

A STUDY ON THE ADOPTION AND USE OF CELLPHONES OF JOURNALISTS
COLLEGE OF MASS COMMUNICATION

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ABSTRACT

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This study explains the cultural factors that influenced the intention of print, radio, TV and online journalists to use mobile phones, based on the initial findings of researchers Van Biljon and Kotzé's (2008). In addition, it also looks into the ways journalists make use of the mobile phone into their practices.

A survey questionnaire has been formulated by the researcher and interviews have been conducted in order to gather data, that would address the objectives of the study. A total of 125 journalists participated in the study– 100 participated in the survey while the remaining 25 participated in an interview.

The results show that among the cultural factors described by Biljon and Kotzé (2008), perceived usefulness, personal and facilitating conditions are the most significant variables that largely determined the journalists' intention to adopt a mobile phone.

It also showed that the mobile phone has several uses for journalists, depending on their category of work whether they are from print, radio, TV or online. In general, the mobile phone has been found to be actively used for data gathering more than it is used for producing and transmitting news and other information.

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I. INTRODUCTION

A. Background of the Study

“In the last decade, mobile communications have attained a more global presence than almost any other information and communication technology (ICT) to have gone before them, and in a much shorter length of time (Green and Haddon, 2009).” This is especially true in the Philippines, where the “ICT sector is primarily driven by the use of mobile phones (Salazar, 2007).”

“The mobile industry has gone through a significant transition from voice to data, from voice communications to multi-media communications (Quinn, 2009).” Mobile phones are no longer limited for voice calls and text messaging as was the case a decade ago because as mobile phone companies continually develop programs and services (Roman, 2006), several features have been made available to Filipinos. Some mobile phones can now become a data device for accessing information, playing games, and other entertainment services (Salazar, 2007).”

Other services include cash transfers, mobile banking and social networking. Mobile phones are also used to monitor Social Security System (SSS) members’ contributions as well as the status of their salary loans via SMS (Roman, 2006). Also popular among young Filipinos are “contents with very high entertainment value (Roman, 2006).” Examples of these are “ringtones, polyphonic tunes, wallpapers and screen savers. Although these products and services have a relatively shorter shelf-life, they remain constant offerings to mobile phone subscribers (Roman, 2006).” Mobile

phones are also used “as an address book, as a clock or watch, as a camera and now as a connection to the computer, for email and the internet (Green and Haddon, 2009).” A comment from an article (Cooper, 2009) about the complexity of mobile phones shares:

“I’ve been using a “smart” phone for a few years and I think it’s great to have just one device, with many uses, things in my pocket, rather than carrying a bag of specialised devices. And yes, I not only use but have come to depend on many of the features (email, contacts, GPS navigation, compass, browser, calculator, Word, Excel, shopping list, several language dictionaries, alarm clock, phone, music ...). A great way to de-clutter my life (Cooper, 2009).”

Of course, the available features vary from different models of cellphones. It’s just a matter of getting one that’s right for your lifestyle. But in the way that mobile communications technology has developed, one can easily get a multi-functional cellphone that can make a lot of difference in one’s life.

In a study conducted by Raul Pertierra on the major changes brought about by mobiles and the internet in the Philippines, he explained that most Filipinos “welcome the advantages of mobiles and the Internet in spite of recognized problems such as rising costs (e.g. over P300 monthly for mobiles), the lures of gambling or the dangers of seduction (Pertierra 2006).” He added that “remaining in contact with friends and kin or extending a social network, accessing useful information, including spiritual sites or playing games are among the most significant uses of the new technology (Pertierra 2006).”

As of 2010, the number of mobile phone subscribers in the Philippines has reached 92.32% or more than 92 million of the total population of 99.9 million (CIA

World Factbook, 2011). And going by these numbers, it will only take a few years before the country reaches its mobile phone subscription saturation point, making every Filipino a mobile phone user.

The mobile phone has become a ubiquitous device for every Filipino that “even in the poorest of households, one is likely to come across at least one cell phone (Panao, 2011).” However, it is important to note that the subscription data provided above does not imply a one-to-one ratio of cellphone to subscriber. As can be observed from the society today, a person can have more than one cellphone and SIM card. “A SIM card is a specially programmed microchip that inserts into a compatible Global System for Mobile Communications (GSM) mobile device (att.com, 2011).” It is this card that connects and identifies a subscriber to its network operator. This means that an individual can be subscribed to more than one network provider, have more than one sim card, translating to more subscriptions.

The following graph shows how fast the subscription of mobile phones in the Philippines has caught up with the population since 2000.

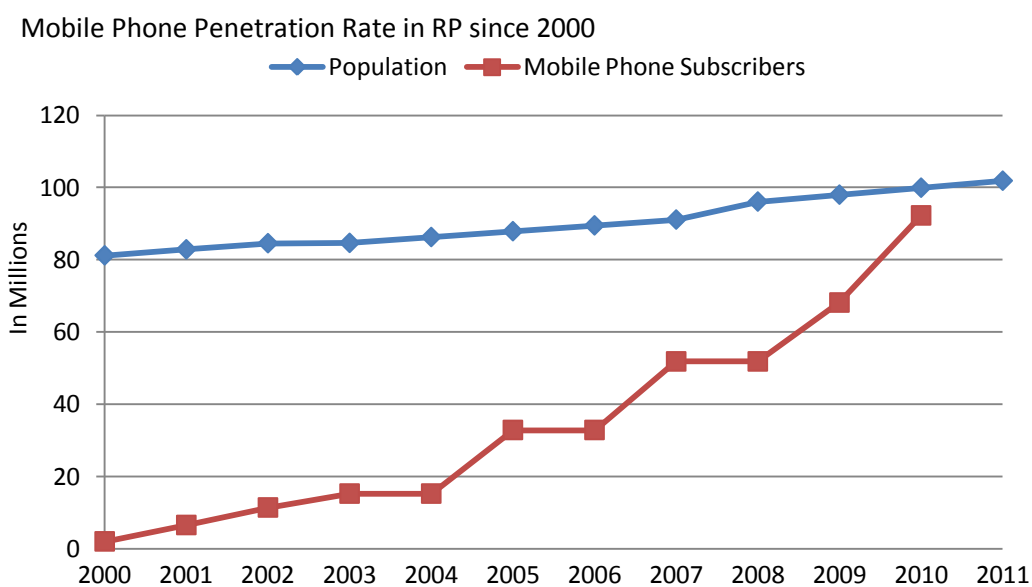


Figure 1. The growing trend of mobile phone subscription since 2000 (CIA World Fact Book, 2011)

Perhaps “no digital technology has caught the imagination of Filipinos more than the cell (ular) phone. Within five years since SMS (short messaging system) technology was introduced in 1999, mobile communications spread more than did personal computers so much so that now the Philippines is called the “SMS” or “texting” capital of the world (Roman, 2006).” In a recent study conducted by the Finnish mobile technology company Nokia, it was found that “Filipinos are quickly setting a new world record again by being one of the most active takers and sharers of mobile phone photos in the Web (Manila Times.net, 2011).”

“The mobile phone is particularly useful for overseas Filipinos, allowing them to enjoy what social scientists refer to as an absent presence. Mothers in Hong Kong, for instance, are able to participate in daily decision-making for their families by texting detailed instructions on how to spend the remittances they send (Panao, 2011).” Children use mobile phones to brighten their parents’ day by forwarding jokes including green jokes that they wouldn’t have the nerve to crack in a face-to-face conversation (Contreras, 2004). For lovers, quarrels can be easily mended through carefully worded text messages (Contreras, 2004). As a social tool the mobile phone is said to have become so powerful, it can even help to unseat a President, as was the case in the Philippines in 2001 (Panao, 2011).”

To boost its ratings and encourage audience interactivity, “Philippine television has also actively employed the cell phone. SMS voting has become much of a staple among variety shows (Roman, 2006)” like ABS-CBN’s “Showtime” where the judges’ length of stay is determined by the text votes of the viewers.

“Both cable and free TV offers fully SMS-interactive channels where viewers can chat using their cellphones much like they do in Internet chat rooms. The difference is that only the broadcasted messages are edited and restricted of vulgar content (Roman, 2006).”

Indeed, a mobile phone has something useful for everyone including ‘mojos’, or mobile journalists (Quinn, 2009). Stephen Quinn, an Australian-based journalist defines a mobile journalist as someone who “uses only a mobile phone to gather and distribute news. That news can consist of text, audio, stills or video, or sometimes a combination of these (Quinn, 2009).” Mobile journalists submit news stories, photos and videos minutes after their composition. They can record data, edit clips, and broadcast polished stories as events unfold before their eyes. Because of their technological advantage, mojos are a complete package. They can do what a three-man crew can do in just a few minutes. Just like a fast food restaurant that offers everything we want, we now have fast news (Quinn, 2009).

“In two decades the device has gone from a luxury, single-purpose technology to an essential multipurpose object engrained in everyday routines of life and work (Green and Haddon, 2009).”

However, as illustrated in the data on mobile phone subscription in the country shown above, it is assumed that journalists in general, whether mojos or not, use mobile phones and this is where this study zooms in- on journalists.

The idea of this study is to understand the variables or factors that make journalists adopt mobile phones and incorporate it with their journalism practice. What

are the advantages that they thought of when they decided to adopt these devices in their journalistic working processes? And how do they use mobile phones in their profession?

The researcher conducted research methods to come up with the data needed to help answer the research problems and address the objectives of this study. One of these methods was a survey questionnaire that provided data on the factors that affected the decision-making of journalists in adopting mobile phones for their work. It is important to note that the researcher used the cultural dimension perspective in learning which of the available factors provided in a study by researchers Van Biljon and Kotzé (2008) can be applied to local journalists. Interviews were also conducted to zoom in on the ways or the impact of using mobile phone in their news gathering and reporting processes.

B. Significance of the Study

This study was conceptualized to understand the factors that determine mobile phone adoption in journalism practice. The identification of these factors can encourage those who have not yet taken the step to incorporate mobile phones for their work to do the same. Another problem that the study hopes to address is the ways that actual use of mobile phones affects the journalistic working processes. This knowledge, especially on the advantages, can become very useful for current users who have not yet explored the various uses of a mobile phone that can make the life of a journalist easier.

This study also has the potential to provide helpful knowledge for mobile phone designers and the mobile phone industry as a whole if it wants to create mobile phones that would better address the needs of journalists in the future.

Against this background, the research problem is formulated into two main research questions to achieve its objectives that will be discussed shortly.

II. STATEMENT OF PROBLEMS

1. What are the factors or variables that determine the acceptance or adoption of mobile phones for journalists?
2. What are the actual uses of mobile phones to journalists in gathering, producing and transmitting information to its audience?

III. OBJECTIVES

1. To understand the underlying variables that make journalists intend to adopt, accept or incorporate a mobile phone device for their practice.
2. To describe the journalists' use of mobile phones as an information and communication technology device.

IV. REVIEW OF RELATED LITERATURE

“A product such as the mobile phone contains other technologies. One can take into account the history of other innovations which facilitated the evolution of mobile communications technology (Green and Haddon, 2009).” Examples of these innovations include integrated circuits, battery technology and radio. But the credit for having the genius to come up with the mobile phone that we know of today, which is a portable telephone that connects with the telephone network, can be traced back in April 1973 when Martin Cooper, together with his team in the telephone company Motorola in the United States introduced the first portable cellular phone.

Cooper said, "People want to talk to other people – not to a house, or an office, or a car. Given a choice, people will demand the freedom to communicate wherever they are, unfettered by the infamous copper wire (About.com, 2003)."

The demonstration happened in a sidewalk in Manhattan, New York where Cooper “stuck a kilo weight of plastic - housing all manner of wires and circuits - to his ear and started talking into it, becoming the first person to ever place a public call on a handheld cellular telephone (Shiels, 2003).” He called his counterpart engineer at AT&T’s Bell Laboratories, Joel Engel (Technology Quarterly, 2009). The phone was called a “brick” phone because of its size (Technology Quarterly, 2009). It was the prototype of Motorola’s DynaTAC, the first commercial mobile phone introduced in 1983 and cost around “\$3,500, which is the equivalent of \$7,000 today (Time, 2007).” At

the time, Cooper and his team were able to reduce its weight by half (Technology quarterly, 2009).

According to Cooper, who was then the general manager of Motorola, the idea for the mobile phone happened in the late 1960s when AT&T, the largest telephone company at the time, invented cellular car telephones (Time, 2007). It was a time “when cellular phones were unwieldy devices built into car dashboards and attached to a box of equipment—a two-way radio and a power supply—in the car’s boot. There were only a few radio channels available on which to make calls, and users often had to wait a long time for one to become free (Technology Quarterly, 2009).” He cited the movie *Star Trek*’s character Captain Kirk and his communicator as his inspiration for the development of a mobile phone that people can use anytime and anywhere (Time, 2007).

