The network model embedded with partnership model with its more on autonomy, core values, entrepreneurship, objectivity and immediacy. The demanding of journalistic work must be neutral, objective, transparent, open for any engagement to welcome more trust and credibility. Speed and immediacy still being its first demanding while its depth in analytic offers, monitoring, verification, investigation and problem-solving are also getting along (Nico Drok, 2019. <http://www.worldsofjournalism.org/>). Picture 2.

20 th Century <i>Mass Media Model</i>	21 st Century <i>Network Model</i>
Infrastructure: Disseminative - News Monopoly - Information Scarcity - Mass audiences - One-way communication	Infrastructure: Interactive - Many news suppliers - Information Abundance - Communities - Two-way communication
Journalism Culture: Sender-oriented - Autonomy - Neutrality - Objectivity - Scoop-oriented	Journalism Culture: Connective - Cooperation - Commitment - Transparency - Context-oriented

Picture 2 : From Mass Media Model to Network Model by Nico Drok, 2019.

All the changing context keeps requiring the professional journalism especially the digital technology and innovation disruption, COVID-19 pandemic affected to all kinds of disruptions including the communication and journalism world: globally, regionally, nationally and locally. In communication and especially the journalism world including in ASEAN where all dynamic disruptions keep occurring too. The mass media model has changed from its classic model to be the network model under this 21st century journalism.

Research Objectives

The “Journalist & Communicators Transformation in Southeast Asia (ASEAN) under the Disruption of Digital Technology in the 21st Century” has its objectives

- 1) the current situation relevant to competency development in Journalism & Communication institutes in ASEAN, and
- 2) the future demands relevant to competency development in Journalism & Communication in ASEAN.

Research Method

The “Journalist & Communicators Transformation in Southeast Asia (ASEAN) under the Disruption of Digital Technology in the 21st Century” is quantitative research with e-questionnaire among 106 academia from 3 representative of ASEAN members countries: Indonesia, the Philippines, and Thailand. Descriptive statistics was used.

Findings and Discussion

Findings has presented as of its objectives as followed;

- 1) the current situation relevant to competency development in Journalism & Communication institutes in ASEAN, and
- 2) the future demands relevant to competency development in Journalism & Communication in ASEAN.

1. ASEAN current status of subject taught and working status of teacher in the Journalism, communication, and reporters’ institutes in ASEAN.

1.1) Subjects taught and Working status in ASEAN

Subjects taught in ASEAN found most of the teachers in ASEAN member countries institute for journalism education teaches General Journalism (skills, principles) follow by General Communication, Media theory, Research methods, Gender, and Language (Table 1).

Table 1: Subjects taught in ASEAN

Subjects taught in ASEAN		
Indonesia	The Philippines	Thailand
1.Journalism (skills, principles)	1.Gender and Communication	1. Journalism (skills, principles)
2.Communication science/ Media theory	2.Journalism (skills, principles)	2.Communication science/ Media theory
3.Language (native, foreign)	3.Communication science/ Media theory	3.Language (native, foreign)
4.General knowledge (e.g. economics, history, law, philosophy)	4.Language (native, foreign)	4.General knowledge (e.g. economics, history, law, philosophy)
5.Research methods	5.General knowledge (e.g. economics, history, law, philosophy)	5.Research methods
6.Advertising/PR	6.Research methods	6.Advertising/PR
	7.Advertising/PR	

1.2) Teacher's Working status in ASEAN found Most of the teachers in ASEAN member countries institute for journalism education are mostly working in full -time status, just only in the Philippines that the part-time status is also remarkable besides from a full-time status (Table 2).

Table 2 : Journalism Teacher's Working status in ASEAN

Teacher's Working status in ASEAN		
Indonesia (24)	The Philippines (45)	Thailand (37)
Full-time (22)	Full-time (27)	Full-time (29)
Part-time (2)	Part-time (18)	Part-time (8)

2. ASEAN's view on future importance tasks that professional journalists should perform in the next 10 years. The consensus results found "Get information to the public quickly" as it most. Besides, some further ideas are: (the Philippines) 1) What is needed is more data-based reporting as well as the exercise of prudence to avoid spreading wrong information. We also need to focus on press integrity; 2) Journalists' use of social media and other platforms (such as mobile app) in reaching out to the public and delivering the news. (Thailand) 1) Due to speed and amount of contents, the depth & quality of content will be very hard to verified to provide, while a quick snapshot content will be more and more which leads to risk of even more fake contents or information; 2) 'citizen journalist' become to be more recognized and well accepted (Thailand). Table 3.

Table3: ASEAN's view on future importance tasks that professional journalists should perform in the next 10 years

Indonesia	The Philippines	Thailand
1. Concentrate on bringing the latest news (M=8.0)	1. Get information to the public quickly (M=14.6)	1. Get information to the public quickly (M=12.3)
2. Get information to the public quickly (M=6.0)	2. Provide analysis and interpretation of current affairs (M=14.6)	2. Monitor and scrutinize government (M=12.3)
3. Stay away from stories that cannot be verified (M=6.0)	3. Point people toward possible solutions for societal problems (M=14.6)	3. Provide entertainment and relaxation (M=9.25)

3. ASEAN's view on positioning of journalists in society

A journalist should 1) be transparent about the working process; followed by 2) promote social change. Besides, some further ideas are: (the Philippines) The journalist should be a media and information literacy (MIL), then be able to compare the facts of similar news reports. Letting facts speak for themselves defeat the goal of making journalist think critically. We should analyse based from facts (the Philippines). (Thailand) Representation of 'Fact' is the key, by providing quality information - public can make their own informed decision without being miss-led to certain agenda. Table 4.

