

**Citizen journalism practices in Tanzania's television stations: the case study of
Tanzania Broadcasting Corporation (TBC1), Independent Television (ITV) and
Channel Ten**

Kondo Musa Kondo

M.A. (Mass Communication)

University of Dar es Salaam, School of Journalism and Mass Communication, 2017

This study focused on Citizen Journalism practices in Tanzania's television stations using TBC1, ITV and Channel Ten as the cases studies. Digital technologies especially internet has created a new order of information overload where the citizen as a non-profession is making contributions to media content. Traditionally, a journalist is the professionally trained person with the skills to interpret the information the audience should receive. However, this trend is changing in the wake of online journalism. The aim of this study was to find out what and how the user generated content is used by Tanzanian televisions. The research was therefore founded on the democratic participant theory that was used as normative frameworks for evaluating media performance. The research employed a mixed methods approach as strategy of inquiry and purposive sampling techniques to collect data from program producers, program assistances, presenters, editors and program coordinators by using both questionnaires and interview techniques. Data was analyzed with the help of the Statistical Package for Social Scientists (SPSS) version 17 for descriptive statistics. It has been found that among the means used by citizens to deliver the content they gather to television station; mobile phones are used more often than other means. And texts were the main type of user generated content contributed by citizens to television stations. The study reveals that television stations have no specific schedule to air user-generated content. The main challenges facing citizen journalism were reported as most of user generated content being difficult to verify, and the videos and images were found to be of poor quality and lacking confidentiality in some cases.