Cooper’s invention led to further developments in the wireless industry. He confessed that he and his team never thought that his invention would be as ubiquitous as it is now because their only vision at the time was for “the phone to be so small that you could hang it on your ear or even have it embedded under your skin (Shiels, 2003).”

In the Philippines, “the wireless industry was born in the early 1990s with the launching of Mobiline, Pilipino Telephone Corporation’s (*Piltel*) analogue-based cellular phone service. Eventually, four other players entered the market such that by the end of 1992, the industry had a subscriber base of less than 60,000 (Sebastian, 2005).” Then the digital technology was introduced in 2000 which paved the way for the SMS or text (Sebastian, 2005). And the rest, as they say, is history.

“Apart from the allure of the possibilities of digital communication, the mobile phone was also welcomed in the Philippines because of its convenience; it provided the country, especially the rural areas where telephones are unavailable or inaccessible, with a modern means of communication (Solis, 2007).”

Cooper’s invention has gone a long way. According to a study conducted last year by the International Telecommunication Union (ITU), a United Nations (UN) agency for information and communication technology issues, “access to mobile networks is now available to 90% of the world population.”

Mobile phone adoption studies

There have been a number of studies related to mobile phone technology. One paper (Donner, 2008) reviewed “roughly 200 recent studies of mobile (cellular) phone use in the developing world, and identifies major concentrations of research.” The Microsoft researcher Jonathan Donner (2008) categorized two dimensions in all those studies. The first dimension tackles studies on the determinants of mobile adoption, impacts of mobile use, and the interrelationships of mobile technologies and its users. The other dimension deals with an “economic development perspective (Donner, 2008).”

Since this study belongs to the first dimension of Donner (2008), it would be helpful to cite some examples that have helped shed light into understanding adoption and usage of mobile technology.

One of the few studies of mobile phone adoption of journalists was conducted in Kenya by a Danish student in her MA thesis, Camilla Karlsen (Karlsen, 2010). In this study, Karlsen's "special focus is set on news journalists' use of mobile technology", taking off from the fact that "although mobile technology has been in the African continent for almost two decades, it is only within the last two to five years that people have made regular use of these technologies due to recent improvements in accessibility and cost efficiency."

In her study, Karlsen (2010) showed that mobile phone technology "has had a tremendous influence on the working process of Kenyan journalists in the past two to ten years." Based on her findings, "Kenyan news journalists use mobile technology in several ways in their work: they set up interview appointments by calling their sources; they conduct telephone interviews; they record interviews using the mobile phone's microphone which is particularly useful in conflict-sensitive reporting; they send Internet links to their sources who can read the online news from their mobile phone's browser."

Karlsen (2010) added that because of mobile phones, Kenyan news journalists are given more opportunities "to interact more with their audiences than before, and they can do this by, for instance, encouraging the audience to share views on political issues on radio call-in programs, and by becoming friends with the audience on social networks such as Facebook."

Another study was made by Michael Er (2007), a faculty from the University of Technology in Sydney, Australia. In this study, he looked at "how journalists in the field (in their capacity as a mobile worker) gathered information, as well as the production

process in forming a story and the extent to which they use information technology as a tool in this activity.”

For this case study, the author interviewed six journalists, including five reporters and one editor who are all working at the same major newspaper firm. It was learned that there are two ways that journalists submit their stories from the field. One is through a copy taker, a person whom the field reporter calls via phone to dictate his or her story for transcription. The other is using the technology of a laptop with an internet connection.

The study (Er, 2007) entitled “Technology Adoption and the Mobile Worker: The Case of the Field Journalist” drew up a conclusion that “despite the benefits which mobile technology offers the mobile worker, tools such as laptops are not used as often as would be expected.” Er explained that in spite of the familiarity of the majority of journalists to a technology like the laptop, they still preferred to rely on their copy takers. He further explained that his findings indicate that journalists love to collaborate with their colleagues, because it gives them feedback to improve their stories. In a way, the copy takers assist the journalists and this proved very important for the respondents that were not always present when using laptops (Er, 2007).

This study also cited two examples in which the adoption of mobile technology for increased productivity didn’t work out as desired. One of the studies was about “a telecommunications company that wished to improve efficiency” by adopting a “new electronic document database combined with portable hardware (Sellen and Harper, 2002 as cited in Er, 2007).” It replaced the “traditional paper based system” which ironically resulted in lower productivity and efficiency, forcing the company to return to its old

system where notebooks are used to store information (Sellen and Harper, 2002 as cited in Er, 2007).

The other case study which is very similar to the previous case was made by Luff and Heath in 1998 (Er, 2007) where a laptop was introduced to “replace paper based forms of a building site with the intention of streamlining the recording process of site personnel by the foreman. The new system had a negative effect upon the foreman’s ability to do work”, so just like the previous study, going back to paper sheets was the solution (Luff and Heath, 1998 as cited in Er, 2007).

Other studies about mobile phone adoption have been related to education, specifically its integration to teaching and learning.

One of these studies is entitled “Student Characteristics and Variables That Determine Mobile Learning Adoption: An Initial Study (Mac Callum, 2010). This study looked into the “characteristics and variables that best discriminate between students that are likely to adopt mobile learning and those who are less likely to adopt (Mac Callum, 2010).” Kathryn Mac Callum (2010), the author of the study said that ideally, mobile learning should “support learners and complement the existing learning structure.” However, her findings show that variables such as “ICT skill and attitude, motivation and student dependence” do not strongly determine a “student’s perception and adoption of mobile learning (Mac Callum, 2010).” According to her, it may be because students were not exposed fully to mobile devices as a medium for learning in the past.

The studies conducted in the Philippines used the socio-cultural perspectives of mobile phone technology adoption and usage.

One of these studies was entitled “The Transformative Capacities of Mobile Phones and the Internet – a Philippine Example” by Raul Pertierra (2006). The paper “examines some of the major changes brought about by mobiles and the internet in the Philippines (Pertierra, 2006),” particularly on the “notions of personhood and identity.” On this study, the changes identified by the researcher are reflected in the notions of privacy, individualism and cosmopolitanism of Filipinos.

Pertierra (2006) explained that compared to other Asian countries, the Philippines lagged in terms of social concepts of privacy and individualism. He explained that “the modern subject is expected to cultivate interests, needs and desires which mark him/her as a particular individual. In most Asian societies, the requirements for private individualism have only developed recently, with their experience of comparative affluence.”

Because Philippines so far do not share this general affluence, the opportunity to cultivate individualism has been limited to the members of the middle class who have “the luxury of sufficient domestic space and access to the telephone to cultivate a private self (Pertierra, 2006).” As a result, many “Filipinos turned to mobile phones as an alternative” to domestic space where their private liaisons can be developed. He added that “texting has become the major way for most Filipinos to cultivate a network of acquaintances known only to them (Pertierra, 2006).” He cited several examples where texting opened opportunities for “intimate and private identities.” Pertierra (2006) argued that “while contacting strangers was possible in the past, texting provides the anonymity, privacy and convenience not hitherto available.”

Another Filipino study was conducted by the Asian Institute of Management (Sebastian, 2005) that attributed the participation of the low-income groups in economic activities, either as recipients/consumers or senders/producers of money, to texting, primarily because of cheap costs. It also explained that “mobile technology changed not only the way Filipinos conducted financial transactions, but also the way they related with one another.” It also cited how “mobile technology helped change the political landscape in the Philippines, naming the ousting of former Pres. Joseph Estrada through texting (Sebastian, 2005)” although some may argue that it was the media coverage of the impeachment that played a key role in the ousting of Estrada and not texting.

There are two more studies that tackled mobile phone technology but both, like the previous local examples highlighted the mobile phone device’s texting feature. One study (Solis, 2007) established how cellphones, through its texting capabilities can be used as a “romancing gadget (Solis, 2007).” It allowed “users to create their own world capable of expressing real and virtual emotions, and managing contextual cues,” leading to intimacy and romance. This was supported by another study (Roman, 2006) by citing examples from its data of how texting has helped build relationships. In addition, the study also claimed that mobile phone technology “also lends itself for religious purposes. Inspiring quotes can give the necessary boost to texters and encourage faith deepening.”

There are also three studies available at the College of Mass Communication library indirectly related to mobile phones. All three focused on communication technology in general and not one of them focused on cellphones. One of them, written by Louella Gloria Salvador (1994) entitled “The impact of communication technology

revolution on TV” found that “communication technologies were utilized in all three phases of the news process namely: news gathering, production and transmission.”

The other study (Hernandez, 1999) conducted a survey to 20 journalists about their “perception of the role of IT in journalism.” Findings showed that journalists have a positive attitude over IT and that they depended highly on it for their work performance because it made their lives easier. Also notable in the findings was the result of the survey showing that during its time only 70% or 14 of 20 use cellphones.

The other study (Ick, 1992) argued, based on its findings, that the productivity of the newsroom with the aid of communication technology still depended on the users’ ability to utilize them properly for their advantages.

This thesis was inspired by the above studies. The researcher wanted to break away from the current trend of mobile phone studies in the Philippines by localizing some of the frameworks and methods generated and used in the west, specifically to the journalists. The researcher also thought about zooming in on cellphones as one of the communication technologies being used because of its ubiquity compared to other communication devices available.

V. STUDY FRAMEWORK

A. Theories

This study uses the proposed model of Van Biljon and Kotzé (2008) in studying mobile phone adoption and usage as well as one of the time elements of Innovation Diffusions theory of Everett Rogers (1995).

Van Biljon and Kotzé (2008) conducted a study to come up with a model describing “cultural factors in a mobile phone adoption and usage.” They were motivated by the growing trend in the study of mobile phones and other forms of technology using the features-based perspective. According to them, this perspective is insufficient to explain the adoption and usage of mobile phones. They added that adoption and usage of mobile phones are greatly affected by social, cultural and other factors. They explained that “mobile phone use is influenced by demographic, social, cultural, and contextual factors that complicate the understanding of mobile phone usage.”

To come up with the model, Van Biljon and Kotzé (2008) drew “concepts and models from sociology, computer-supported cooperative work, human-computer interaction and marketing (Van Biljon and Kotzé, 2008).”

The model suggests that there are several cultural factors that determine the usage of mobile phones. The primary factors are *social influence*, *perceived ease of use*, *perceived usefulness* and *facilitating conditions*. All these factors affect the *behavioral intention* of the potential user in adopting and using mobile phones. There are also mediating factors that affect the primary factors. These mediating factors are *demographic*, *socio-economic* and *personal* factors.

Social influence is directly affected by human nature influence, the factor that “represents the basic motivational needs” innate in all human beings and cultural influence, that “pertains to the learned, culturalised needs”. Van Biljon and Kotzé (2008) explained that social influence “encompasses the social pressure exerted on the individual by the opinions of other individuals or groups (Van Biljon and Kotzé, 2008).”

Facilitating conditions also affect behavioral intentions. These concerns the “system factors notably security, reliability, digital standards and web connectivity” in an organization as well as management factors.

Perceived ease of use, which according to the model also affects behavioral intention, is the belief of the user that using mobile phone would be effortless or easy. This component has been adapted from the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et. al (2003).

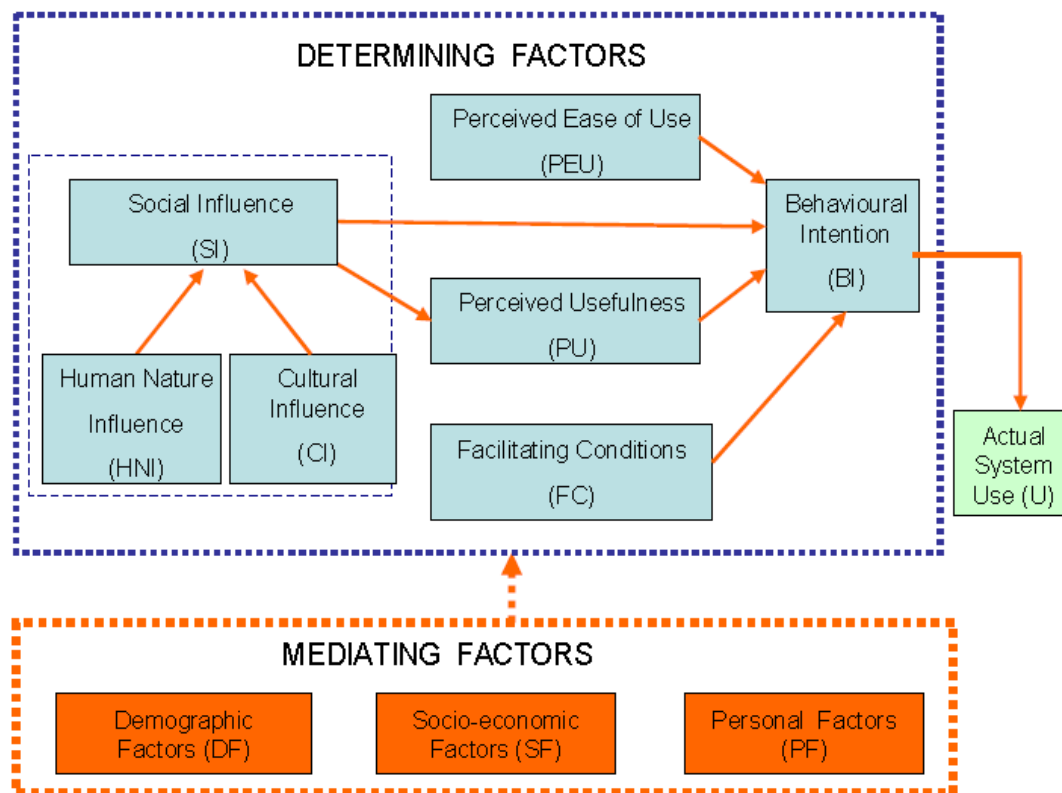


Figure 2. Proposed model of Biljon and Kotzé (2008) on mobile phone adoption and usage

Perceived usefulness, another factor affecting behavioral intention, is the belief of the user that utilization of mobile phone technology gives benefits or advantages.