Table 4: ASEAN's view on positioning of journalists in society

Indonesia	The Philippines	Thailand
1. promote social change (M=6.0)	1. be transparent about the working process (M=14.6)	1. be transparent about the working process (M=9.5)
2. not let personal beliefs and convictions influence reporting (M=6.0)	2. promote social change (M=11.0)	2. be a detached observer (M=9.25)
3. be transparent about the working process (M=6.0)	3. influence public opinion (M=11.0)	3. promote social change (M=9.25)

4: ASEAN's view on professional ethics

ASEAN professional ethics that can not be accepted are: (Indonesia) 1) use copyrighted material without permission, and 2) publish a story with unverified content; (the Philippines) 1) use personal documents without

permission, 2) exert pressure on unwilling informants, and agree to protect confidentiality but not doing so.; (Thailand) 1) claim to be somebody else, 2) use confidential government documents without authorization, and 3) use personal documents without permission. Besides, some more ideas are: (The Philippines) Using confidential government documents without authorization, and (Thailand) Being a representation of fact and transparency, should be the backbone of professional ethic throughout the process from getting the information, usage of information and communicate the information. Table 5.

Table 5 : ASEAN's view on professional ethics

Indonesia	The Philippines	Thailand
1. use copyrighted material without permission (M=8.00)	1. use personal documents without permission (M=6.60)	1. claim to be somebody else (M=7.40)
2. publish a story with unverified content (M=8.00)	2. exert pressure on unwilling informants to get a story (M=6.60)	2. use confidential government documents without authorization (M=7.40)
3. claim to be somebody else (M=6.00)	3. agree to protect confidentiality but not doing so. (M=6.60)	3. use personal documents without permission (M=7.40)

5. ASEAN's view on direction of the professional journalism should be "redefined" in the 21st century.

ASEAN's view on the direction of professional journalism to be "redefined" in the 21st century found its consensus among 3 countries on 1) more about social responsibility and less about earning money; (Indonesia and Thailand) follow by 2) more about getting the whole story and less about trying to be first, 3) more about social responsibility and less about earning money, 4) more about ordinary people and less about the ruling elites, 5) more about solutions and less about problems, and 6) more about consensus and less about conflict. Besides, some more ideas are : (The Philippines) Journalism as a practice and a discipline needs to be revisited in view of the emerging new technology, and how sinister people and organizations use new technology to manipulate public opinion; (Thailand) Professional journalism provides an access that society can enter public 'fact' without being influenced or influence other. Therefore, current happening, long term issues are equally important for public to make informed decision. Table 6.

Table 6: ASEAN's view on the direction of professional journalism to be "redefined" in the 21st century

Indonesia	The Philippines	Thailand
1. more about social responsibility and less about earning money (M=4.80)	1. more about getting the whole story and less about trying to be first (M=11.00)	1. more about social responsibility and less about earning money(M=7.40)
2. more about long term issues and less about the events of the day (M=4.80)	2. more about ordinary people and less about the ruling elites(M=11.00)	2. more about consensus and less about conflict (M=7.40)
3. more about solutions and less about problems (M=4.80)	3. more about social responsibility and less about earning money(M=8.80)	3. more about getting the whole story and less about trying to be first (M=7.40)

6. ASEAN's view on the qualifications of the journalists in the next ten years

ASEAN's view on the qualifications of the journalists in the next ten years found different demands : (Indonesia) 1) Be able to evaluate sources, 2) Select information on the basis of relevance, and 3) Make journalistic use of technology; (the Philippines) 1) Link the local with the national and the global, 2) Discover newsworthy issues on the basis of in-depth research, 3) Take responsibility for the choices you made during the process; (Thailand) 1) Have a more specialised knowledge in a field, 2) Discover newsworthy issues on the basis of in-depth research, 3) Organise

contributions from the public. Besides, some more ideas are: (The Philippines) - New journalists must have a high capacity for analysis and critical thinking; (Thailand) Technology will soon provide better quality and reliability of information with less time throughout the process from acquiring content to producing content. Therefore, being technology/ digital incline will be the key to the future of reliable journalist. Table7.