Behavioral intention naturally is the intention to use mobile phones.

For Van Biljon and Kotzé (2008), actual usage “can be measured in terms of frequency of use, usage breadth (i.e. how many contacts) and usage variety (i.e. how many different applications).”

Secondary influences are represented by the mediating factors which can be demographic, socio-economic and personal. Demographic factors are variables like age, gender, education and technological development. Socio-economic factors are described by job status, occupation, and income. Personal factors refer to “personal preference and user’s beliefs about the benefit of technology including relative advantage, compatibility, complexity, trialability, observability, image and trust (Van Biljon and Kotzé, 2008).”

Another component of this study made use of the time element in Everett Rogers’ Diffusion Innovations theory (1995). This time element adapted from Roger’s theory would be understood first by understanding his two primary concepts - diffusion and innovations.

Rogers (1995) describes diffusion as the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system.” Innovation on the other hand is described as “an idea, practice, or object that is perceived to be new by an individual or other unit of adoption (Rogers, 1995).”

The diffusion innovations theory generally tries to explain how an innovation diffuses through the society. Rogers explains that there are four main elements in this diffusion: the innovation, communication channels, time and the social system (context).

Rogers (1995) explained that some innovations spread more quickly than others and this is determined by the characteristics of the innovation: relative advantage, compatibility, complexity, trialability and observability to those people within the social system. The innovation would appeal to individuals better and faster if an innovation achieves positive perceptions on these characteristics.

The success of an innovation also relies on communication channels. This is when individuals “create and share information with one another in order to reach a mutual understanding (Rogers, 1997).” Rogers (1995) observed that “mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea. Most individuals evaluate an innovation, not on the basis of scientific research by experts, but through the subjective evaluations of near-peers who have adopted the innovation.”

Social system is another element that affects the success of an innovation. Rogers (1997) described it very briefly as “a set of interrelated units that are engaged in joint problem-solving to accomplish a common goal. The members or units of a social system may be individuals, informal groups, organizations, and/or subsystems.” A social system’s social structure, existing norms and opinion leadership are the factors that can explain how an innovation diffuses in the society.

Finally, time is also a big factor affecting the diffusion of an innovation. It affects diffusion in three ways: through innovation-decision process, rate of adoption and the innovativeness of an individual.

The decision process is a mental process that forms the attitude of the individual over the innovation—whether to adopt or reject it. The rate of adoption is described as “the relative speed with which an innovation is adopted by members of a social system. The rate of adoption is usually measured as the number of members of the system that adopt the innovation in a given time period (Rogers, 1995).” As mentioned above, the rate of adoption is influenced by the characteristics of an innovation.

Another time component in Roger’s theory which is also the component used in this study is the *innovativeness* of the individual described as “the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than other members of a social system (Rogers, 1997).” Rogers (1995) categorized the individuals into five: innovators, early adopters, early majority, late majority and laggards.

The *innovators* are the first 2.5 percent of the individuals in a population to adopt an innovation. This small fraction of individuals are the “‘techies’, the experimenters who have technology as a central interest in their lives and pursue new technology as soon as it appears, no matter what the function is (Van Biljon and Kotzé, 2008).” Rogers (1995) explained that innovators have “control of substantial financial resources”, has the “ability to understand and apply complex technical knowledge” and “must be able to cope with a high degree of uncertainty about an innovation at the time of adoption.”

Early adopters are the next 13.5 percent of the adopting population. They are “the ‘visionaries’ who blend an interest in technology with a concern for significant professional problems and tasks. They are mostly not technologists but exploit the new capability (Van Biljon and Kotzé, 2008).” The early adopters have “the greatest degree of opinion leadership in most systems. Potential adopters look to early adopters for advice

and information about the innovation (Rogers, 1995).” In addition, “the early adopter decreases uncertainty about a new idea by adopting it, and then conveying a subjective evaluation of the innovation to near-peers through interpersonal networks (Rogers, 1995).”

Early majority is the next 34% of the adopter population. They are “the ‘pragmatists’. Although fairly comfortable with technology in general, their focus is on concrete professional problems rather than on the tools (technological or otherwise) that might be used to address them (Van Biljon and Kotzé, 2008).” The early majority may take some time deliberating before adopting an innovation but they are not the last to adopt either.

Late majority is the next 34% of the adopter population. They are “the conservatives or ‘sceptics’. They share the attitude of the early majority, though being less comfortable with technology (Van Biljon and Kotzé, 2008).” The late majority’s adoption “may be the result of increasing network pressures from peers (Rogers, 1995).” Rogers (1995) added that the late majority have “relatively scarce resources” so all forms of uncertainty must first be removed before they consider it safe to adopt an innovation.

Lastly, *laggards* make up the remaining 16% of the adopting population. They are the “most likely never to adopt at all. They are not interested in new technology and they generally buy technology products only when these are buried inside other products (Van Biljon and Kotzé, 2008).” Rogers (1995) explained that laggards “tend to be suspicious of innovations” but this can be justified because of limited resources and they must be certain that a new idea will not fail before they can adopt.”

B. Conceptual Framework

Figure 3 shows the conceptual framework for this study. It combines the proposed model of Van Biljon and Kotzé (2008) in describing “cultural factors in a mobile phone adoption and usage” as well as the innovativeness component of Rogers (1995).

The journalists’ adoption or acceptance of cellphones is influenced primarily by the determining factors and mediating factors discussed by Van Biljon and Kotzé (2008). Once these factors are identified, the journalist’s intention to use cellphone is formed which later turns into actual use of the cellphone in line with his or her profession.

Rogers’ innovativeness component has been incorporated after the user has formed its intention to use the mobile phone. This is done primarily to describe the adopting journalist.

The adopting journalist can be described through his or her innovativeness – Innovator, early adopter, early majority, late majority or a laggard. These concepts will be shown in the operational framework following this section.

The following diagram shows the general conceptual framework of this study.

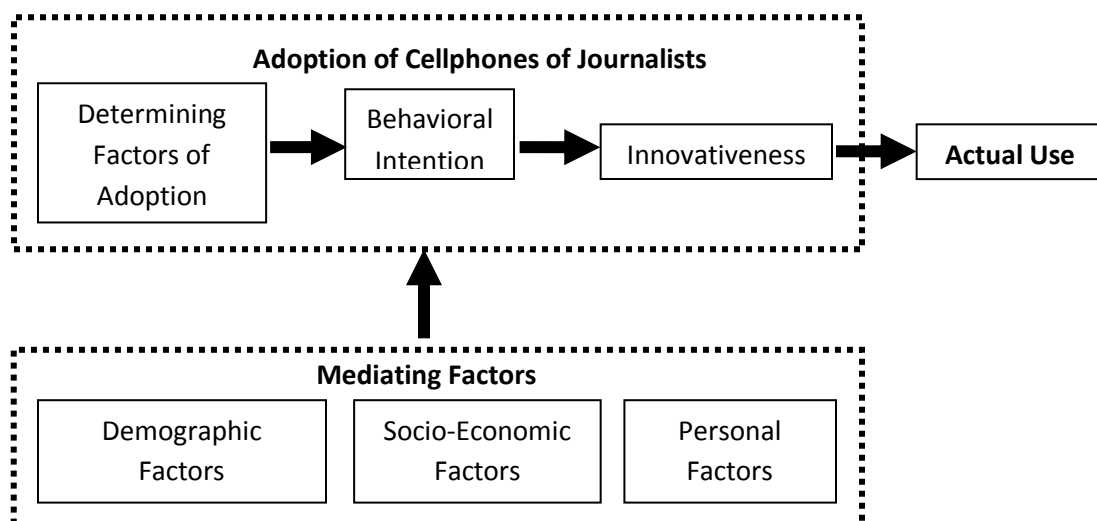


Figure 3. Conceptual Framework

C. Operational Framework

The following diagram shows the general framework for this study incorporating all the elements discussed previously.

This framework aims to explain which factors influenced the decision of journalists to adopt a cellphone for their practice. The actual usage part was originally conceptualized by Van Biljon and Kotzé (2008) as “can be measured in terms of frequency of use, usage breadth (i.e. how many contacts) and usage variety (i.e. how many different applications)” of the mobile phone or cellphone.

Since this study focuses on journalists, the researcher saw it fit to apply the basic journalistic processes in the actual usage part, which are gathering of information/ideas, actual production of information or news and lastly, transmission to its audience or public (Eadie, 2009). Frequency of use, breadth and variety will form a part of the discussion of these three basic practices common to journalists, from print, radio, television (TV) or online.

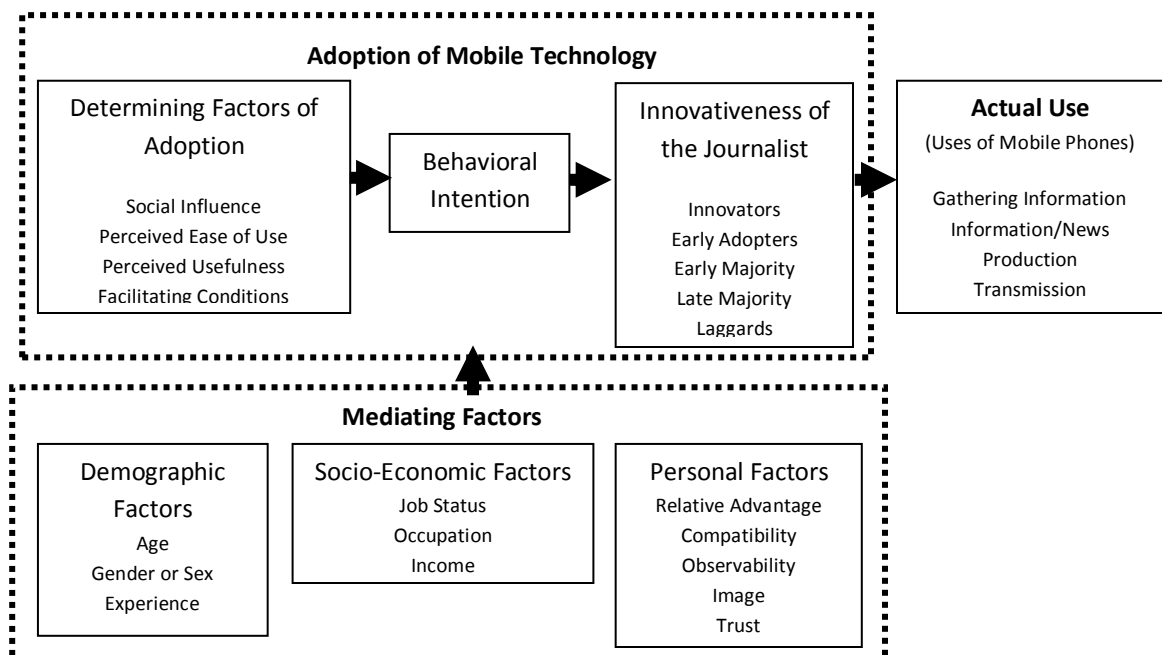


Figure 4. Operational Framework

D. Definition of Terms

- Adoption – acceptance of mobile phone technology
- Usage –actual use of cellphones
- Mobile phone technology/ mobile technology –cellphone; wireless telephone
- Smart phone –a cellphone capable of functioning like a regular computer
- User– the journalist who has adopted and currently using a cellphone for his or her journalism practice.
- Determining Factors– primary factors that influence the adoption of cellphones of journalists. In this study, the determining factors are Social Influence, PEOU, PU, Facilitating Conditions
- Social influence – the social pressure exerted on the individual by the opinions of other individuals or groups; is influenced by human nature (basic motivational needs) and culture (learned, culturalised needs); one of the primary factors influencing intention of journalist to use a cellphone.
- PEOU – Perceived Ease of Use. The belief of the user that using a technology may or may not require too much effort; one of the primary factors influencing intention of journalist to use a cellphone.
- PU– Perceived usefulness. The belief of the user that using a technology will make life easier for him or her, either to make his or her tasks improve or to help past the time better by providing fun and enjoyment; one of the primary factors influencing intention of journalist to use a cellphone.
- Facilitating conditions – another one of the primary factors influencing intention of journalist to use a cellphone; conditions in a media organization like security, reliability, connectivity, management, etc...
- Mediating factors – a secondary set of factors that influence the intention of the journalist to adopt and use cellphone; can be demographic, socio-economic or personal factors.
- Mojo – mobile journalist

VI. METHODOLOGY

A. Research Design and Methods

To address the stated problems of this study, the researcher utilized both quantitative and qualitative approaches to gather data.

The quantitative approach came in the form of a one-shot three-page survey questionnaire presented to and approved by the adviser. This was designed to provide a statistical data about the factors- determining and mediating- influencing the adoption of cellphones of journalists. The researcher also aimed for the survey to gauge the journalists' beliefs and attitudes towards using cellphones in their work as well as their perceived self-innovativeness, whether they are innovators, early adopters, early majority, late majority or laggards.

The distribution of the survey was done personally by the researcher by going to different beats and media organizations as well as online distribution, by making it available through *Google docs* (docs.google.com), an online survey creator and processor.

The survey questionnaire is insufficient for this study because it only focuses on the adoption part of the framework. Because of this, the researcher held one-shot interviews to get an in-depth understanding and investigation of the actual usage of cellphones in gathering, producing and transmitting information, which could not be explained in the questionnaire.

The interview method was also done in two ways. One is face to face while the other is through email. Personal interviews were held at different locations, depending on the convenience and availability of the interviewees. Some interviews were held inside the university premises while others requested to be interviewed at their work places –in the office or beats – during or after their work hours. Some interviews were also held in a shopping mall or a coffee shop.

Over 125 journalists have participated in this study. 100 of them participated in the survey questionnaire while the remaining 25 participated in the interview.

B. Concepts and Indicators/Variables and Measures

This study takes off from two main concepts –adoption and use of cellphones. The adoption phase consists of independent variables such as the factors influencing intention to use the cellphone. The intention of the journalist to use the cellphone in turn becomes a dependent variable to the factors influencing it. The final variable used in the framework under the concept of adoption is the characteristics of the adopting journalist, described by his or her innovativeness or the degree to which a journalist’s adoption is relatively earlier than other members of the population.

For the usage phase of the framework, the variables can be described through the observable practices of the journalists (Eadie, 2009).

All these concepts were lifted from the tested and evaluated study conducted by Van Biljon and Kotzé (2008) on the cultural factors that affect the adoption and usage of mobile phone with an additional component adapted from Rogers’ Innovation Diffusion Theory (1995).

The variables also served as the indicators that will be measured at the analysis section of this thesis. These indicators suffice to represent concepts and variables as these were the same indicators used in the study conducted by Van Biljon and Kotzé (2008).

All definitions of these concepts can be found in the study framework section of this research.

C. Research Instruments

The research instruments for this study are survey questionnaires and interview guides.

The survey questionnaire consisted of three pages so the researcher made sure that it was structured in a way that will make it easy for the respondents to answer.

The first part of the questionnaire tasked the respondents mostly to check among the options their answers to required fields. However, there are also items where the respondents had to enter the answers themselves because there were no options or list of choices provided.

The first page of the survey primarily dealt with the mediating factors that influence the intention to use a cellphone –demographics (age, gender, experience), socio-economic (job status, occupation, income) and personal factors.

The second page of the survey tried to gather data about the innovativeness of journalists (innovator, early adopter, early majority, late majority, laggards) as well as their usage frequency of cellphone features. To collect this data with the convenience of respondents in mind, the researcher created a list of choices of possible answers where the respondents simply have to check the appropriate answer. For the frequency of cellphone features use, the researcher listed down all known features that journalists can use and the respondents were tasked to rate the frequency by checking never, less than a month, monthly, weekly and daily.

The last part of the survey questionnaire consisted of statements that can be answered through a five-point Likert scale– strongly agree, agree, neutral, disagree, strongly disagree. These statements aim to identify the factors that influenced the decisions of the journalists to use a cellphone for their practice which explains why the statements are constructed in past tense.

It is important to note that the questionnaire has also been made available online for faster, easier and convenient distribution. It had been uploaded online through the following link:

https://docs.google.com/spreadsheet/viewform?hl=en_US&formkey=dEx5OFk4RUQ4TEFHY3FTQUpFUkppUHc6MQ#gid=0

As discussed previously, the researcher also did a qualitative approach that came in the form an interview. This meant that an interview guide was also an instrument in this research. This guide was created to have a semi-structured format of the interview. There are seven (7) primary questions in the interview guide but the researcher was free to ask other questions to follow-up on important remarks given by the interviewees.

Just like the survey questionnaire, the interview questions were also distributed via the internet. This was the case for some interviewees who could not make personal appointments with the researcher and just requested for the questions to be sent via electronic mail (e-mail).

A total of 25 journalists participated in the interviews with 20 of them done face-to-face while the rest (5) were done via email.

Please see samples of these instruments in the appendix section of this thesis.

D. Units of Analysis and Sampling

The units of analysis for this study are journalists from print, radio, TV and online. The researcher used non-probability sampling, specifically convenience sampling where the respondents or participants of the study are selected on the basis of their availability.

This technique has been utilized in both the survey questionnaire and the interview. The researcher preferred this sampling technique because journalists are a very busy group of individuals. Making appointments is very challenging and doesn't guarantee participation.

All journalists who accepted the invitation to participate have been the respondents for this study. This technique provided faster results, less expensive, and relatively easier compared to probability sampling.

E. Data Gathering

The data collection was conducted in Quezon City and Manila where most media organizations are situated. The respondents were selected using the convenience sampling technique with questionnaires distributed throughout the abovementioned areas with a few participation from provincial journalists, made possible by the social networking site facebook.

The study uses two methods- survey questionnaire and interview. The researcher first tried to get in touch with heads of the news departments of ABS-CBN and GMA, being the top two media networks in the country. Both networks gave permission to have their journalists participate in the study but actual participation still depended on the availability of the journalists.

To gather data for the survey, the researcher visited several news beats in Metro Manila such as the House of Representatives, Quezon City Police District (QCPD), Malacañang and Defense (Camp Crame). The researcher personally approached the journalists and handed out the survey questionnaires after they agreed to participate in the study. Not everybody was willing to answer the survey questionnaire so the researcher just opted to ask for their email addresses and asked them to answer the survey online in their most convenient time. It is also helpful to note that the researcher also maximized the social networking site of Facebook. Facebook was also used to contact other journalists who were not present at their beats during the researcher's visits. The profiles

of the journalists were found with the help of existing mutual friends while others appeared on the “people you may know” sidebar of facebook.

To get respondents for the interview, the researcher first scanned the online versions of newspapers for the names of the reporters. These reporters were also contacted via facebook and it was very fortunate that a number of them responded in a friendly manner and very willing to be interviewed. Other respondents were contacted because of referrals from the earlier interviewees. The researcher also utilized email interviews for those who were too busy to set a personal appointment with the researcher. These journalists just asked for the questions to be sent to their emails to be answered at a later time.

All personal interviews were recorded using the voice recorder of the researcher’s cellphone.

Because of the sample population, data gathering took more than month.

F. Data Analysis

The researcher had to do a couple of steps before proceeding with the analysis. The first was to collate all the responses of the survey questionnaire in one spreadsheet file using the application Microsoft Excel. This was because some respondents answered the survey online while the others answered it manually using the distributed hard copies of the survey questionnaire. The answers were encoded in one spreadsheet file for better organization of the data.

The next step was to group the answers by questions forming the demographic profile of respondents. Creation of graphs and tables was also done to provide visual aids in the results and discussion section of this study.

For the interviews, the researcher first transferred all voice recordings gathered from the cellphone to the computer for back-up purposes and for easier transcription which was the next step. For faster transcription, the researcher downloaded from the internet, free transcription software called Express Scribe. The application enabled the researcher to play, rewind, forward, pause, and adjust the speed and volume of a particular recording while giving a space to type the transcription. The researcher did not have to use two or more different windows or applications to transcribe the recordings conveniently. Express Scribe provided these tools in one window for faster transcription. No translations were done. These transcriptions were made available in the appendix section of this thesis.

All data from the interviews were organized per guide question. Because the format used was semi-structured, there were several occasions that additional questions or follow-up questions were raised by the interviewer. This meant that no two interviews

were the same, except for the email interviews where the interviewees were confined only to answer those in the guide questions.

Upon transcribing all the interviews, the researcher then read all the transcripts while noting important points raised by the interviewee. Then, themes common to the answers of the interviewees were identified, though different remarks were also noted for reference.

The actual analysis or interpretation of the already organized data happened after the researcher attached significance to the themes that occurred in the interviews in relation to the framework of this study as well as its stated problem and objectives.

The goal of the survey questionnaire was to provide demographical data of the journalists. More importantly, the survey aimed at getting a statistical data on the factors that helped them decide to adopt cellphones for their practice. These were answered through the answers in every item of the survey questionnaire.

The researcher was careful in interpreting these data, making sure that all valid data helped answer the research problems of this study.

G. Scope and Limitations

This study aimed at understanding the factors that helped influence the decisions of journalists to accept mobile phone into their practices. It also aimed at exploring the uses of this ubiquitous technology and its general impacts on their journalistic processes.

This study's scope was limited to describing the journalists' mobile phone adoption from a cultural perspective using cultural dimensions as a starting point. This perspective was discussed in the study framework chapter.

The research involved one-shot semi-structured interviews and survey questionnaires. The sampling technique used was convenience sampling and because of this, the respondents of both the survey and the interview were not equally distributed per medium- print, radio, TV and online.

Inasmuch as the researcher wanted to get equal participation from the rural and urban areas, majority of the participants all come from Metro Manila and only a few journalists from the rural areas were able to participate in the survey questionnaire, made possible by the internet.

VII. RESULTS AND DISCUSSION

This chapter presents and discusses the findings of this study. To address the problems of this research, this chapter is organized according to the study's specific objectives by drawing from both quantitative and qualitative data.

This study has been driven by two problems: 1) what are the factors or variables that determine the acceptance or adoption of mobile phones for journalists? 2) What are the actual uses of mobile phones to journalists in gathering, producing and transmitting information?

This study's framework suggests that there are cultural factors that influence the intention of a journalist to use a mobile phone. These factors are social influence, perceived ease of use, perceived usefulness, facilitating conditions, demographic, socio-economic and personal factors. After acquiring the intention, the actual use of the mobile device depends on the innovativeness of the adopter. The more innovative the user is, the faster he or she adopts the technology and uses it. The innovativeness of the adopter or in this case, the journalists, can be classified into five: innovator, early adopter, early majority, late majority and laggards.

To be able to answer the problems and connect the results to the framework of this study, the researcher organized the data collected from the survey and the interview. All data are presented and discussed simultaneously to support each other.

This study has been participated by 125 journalists across various media outfits in print, radio, TV and online. 100 of them participated in the survey while the remaining 25

participated in the interview. Table 1 provides the summary of distribution of the participants.

	Percentage	Total Participants	Survey Participants	Interview Participants
Print	29%	36	31	5
Radio	20%	25	19	6
TV	22%	27	20	7
Online	14%	17	10	7
Other	16%	20	20	0
TOTAL	100%	125	100	25

Table 1. Distribution of participants across different media (N=125)

Out of the 125 participants, majority of the participants are from print (29%), while 27 (22%), 25 (20%) and 17 (14%) are from TV, radio and online respectively. There are also 20 out of 125 participants that are counted under the “Other” category.

Upon checking on the participants’ reasons for selecting the “other” category, it was found that these journalists are working for more than one medium. Based on their descriptions, these journalists worked for: print, online and media NGO; print and online; print, online and radio; online and TV; print and radio; print, TV and radio; TV and radio. They make up 16% of the total population sample. Figure 5 shows the overall percentage distribution of the participants.