Table 7: ASEAN's view on the qualifications of the journalists in the next ten years

Indonesia	The Philippines	Thailand
1. Be able to evaluate sources(M=8.00)	1. Link the local with the national and the global(M=14.60)	1. Have a more specialised knowledge in a field (M=12.30)
2. Select information on the basis of relevance(M=8.00)	2. Discover newsworthy issues on the basis of in-depth research(M=14.60)	2. Discover newsworthy issues on the basis of in-depth research(M=12.30)
3. Make journalistic use of technology(M=8.00)	3. Take responsibility for the choices you made during the process(M=14.60)	3. Organise contributions from the public (M=9.25)

7. ASEAN's view on the future labour market of Journalism students in the next 10 years

ASEAN's view on the future labour market of Journalism students in the next 10 years found some consensus from Indonesia and the Philippines found 1) Having a contracted job at an established news organization. From the Philippines and Thailand found 1) Freelancing for established news organizations; and among all three countries found consensus in 1) Doing journalism at a start-up/new outlet. Table 8.

Table 8: ASEAN's view on the future labour market of Journalism students in the next 10 years

Indonesia	The Philippines	Thailand
1. Having a contracted job at an established news organization(M=6.00)	1. Freelancing for established news organizations(M=8.80)	1. Freelancing for established news organizations(M=9.25)
2. Doing journalism at a start-up/new outlet (M=4.80)	2. Having a contracted job at an established news organization(M=8.80)	2. Having a contracted job at an established news organization(M=7.40)
3. Working at a media production company(M=4.80)	3. Doing journalism at a start-up/new outlet(M=8.80)	3. Doing journalism at a start-up/new outlet(M=7.40)

8. ASEAN's view on the qualifications of the Journalism teachers in the next 10 years

ASEAN's view on the qualifications of the Journalism teachers in the next 10 years found consensus on 1) Having practical experience in journalism follow by 2) Having knowledge in a specialised field, 3) Having a university degree in journalism or a related field, and 4) Having didactical-pedagogical knowledge and skills. Table 9.

Table 9: ASEAN's view on the qualifications of the Journalism teachers in the next 10 years

Indonesia	The Philippines	Thailand
1. Having research skills(M=8.00)	1. Having practical experience in journalism(M=11.00)	1. Having knowledge in a specialised field(M=12.30)
2. Having practical experience in journalism(M=6.00)	2. Having a university degree in journalism or a related field(M=11.00)	2. Having didactical-pedagogical knowledge and skills (M=9.25)
3. Having knowledge in a specialised field(M=6.00)	3. Having didactical-pedagogical knowledge and skills(M=11.00)	3. Having a wide general knowledge(M=9.25)

Conclusion

All the changing context keeps requiring the professional journalism especially the digital technology and innovation disruption, COVID-19 pandemic affected to all kinds of disruptions including the communication and journalism world: globally, regionally, nationally and locally. In communication and especially the journalism world including in ASEAN where all dynamic disruptions keep occurring too. The mass media model has changed from its classic model to be the network model under this 21st century journalism. ASEAN-related news, ASEAN stories, ASEAN-way, ASEAN Speak relevant to all ASEAN's member countries have to be promoted among all journalists, communicators, reporters in this digital era. As communication is one among the tools of ASEAN development, the journalist including all kinds of communicators must be well trained to fit with all digital technology disruption and innovation in the region. ASEAN citizen must also create and communicate their own thoughts, their own devices to shaped up their own community and link to the others. All kinds of "Digitalization Communication" must be embedded such as website (online chat; callback widget; analytics), SEO, SMM, email newsletters, content marketing, SERM (Search Engine Reputation Management). This requires not only efforts to enhance the credibility of a particular media, but also promotion on Twitter, Facebook, YouTube, Internet blogs, and information platforms.

What and How communication can take its role as the ASEAN development tool to weave all ASEAN members collaborate & contribute more hands among all the 567 million people of the region. New paradigm of Digital Citizenship to be ASEAN Citizenship keep its dominance under the midst of digital technology disruption to maintain and promote their unique of ASEAN identity, flexibility, networking, and empathy. Some key findings are 1) main subjects taught are still on "General Journalism" (skills, principles) follow by General Communication, Media theory and literacy, Research methods, Gender, and Language; 2) ASEAN's view on future tasks of the professional journalists in the next 10 years consensus on "Get information to the public quickly"; 3) ASEAN's view on the positioning of journalists in society found consensus on "be transparent about the working process, and "promote social change"; 4) ASEAN professional ethics that cannot be accepted are: "use copyrighted material without permission", "publish a story with unverified content", "use personal documents without permission", "claim to be somebody else" and "use confidential government documents without authorization as well as personal documents without permission"; 5) ASEAN's view on the direction of the professional journalism in the 21st century are "social responsibility and less about earning money"; 6) ASEAN's view on the qualifications of the journalists in the next ten years found: "Be able to evaluate sources", "Make journalistic use of technology", "Link the local with the national and the global", "Be more specialised"; 7) ASEAN's view on the future labor market of Journalism students in the next 10 years found consensus in "Doing journalism at a start-up/new outlet" follow by "Having a contracted job at an established news organization"; 8) ASEAN's view on the qualifications of the Journalism teachers in the next 10 years found consensus on "Having practical experience in journalism" follow by "Having knowledge in a specialised field".

Finally, The challenge of developing skills amongst journalists also need to consider 3 main stages of "Speed", "Depth", and "Co-Creation" under each particular context and inter-disciplinaries in digital literacy, creative media, managerial journalism. Also has to adjust new mindset from a linear communication to a two-way interactive and networking.

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