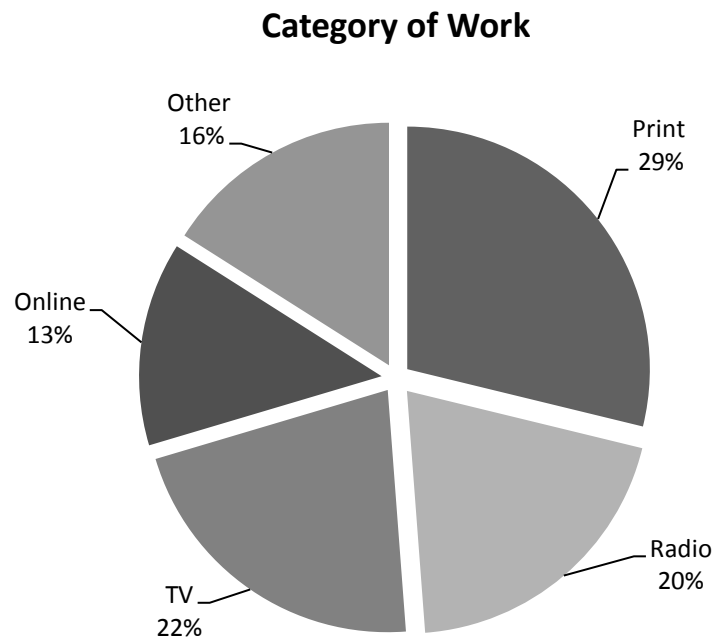


Figure 5. Distribution of participants by category of work.

Figure 6 shows that among the respondents, 65 are males, comprising 52% of the sample population while 60 participants are females, comprising 48% of the sample population.

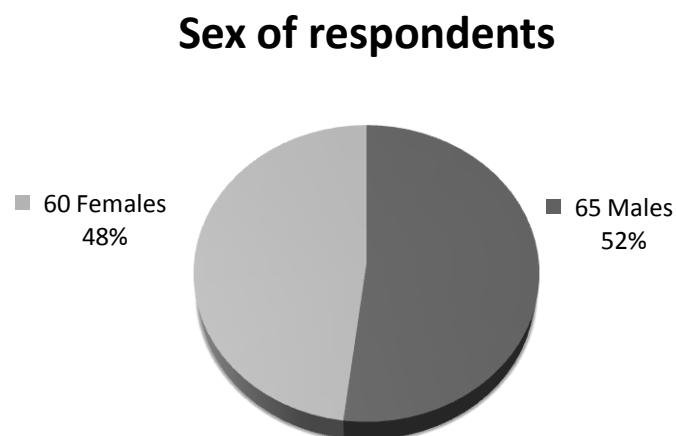


Figure 6. The sample population comprised of 65 males and 60 females.

Age has not been part of the interview so only the survey respondents were able to provide data about their age. Figure 7 shows that among the 100 survey participants, the majority, or 37 journalists are between the ages 20 and 30. 28 out of 100 are from the ages 31 to 40 bracket, while 18 belong to the ages 41 to 50 bracket. Only 5 are between the ages 51 and 60, while the remaining 12 journalists refused to provide data about their age without indicating the reason.

26 years old is the age that got the most number of hits but the average age of the survey respondents is 34 years old.

Age distribution of survey respondents

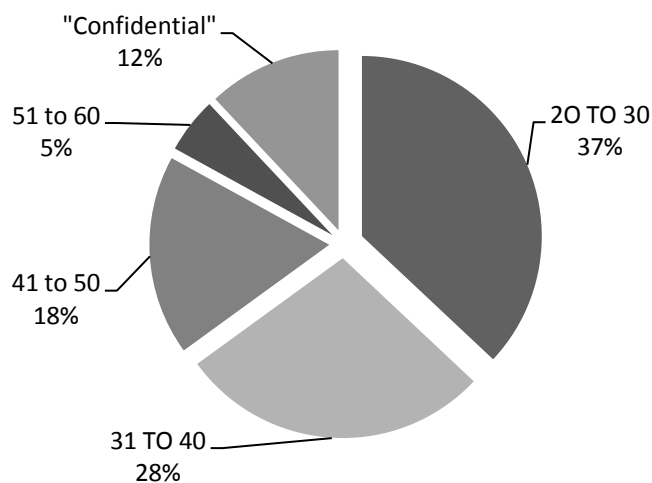


Figure 7. The sample population comprised of 65 males and 60 females.

Majority of the sample, accounting for 52 respondents answered they are single.

In terms of highest educational attainment, table 2 shows that the majority which translates to 87 out of 100 survey respondents answered they are college graduates. Five,

one and one are college undergraduates, high school graduate and high school undergraduate respectively. Seven of 100 answered the “other” category specifying that they have a master’s degree (6).

Another important factor in this study is the monthly income of the journalists which is part of the socio-economic factor influencing the intention for adoption of the mobile phone. Again, this data is provided by the survey respondents only and excludes the interview participants.

As of May 2011, the National Wages and Productivity Commission of the Department of Labor and Employment (DOLE) declared that the minimum daily wage rate for non-agricultural industry is P426.00. For a 20-day work month, this translates to P8, 520.00.

Based on the results, almost all respondents are getting paid above the required minimum wage rate set by DOLE. Table 2 shows that 28 journalists answered that their monthly salary is ranging from P11, 000 to P20, 000. However, there are two respondents who answered that their monthly salary is below the set minimum wage. These two journalists are only getting P6, 000 and P7, 000 a month.

P20, 000 got the highest frequency as a monthly salary, though the average is P30, 069.

A big portion of the participants (42%) refused to answer this question because of personal preferences while some are bound by salary confidentiality agreement to their companies.

The results also show that among the 100 survey respondents, 48 pay for their mobile phone services. 39 journalists' mobile services are being paid by the company through a communication allowance while 13 answered they still pay for a portion of their bill even with cellphone subsidy. This normally happens when they went beyond the set cap by the company. The details of this category is shown on table 2.

Job status is also one of the socio-economic factors influencing the intention to adopt cellphones. Table 2 shows that 15 out of 100 survey respondents are not regularly employed by their companies, which means that their benefits are limited if there are any, compared to the regular employees. However, this did not become a big factor in their decisions to adopt a mobile phone because all of the participants have mobile phones.

Among these 15 part-time/irregular journalists, only two are being assisted by their companies in shouldering their cellphone bills through a subsidy. Angelo Gutierrez who's only been working three months for philstar.com shares that because of his job status, he was not issued a cellphone and does not have a cellphone subsidy which are some of the benefits of being a regular employee. He explains, however that he has the option to reimburse a portion of his bill. "Kase ako, hindi ako binabayaran ng opisina. Pero, puwede ko rin naman ma-reimburse yung iba. (My cellphone expenses are not paid by the company but I can reimburse some of it)."

Survey respondents were also asked about their tenure or the number of years they have been working in the media industry. The answer to this question averaged 10 years. But the highest number of frequency answered that they have only been working for the media industry for three years. Table 2 shows that the rest of the answers were

scattered between four to 21 years. Only five respondents have been in the media industry for more than 22 years.

In relation to their tenure, the respondents were also asked for the number of years that they have been using a mobile phone for their work. If the average tenure in the industry is 10 years, the average number of using cellphone for work is 8 years. This means that the cellphone has only been actively used since 2003. During this year, the mobile phone penetration rate of the Philippines was just 17.96% (CIA World Factbook, 2011). It was also the year when “non-voice services accounted for about 40 percent of Smart's total mobile revenues and 41 percent of Globe's (Zita, 2005).”

Table 2. Demographic distribution of 100 survey respondents (N=100)

Categories	Frequency
Age	
20 to 30 years old	37
31 to 40 years old	28
41 to 50 years old	18
51 to 60 years old	5
Other ("Confidential")	12
Status	
Single	52
Married with children	35
Married without children	6
Separated/Widow	4
Other (2 refused to answer; 1 Single w/ children)	3
Job status	
Regular	84
Part-time	15
Confidential	1
Salary (in Php)	
5,000 to 10,000	3
11,000 to 20,000	28
21,000 to 30,000	10
31,000 to 40,000	4
41,000 to 50,000	6
51,000 to 60,000	3
80,000 to 100,000	4
Confidential	42
Educational Attainment	
College Graduate	87
College Undergraduate	5
High School Graduate	1
High School Undergraduate	1
Other (6 MA degree holders)	6
Number of years working in the media industry	
0 to 3 years	20
4 to 6 years	14
7 to 9 years	13
10 to 12 years	15
13 to 15 years	12
16 to 18 years	12
19 to 21 years	9
22 years above	5

Table 2 continued

Mobile Plan Type	
Prepaid	50
Postpaid	50
Mobile Phone Operator	
Smart	20
Globe	43
Sun Cellular	2
Talk and Text	1
Double (2 network provider)	19
Triple (3 network providers)	15
Hours of mobile phone use a day	
1 to 4	17
5 to 8	33
9 to 12	19
13 to 16	7
17 to 24	24
Who pays for your mobile phone services?	
Myself	48
Company (Communication Allowance)	39
Self and Company	13

Factors influencing intention of journalists to use mobile phones

Using a five-point Likert scale, journalists were asked to choose the appropriate response (strongly agree, agree, neutral, disagree, and strongly disagree) that best describes their feelings toward statements indicating the factors that must have influenced them in adopting a mobile phone for their work. Although there are still a few who chose to be neutral in some statements, the majority were able to express their convictions on certain statements by selecting strongly agree/disagree. As for the interview, the interviewees have been asked directly of what they think were the factors that influenced their intention to adopt a mobile phone.

In general all factors indicated in the survey affected the participants but the top 3 factors were personal, perceived usefulness and facilitating conditions.

Table 3 summarizes the responses of survey participants to statements indicating factors that have influenced them to use mobile phones.

Social Influence

Social influence was found to have a less significant positive impact on the prediction of journalists' intention to use a mobile phone, relative to the other factors which will be discussed shortly.

The following statements have been used to indicate the social influence factors to the journalists in deciding whether or not to adopt a mobile phone.

People who are important to me thought that I should use a mobile phone for my work.

People who influence my behavior thought that I should use a mobile phone for my work.

People whose opinions I value thought that I should use a mobile phone for my work.

The media and advertising through its reports, articles and advertisements influenced me to use a mobile phone for my work.

With the exception of the last statement, the statements are equivalent which only slightly varied on the people in the society that could have influenced the journalists in their decision to adopt a mobile phone. This was done primarily to see if there would be any variance in the respondents' answers. The results show that the respondents value the perception, advice, or opinion of these people in the society.

In general, the results show that participants agreed that the social pressure exerted on them by the opinions of other individuals, groups, superiors and peers

influenced their decision to adopt a mobile phone. Figure 8 shows that 38% of the 400 responses recorded for the four statements answered that they agree while 31% answered they strongly agree to the above statements.

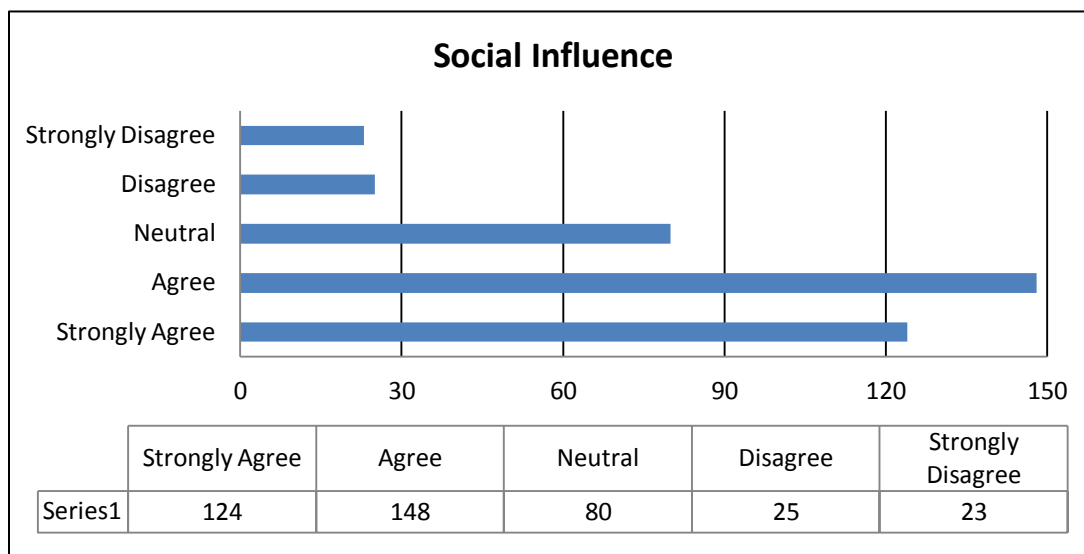


Figure 8. Distribution of answers for social influence

The extents of the influence of peers and other individuals or groups that are important to the respondents have been elaborated by the interviewees:

Kase parang ang nangyare dito, minsan hindi sila nag-i-interview pero may mga storya na sila. So ako, "anong ginagawa nila?" Tapos sabi nila, "ay kase nag-text sakin si ganito. Sabi ganito.."yung mga messages... Na-observe ko na advantage siya, kase even if i have a cellphone pero i don't have the guts to text them, nahihiya ako or what, bali wala din siya (Rio Rabaya, mb.com.ph). (What happened was there was one time that I observed my colleagues writing their stories even when they were not able to interview anyone. So I asked them about it and soon learned that they were getting their stories through text messages of their sources using their cellphones. I observed how advantageous a cellphone is from my colleagues. I already had a cellphone that time but I was not using it the way my colleagues do because I was too shy to text the sources.)

Well, kase, minsan kase kapag wala akong ginagawa, tinitignan ko din yung mga features. Tapos you learn from other colleagues sa mga ginagawa nila.. Kumbaga ano rin,e.. "ay may ganito rin plang klase.." especially kung sabay sabay kayo ng generation ng fone, somewhere along magse-share kayo ng tips ng mga kasama mo eh. So hanggang sa nadevelop na ng na-develop hanggang sa naging paractice na. Na talagang gamitin yung fone (Edwin Sevidal, DZMM). (Well, there are times when I don't have anything to do so I play with the features of the cellphone. Then I learned how my colleagues use their cellphones, especially if you have the same kind of mobile phone. Somewhere along, you and your colleagues will have to share tips with each other, until it becomes a practice to really use a cellphone for work.)

Perceived Ease of Use

The results also indicate that journalists generally believe that using a mobile phone would be effortless. This has influenced their intention to use it for their work.

The perception that integrating a mobile phone to their work would be easy promotes the interest of the journalists which leads to the intention to use the technology. This finding is in line with the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et. al (2003) where perceived ease of use and perceived usefulness have been discussed as the prominent factors in explaining consumer behavior in technology adoption.

Two statements have been used to indicate this factor in the survey:

I believed that using my mobile phone for work as a journalist would be effortless. I expected that it would be easy for me to become skillful at using a mobile phone for my work.

Figure 9 shows that in the survey, 43.5% of 200 responses recorded for the two statements answered that they agree while 37.5% answered they strongly agree to the above statements.

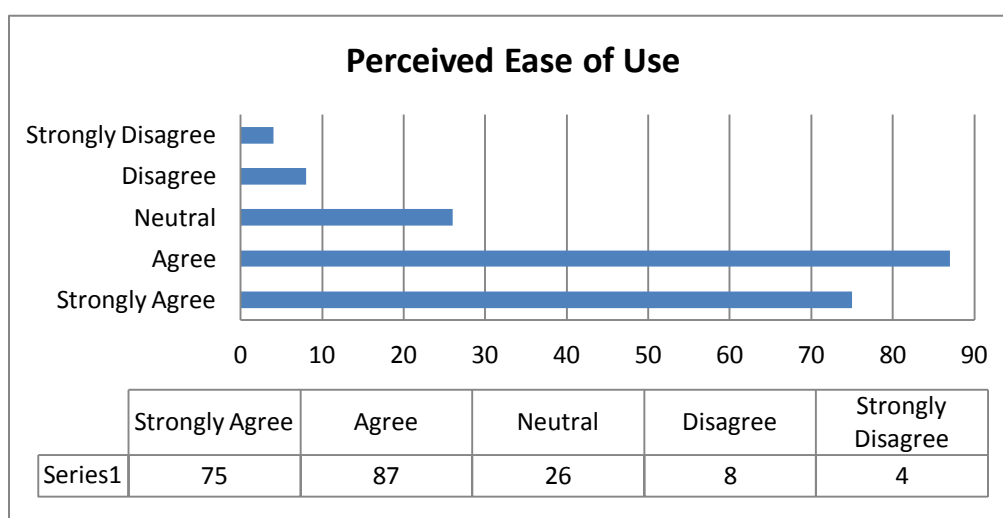


Figure 9. Distribution of answers for perceived ease of use

Perceived usefulness

The belief of the journalists that mobile phones are useful and very productive as a tool to accomplish their duties appeared as one of the most significant factor that influenced their intention to use a mobile phone for work.

The result supports the technology acceptance study by Davis (1989) which revealed that perceived usefulness is one of the major factors that influences attitude and technology adoption.

The following statements have been used to indicate this factor in the survey:

I believed that there were many benefits from using a mobile phone for my work.
I believed that using a mobile phone could help improve my performance as a journalist.
I believed that a mobile phone could make me become an efficient journalist by saving costs and time.
I believed that using a mobile phone would help me perform many tasks more conveniently.

Figure 10 shows that in the survey, 53.75% of the 400 responses answered that they strongly agree in the above statements while 39 % answered they simply agree to the statements.

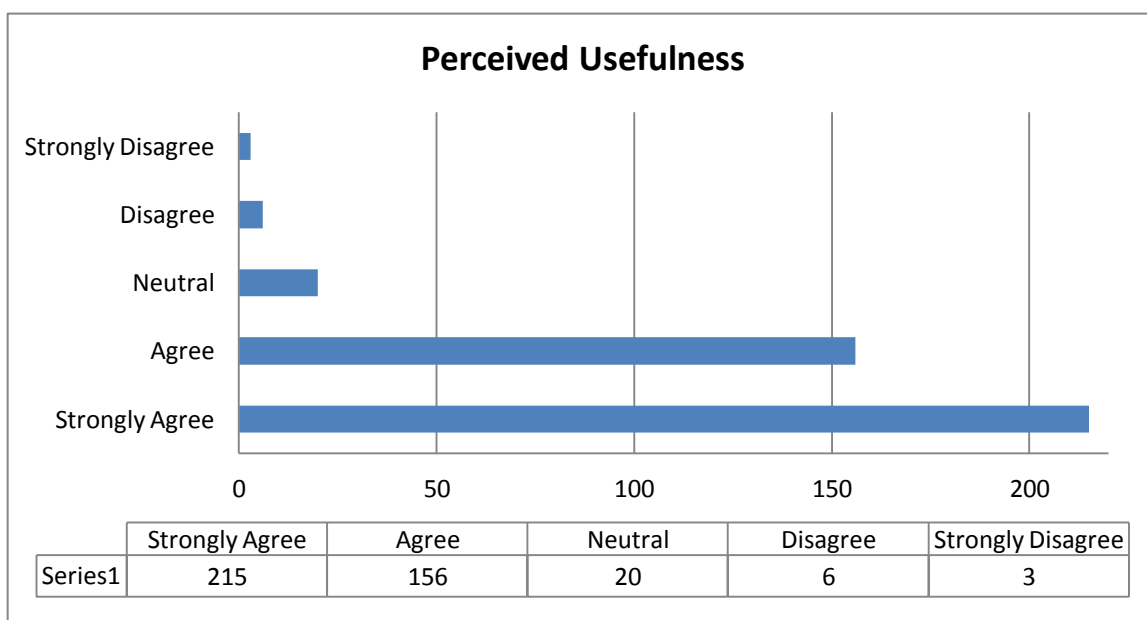


Figure 10. Distribution of answers for perceived ease of use

The interviewees talked about these during the interview sessions.

Angelo Gutierrez from philstar.com shared that he never intended to use his mobile phone for work until he saw its potential during the time he was assigned to cover a landslide in Legaspi city where electricity was scarce or not available at all. He said, *“dun ko lang na-discover sa Mayon na puwede pla. Hindi ko pinlano. Naisip ko lang kase wala na talaga ko magagamit e. Cellphone lang for 5 days.”* (I only discovered that I can use it to report in Mayon. I did not plan it. I thought about using it because I had no other choice. I used it for five days.)

Gutierrez filed his reports through text messaging since he was not yet aware at the time that he can access his email via mobile internet. Since then, he used a mobile phone especially during coverages where a laptop is not available. He constructed and sent his stories either through text or through email.

Wendell Vigilia from Malaya also shared about his decision to adopt a mobile phone.

Very practical kase to contact your sources... Practicality tsaka yung accessibility kase di ba, kapag yung sa landline, mahirap.Pasa-pasa pa. Sa cellphone puwede mong tawagan na agad yung source mo. Mabilis .(It's very practical for contacting your sources. Practicality and accessibility unlike the landline. When you have a cellphone, you can call your source right away, fast.)

Dennis Datu, a radio reporter from DZMM also shared why he decided to use a cellphone for work.

Kase sa trabaho namin, bilang isang radio reporter, mahalaga talaga ang may cellphone. Kapag kase hindi available yung handheld radio na ginagamit namin, lalo na limitado lang signal nun, cellphone talaga ang ginagamit sa pagre-report namin. (In our work as a radio reporter, it is really important to have a cellphone. When our

handheld radio is not available, we use a cellphone especially if the radio signals are limited. We use cellphones to report.)

Jorge Cariño, a broadcast journalist added that it was really productivity that made him decide to use a cellphone. He said, “*kase ang guidance ko lagi sa cellphone is yung productivity* (My guidance in buying a cellphone is really productivity.)”

The perceived usefulness of mobile phones to journalists ranked as the top factor that influenced their intention to use it for work. It garnered the most number of hits in the “strongly agree” scale. Figure 11 shows the top features of mobile phones that more than half of the journalist respondents use. The results show that most of these features are available even with standard phones and not really the more expensive smart phones.

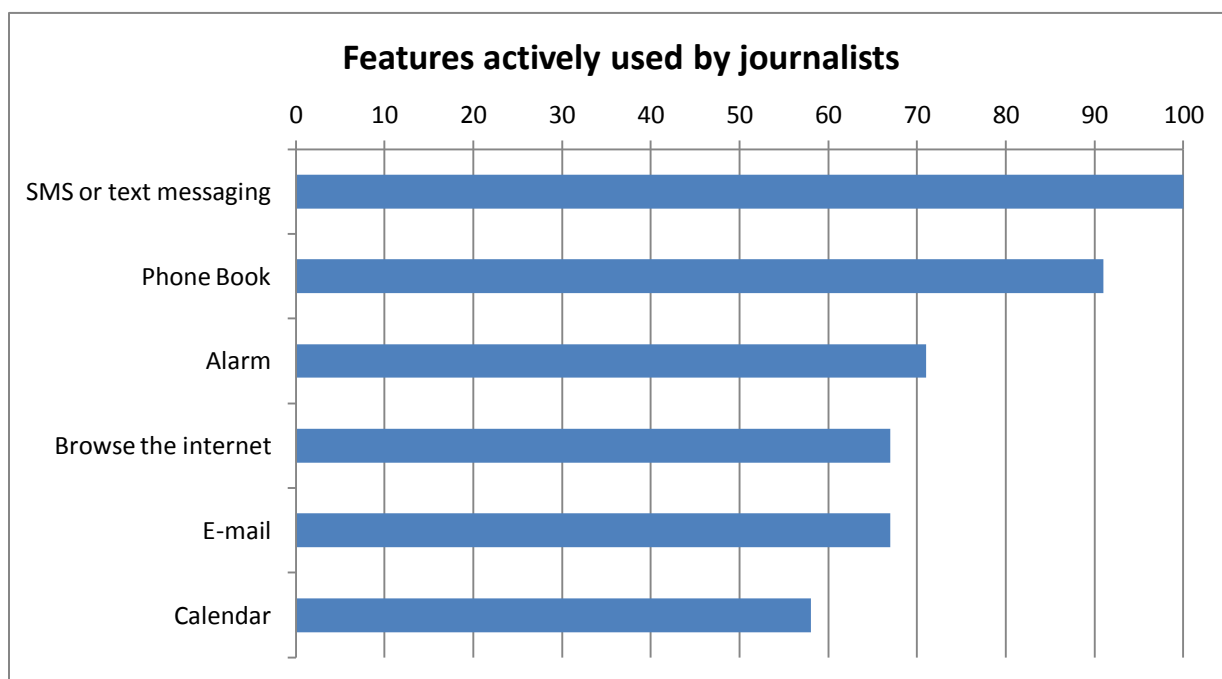


Figure 11. Top features used daily by journalists (N=100). Text messaging: 100; Phonebook: 91; Alarm: 71; Internet: 67; Email: 67; Calendar: 58

Facilitating conditions

System factors such as security, reliability and web connectivity define facilitating conditions. This turned out to be another significant factor that influenced the journalists' intention to use a mobile phone for work.

The result of this finding confirms the hypothesis of Venkatesh et.al (2003) that depicts facilitating conditions as one of the four key constructs that determine use intention and behaviour.

It has been described by the following statements in the survey questionnaire:

As a journalist, I believed a mobile phone can help me become more secure by knowing that I can get in touch with anyone in case I need help.

As a journalist, I believed that a mobile phone is very reliable.

As a journalist, I believed that a mobile phone is very handy especially when I need web/internet connectivity.

Facilitating conditions is the only factor in the survey where no journalist answered "disagree" or "strongly disagree". Figure 12 shows that out of 300 expected responses, 48.33% agreed very strongly on the statements, 44.67% simply agreed, while the remaining 7% were neutral.

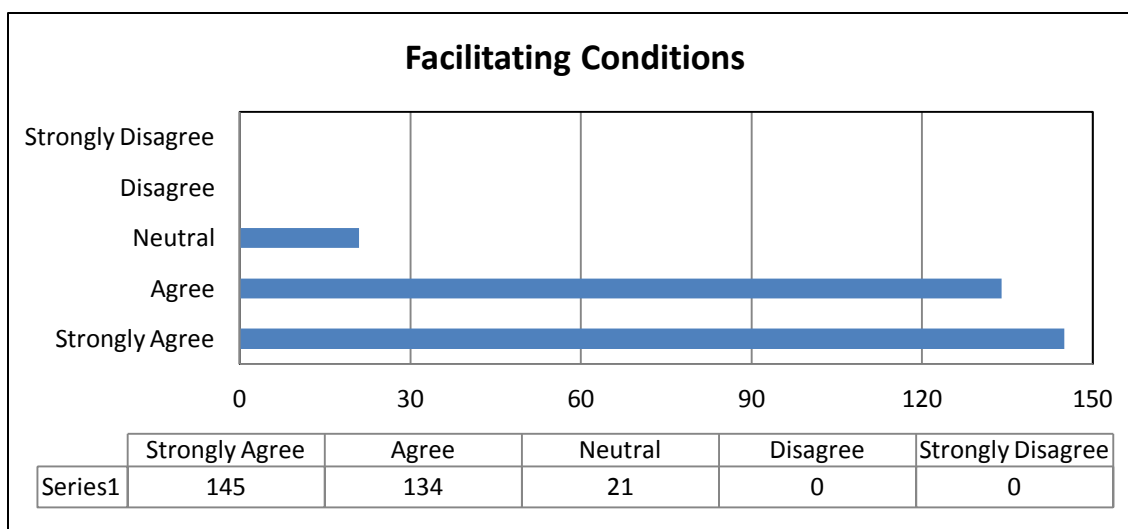


Figure 12. Respondent's answers to facilitating conditions as a factor influencing intention to use a mobile phone.

During the interviews, the facilitating conditions mentioned by the interviewees were mostly about reliability and web connectivity of their mobile phone. The capability of the mobile phone to increase security, knowing that one can contact anyone when there's an emergency applied to their connection with their editors. Here are some of the statements mentioned in the interview related to facilitating conditions.

Sa internet, kase compared dun sa dati namin sa dyaryo, kapag nasa field kami, tumatakbo pa talaga kami sa press office, tapos punta kami sa mismong opisina namin para lang mag file ng story. Ngayon hindi na. Kailangan mo lang mag text at mag-send ng email through cellphone mo. Kahit saan ka. So kahit cellphone lang meron ako, buhay nako (When we were still working for print and we're in our field assignment, we always had to run to the press office then to our main office just to send our stories. It's different now. All you have to do is text or send an email through your cellphone wherever you are. So even if I only have my cellphone, I can still survive as a journalist.)” (Angelo Gutierrez, philstar.com)

Nakita ko kagad yung convenience na may on-demand sa internet. Kase mabilisan yung trabaho, check mo agad kung may email, tapos sa twitter, kung may na-break na news, tsaka kapag in transit ka, mas mabilis mag-break ng storya. So basically connected ka kagad sa sources mo. (I already saw the convenience of having an on-demand internet. Because this job is fast paced, you can check if you have new emails right away, then twitter. If there's breaking news and you're in transit, it's faster to send your breaking stories. Basically, you get easily connected to your sources.)” (Noemi Gonzales, Business World)

Majority of the interviewees use business phones such as blackberry that has word processors, much like a word processor found in a regular computer. *“Ini-email ko yung story kase business fone naman siya e. So naka word processor siya,(I email my stories since it's a business phone. It has a word processor)”* says Reinir Padua of Philippine Star. It's important to note, however, that majority of the interviewees are news reporters so they do not really submit long stories.

Personal Factors

The results of this study also indicate that personal factors described by statements in the questionnaire made a positive significant impact on the determination of the intention of the journalists to use mobile phones for their profession.

Personal factors are personal preferences as well as the journalist's belief about the benefit of the technology. It has been described using six statements corresponding to 600 responses (100 per statement) in the survey.

I preferred to adopt a mobile phone for my work as a journalist because I knew it could give me a relative advantage compared to those who don't.

I believed that a mobile phone was very compatible to my work as a journalist.

I have observed how a mobile phone could be very useful to my work which was why I adopted it myself.

I believed that a mobile phone would offer a good value for money.

I believed that I would be able to use my phone anytime, anywhere.

I found using a mobile phone to be accessible and portable.

Figure 13 shows that out of 600 responses, 45.5% agreed very strongly on the statements, 42.83% simply agreed, while the remaining 3% and 8.67% answered they disagree/strongly disagree and neutral respectively.

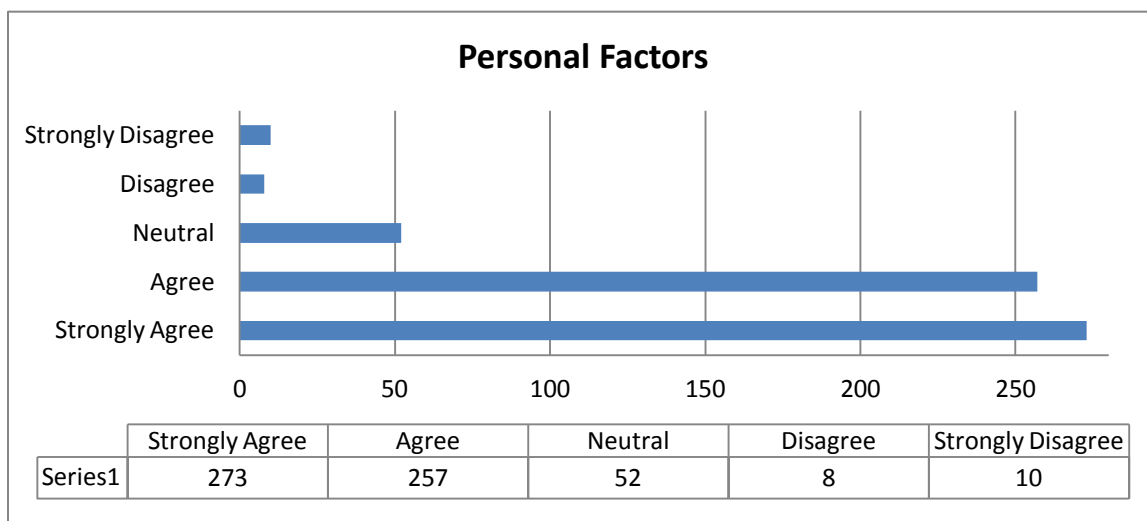


Figure 13. Respondent's answers to personal factors as a factor influencing intention to use a mobile phone.

The results of the survey have been supported by the interviewees. One of them is Kate Pedroso, a research section head for Philippine Daily Inquirer (PDI) who said in an email interview that:

I got my first cell phone in 1999 and have been using one ever since, so it seemed very natural and logical to me that I carry my cell phone into the work place. At the time I entered the work force (2005), everyone was using cell phones already anyway so it was easy. At the time I was an Editorial Assistant for the Inquirer's Metro Section, and I used my phone to get in touch with the reporters.

When asked about the factors that affected his decision to adopt a mobile phone, Joey Villarama, a TV 5 desk editor, correspondent and radio anchor said in an email interview that,

I have had a cellphone since I started working in 2000. Cellphones are more convenient and are a faster way of communicating with people, especially for media people who are always

in the field or who need to get in touch with contacts and resource persons from the private sector and government.”

Glen Juego, a DZBB reporter adds that,

It (cellphone) makes life easier talaga. Ang paggamit ng cellphone ay napaka-helpful naman talaga. Alam mo, lalo na sa radio, sabi ko nga sayo, pabilisan dito. So number 1 nagagamit ko siya, napaka-bilis para mag-gather ka ng infos kase you just have to call this source person, may news ka na. If you have to confirm or validate or verify the news, isang tawag lang, ganun kabilis. So pagka-naverify mo na siya puwede mo na siya kagad i-report kahit hindi ka pa pmupunta dun sa scene. (Cellphone really makes life easier. Using a cellphone is really very helpful. Like I told you, radio reporting is fast paced. I use it for faster data gathering because you just have to call the source person to get your news. Same thing goes for verifying news. It’s really that fast. After verifying, you can just easily report it without having to go personally to the scene.)

This has been seconded by Erwin Aguilon, another radio reporter from DZIQ. He said,

Kase high school pa lang may cellphone na pero noon kase parang luxury lang siya. Pero habang tumatagal, nasa media kna. Kailangan mo talaga. Kase ‘pag nsa field kna, wala ka naman mgagamit na landline agad. Kase kapag sa radyo, kailangan mabilis. Magreport ka agad. Yung nangyare, dapat ire-report mo na agad sa cellphone mo. For communication talaga. (I already had a cellphone in high school but cellphones at that time are considered as a luxury. As time passed, I became part of the media and I really needed a cellphone. Because when you’re in the field, you cannot have easy access to a telephone or landline. When you’re in radio, you have to be fast, report fast. What happens should be reported right away using your cellphone.)

Other reporters also shared the same sentiments of using the mobile phone as a personal preference because of the nature of their work.

Automatic na kase, eh. Kase yun yung nature namin news, eh, Understood na (It was automatic because it’s the nature of news. It’s very understandable). (Thea Alberto-Masakayan, Yahoo Southeast Asia)

Well, if you don't have it, you're at a disadvantage. Pano ka makakasabay sa panahon ngayon, ah. Paano mo magagawa yung trabaho mo? (How can you get along with this generation? How can you do your job?) You'd be like the last person to know .(Zhen Hernandez, abs-cbn)

Actually necessity na siya, eh. Kumbaga, eto yung equivalent ng landline noon, or fax noon. Ngayon kahit wala ka sa internet shop or hindi naman nkabukas yung laptop mo, since may ganung function yung fone mo, puwede ka nang gumawa ng storya (It's actually a necessity. It's like the equivalent of landline or fax before. Now, even if you're not in an internet shop or your laptop is not on, you can still write a story because those features are all in the cellphone). (Julie Aurelio, Philippine Daily Inquirer)

Table 3. Factors influencing intention to use mobile phones (N=100)

Factors	Frequency of answers by scale				
	SA	A	N	D	SD
SOCIAL INFLUENCE	124	148	80	25	23
1. People who are important to me thought that I should use a mobile phone for my work.	43	32	16	4	5
2. People who influence my behavior thought that I should use a mobile phone for my work.	22	39	23	8	8
3. People whose opinions I value thought that I should use a mobile phone for my work.	27	44	16	8	5
4. The media and advertising through its reports, articles and advertisements influenced me to use a mobile phone for my work.	32	33	25	5	5
PERCEIVED EASE OF USE	75	87	26	8	4
5. I believed that using my mobile phone for my work as a journalist would be effortless.	33	43	15	6	3
6. I expected that it would be easy for me to become skillful at using a mobile phone for my work.	42	44	11	2	1
PERCEIVED USEFULNESS	215	156	20	6	3
7. I believed that there were many benefits from using a mobile phone for my work.	62	36	2	0	0
8. I believed that using a mobile phone could help improve my performance as a journalist.	50	37	9	3	1
9. I believed that a mobile phone could make me become an efficient journalist by saving costs and time.	50	41	5	3	1
10. I believed that using a mobile phone would help me perform many tasks more conveniently.	53	42	4	0	1
FACILITATING CONDITIONS	145	134	21	0	0
11. I believed a mobile phone could help me become more secure by knowing that I could get in touch with anyone in case I needed help.	55	40	5	0	0
12. I believed that a mobile phone was very reliable.	42	48	10	0	0
13. I believed that a mobile phone was very handy especially when I need web/internet connectivity.	48	46	6	0	0
PERSONAL	273	257	52	8	10
14. I preferred to adopt a mobile phone for my work as a journalist because I knew it can give me a relative advantage compared to those who don't.	40	42	14	2	2
15. I believed that a mobile phone was very compatible to my work as a journalist.	46	51	2	0	1
16. I had observed how a mobile phone could be very useful to my work which was why I adopted it myself.	47	46	5	0	2
17. I believed that a mobile phone would offer a good value for money.	30	40	23	4	3
18. I believed that I would be able to use my phone anytime, anywhere.	52	40	5	2	1
19. I found using a mobile phone accessible and portable.	58	38	3	0	1

The uses of mobile phone for journalists

Another objective of this study is to describe the use of mobile phones of journalists as an information and communication technology device, particularly in gathering, producing and transmitting data or news.

The findings both from the survey questionnaire and the interview addressed this objective. Table 4 shows the answers of the respondents in the questionnaire when asked about the specific tasks that they do with their mobile phones. It has been subjectively categorized by the researcher according to its uses- gathering, producing and transmitting information.

Gathering	
Text Sources	Check social networks/ update social media accounts
Get tips from sources for possible stories	Check email/ Reply to email/send email
Inquire press conferences' schedules	Online search
Communicating with contacts to verify, check, and confirm information, data	Twitter – Monitoring and updating
Call Sources	Chat with sources
Verification of stories	Keeps me updated on current events
Conduct quick interviews	Recording interviews
Schedule interviews	Taking photos
Networking for stories	Taking videos
Note-taking	MMS
Producing	Transmitting
Make scripts	Send stories
Type stories especially when on the go	Send advisories
Inquire press conferences' schedules	Snap reporting by text, email or voice
	Sending breaking stories/full stories via email

Table 4. The uses of mobile phone for journalists in gathering, producing and transmitting news

As can be observed in table 4, the journalists use the mobile phone primarily as an information/data gathering tool. The answers in the survey have been very limited because the respondents barely spent time answering this item in the questionnaire. The researcher observed that the journalists were in a hurry to finish this part of the survey to be able to finish the 3-page questionnaire. This is where the interview proved to be very helpful. The interviewees were able to elaborate more on the processes that they undergo in using the mobile phone.

With the data provided by the interviewees, the researcher was able to get a deeper understanding of how mobile phones affect the working processes of journalists. Table 5 shows the general picture of how mobile phones are being used by journalists per category. Mobile phones are used actively by all four media outlets while its uses in producing and transmitting news and other information are limited. These general categories of cellphone uses will be discussed shortly.

	Data Gathering	Production of news	Transmitting of news/information
Print	✓		✓
Online	✓	✓	✓
TV	✓	✓	
Radio	✓	✓	

Table 5. General uses of a mobile phone to journalists by category of work. Journalists across media actively use the cellphone in gathering data or information. Print journalists are not as active as online, TV and radio reporters in using the cellphone for producing their content or stories because they still prefer using their laptops. In terms of transmitting their news and other content, TV and radio do not use the cellphone for this purpose actively because of the standard requirements of their medium as well as their organizations.

Data/Information Gathering

“News comes from a variety of sources, and reporters mine those sources using a variety of techniques (Berner, 2007).”

The results show how actively journalists use a mobile phone for data gathering. Aside from the basic functions of calling and texting, journalists also rely on the mobile phone’s internet.

Internet paved the way for broader uses such as contacting sources via email, chat and social networking sites like facebook and twitter. The mobile internet is also used for researching about stories especially when journalists need background information about their stories. The networking capabilities of a mobile phone such as a *blackberry* enables journalists to communicate faster and easier especially when they share stories or when they get “tips” for coverages not readily available to those who are not included in the network. It is also used as a storage and retrieval device as journalists substitute it for the notepad through different applications like notepad and recorder.

Other journalists also use the camera and video capabilities of their mobile phones to gather data. Some of them are required to provide photos and videos of stories that they cover and this is where these functions become very useful for journalists.

The following statements from the interviewees provide details on the above mentioned uses of the cellphone in gathering news and other information.

Sa coverage, sa pagtawag sa sources mo, magagamit mo yung cellphone which is ginagawa na rin namin before dun pa sa landline. Although ngayon mas kelangan mo yung cellphone kase yung sources mo, naka cellphone din, mobile siya. Ang maganda ron, hindi mo siya kailangan hintayin na makarating ng opisina o hahabulin mo sila bago umalis ng bahay. Ngayon anywhere puwede mo silang ma-contact (The cellphone

is used in coverages, in calling sources which we have already been doing before with a landline phone. Although now, you really need the cellphone because your sources have cellphones. They are mobile. the good thing about that is you don't have to wait for them to reach their offices or go to their houses before leaving for office. Now you can contact them anywhere they are.)(Angelo Gutierrez, philstar.com)

Kase merong mga statements yung mga congressmen na tini-text sa amin so maa-update ka kung merong mga reaction especially yung mga militant na congressmen, ang tiyaga mag feed ng mga statements nila. It helps a lot.(Congressmen have statements that they just text to reporters. So you get updated if they have any reactions especially from the militant congressmen because they are very fond of feeding us their statements.) (Wendell Vigilia, Malaya)”

Yung lagi kong ginagawa sa twitter, sa twitter i follow Reuters, CNN, NY Times. Tapos everytime they post, most of the time dun ko nakukuha yung story ideas ko. Tinitignan ko tapos if it could be applied here. (What I normally do is use twitter. I use twitter to follow Reuters, CNN, NY Times. I get my story ideas mostly from them. I look at them and see if it can be applied in the Philippines.)

Tsaka nagfa-follow din ng interesting na tao o mga sikat na tao tapos from their statements, kung puwede mong i follow-up, ayun. Sa facebook din. Basically it keeps people connected so mas marami kang ideas na makukuha everyday. It's easier to get story ideas. (I also follow interesting and prominent people on twitter and facebook. Basically, the mobile phone keeps people connected so there are so many ideas you can get every day.)” (Noemi Gonzales, Business World)

Yung mga sources, nagbibigay sila ng statements, comments through text lang.. Puwede na un. O kaya yung isang congressman sa district, o di ba, alangan namang mag-fly ka pa dun. So tatawagan mo na lang siya (Sometimes sources give statements or comments only through text. That's good enough. For example, your source is a district congressman, would you really have to fly over to his province? All you have to do is call him or her.) (Rio Rabaya, mb.com.ph)

Producing news/News writing

The results also show that the mobile phone plays an important role in one of the basic tasks of journalists –to write news although when compared to data gathering, news writing using a cellphone is not applicable to all journalists.

In general, the cellphone is actively used by TV, radio and online journalists. Print journalists do not use it as often as TV, radio and online reporters because primarily, most of them are housed into beats that have own offices, complete with all the equipment and services that they need to assist them with their duties. This makes them prefer laptop over the cellphone in producing or writing their stories. Among the disadvantages they mentioned is the size of the cell phone's screen. Print journalists are not able to see the whole story that they are typing that can be completely viewed when using a laptop. The cellphone becomes a main tool for production only when the journalists either don't have space or time to use their laptops.

On the other hand, TV, radio and online journalists are using cellphones more actively in news writing or production.

TV and radio journalists use the mobile phone primarily to write their scripts. According to them, it would be very inconvenient and inefficient for them to use a laptop or any other device other than their handy mobile phones. Since they don't need to write a lengthy script, a simple text editor, notepad or word processor would do.

Online journalists also use their mobile phones actively. This is because they are required to send stories in the fastest manner possible, no matter where they are and what they are doing. This is where the mobility and accessibility of the mobile phone comes in. As online journalists are required to produce breaking stories, they don't have much time to spare writing or typing them in a computer. They opt to type it in their mobile phones so they can also easily send it to their editors fast.

Oo. Kapag nasa event ka pa, dito ko na ginagawa yung storya. O kaya in transit, tapos magde-deadline na, hindi ka talaga maka-pwesto, dito ko na rin ginagawa. Pero siguro mga 2 over 10. 1 in 5. Kase may beat ako. Pero it's different when you talk to other people na walang bahay na beat. Kapat may bahay yung beat mo, mas laptop pa rin.

(Yes. When you're still in an event, I write my stories here in my cellphone. Or when I'm in transit and the deadline's near, I can't find a place to use my laptop, I use my cellphone instead. But I think it's just 2 over 10, or 1 in 5 because I have a beat. It's really different when you're housed in a beat, laptop is still what we use.)(Noemi Gonzales, Business World)

Nagbago na yung landscape ng online. Tapos yung reporter din mobile, so ikaw na yung nagpo-produce ng buong istorya, research, lahat kase dati kapag binato mo sa office, puwedeng may ibang tao dun na dadagdagan niya ng background. Ngayon producer ka na ng storya at tsaka bukod dun, kami na din yung bukod dun sa storya, videos and pictures din. I mean, andito na yung equipment. Puwede mo nang gawin na may visuals ka, may audio yung storya mo. Parang one-man reporting..(The online journalism's landscape has already changed. And print reporters are also mobile. So you (as a journalist) produce the whole story, research and everything unlike before that once you submit your story to the office, somebody can add background to your story. Now you have to produce the whole story with videos and photos, too. I mean, the equipment is here. You can do a story complete with visuals and audio. It's like one-man reporting.)

(Noemi Gonzales, Business World)

I use it for writing my script din. Yung email services niya. Kase..pagka minsan, kulang ka sa time, kulang sa panahon so kailangan mo mag type ng script habang naglalakad, habang nagi-interview so diretso na dun yung script. Whether for a voice over package or a live report. Also diyan na din kami nagfo-phone patch. So kapag meron kaming i-interview-hin who's not available, kahit ano lang. Phone interview inside the crew cab. You just have to make sure na kulob para walang masiyadong ambient sounds. (I use the cellphone for writing my script and its email services. Sometimes when you don't have time, you need to type your script while walking or while interviewing. Whether it's for a voice-over package or a live report. Also, we use the cellphone for phone-patching. Like when we have to interview someone who's not available, we can just do a phone

interview inside the crew cab. You just have to make sure that it's contained so there would be less ambient sounds.) (Zhen Hernandez, abs-cbn)

Q: How about for production?

For production of stories, yeah. I break stories wherever I am, so i can't wait for a laptop.

Q: What feature do you use?

Push Email ng blackberry. Very convenient tsaka dun ako nasanay kahit na super lengthy na story. I also get emails, sa mga press releases, kahit na nasa labas ako... (I use blackberry's push email feature. It's very convenient and it's what I got used to even if the story is lengthy. I also get emails for press releases even when I'm out of the office.) (Thea Alberto-Masakayan, Yahoo Southeast Asia)

There are times that you don't need a pen and a paper anymore. There are times like.. pagka-kami nagde-deliver ng story kase, we have to make scripts, we have to type our scripts but we don't do that with laptop or ipad. Sometimes i use my ipad. Pero kung talagang emergency or talagang nsa msikip kang lugar at ayaw mong dalhin yung mga un, u can use your cellphone. You can type your scripts there. That's what they do also in print lalo na yung mga nasa online, yung kapagka-nsa presscon sila u can see them, naggaga-ganun sa mga blackberry nila. Immediately after that, they send. Ganoon kabilis. So you can do your story by the use of cellphone. Unlike date, yung mga story ng dating reporters, they have to look for ano, nag-aagawan pa sila sa typewriter just to make the story. Now u can send your story to the editor by means of cellphone. So bahala na sila kung pano nila ie-edit un or kung ano man, un (There are times that you don't need a pen and paper anymore. As radio reporters, we have to make scripts, we have to type our scripts but we don't do that with laptop or ipad, though sometimes I use my ipad. But if it's really an emergency or there's not enough space and you don't want to bring those gadgets, you can just use your cellphone. You can type your scripts there. That's what they also do in print especially the online journalists. Sometimes in a press conference, you can see them very busy with their blackberry cellphones. Immediately after that, they send. That's how fast it is. You can do your story using a cellphone unlike before when

journalists had to run after typewrite just to make a story.) (Edwin Sevidal, DZMM radio reporter)

Dito na kami gumagawa ng script. Tapos dito na rin namin babasahin. Hindi nako gumagamit halos ng pen and paper. Andito na lahat. (This is where we write our scripts. And we read the script from here, too. I seldom use pen and paper. It's all here.)(Dennis Datu, DZMM radio reporter)

Mas madali siyang gamitin. Mas mabilis. Kase eto talaga yung ginagamit ko kase dito ako komportable. Mas mabilis kang gumawa ng script mo. (It's very easy to use and fast. This is what I use because this is where I am comfortable. It's faster to write the script here.)(Glen Juego, DZBB)

Q: How often do you write scripts on your phone?

Halos madalas. Kase minsan nakakatamad mag laptop so Madalas (Frequently because sometimes I'm too lazy to use my laptop.)(Erwin Aguilon, DZIQ radio reporter)

Sobrang konti ng chances na ginagamit ko to for email (of stories) kase andito na rin naman kami sa house so wifi naman yung buong area, tapos after ng presscon dito o kaya committee hearing, babalik nlang kami dito to use the laptop. Mas madali pa naming magagawa kase makikita nmin kung lengthy na yung storya. Mas makikita namin kung mas may laman na or bigat na yung storya na ginagawa naming (The chances are rare to use my cellphone to write and email my stories because in my beat, the whole area has wifi. After a press conference or a committee hearing, I can just go here to use my laptop. Laptop is easier to use because we can see if the story is starting to get lengthy. We can also see if the story has more depth or significance.)(Ruben Manahan, Manila Times)

Dun talaga. Dun talaga lagi. Most of the time, kapag kuware nasa labas ako. Kunware interview kami tapos yung transcript, transcribe mo na tapos dun na.. Syempre andun na 'yon.. Dun mo na gagawing iyong istorya. Tapos email ko na din from there. Kase may

email na yung phone ko, eh. So un dire-diretso na siya talaga. Yun yung maganda sa phone, eh. Kase QWERTY na rin siya eh. Mas mabilis. (I really use my cellphone for news production. For example, I'm out in the field for an interview. I transcribe it using my phone. And since it's there, I can just easily write the story from there, too. That is what's good with cellphone. Also, my work gets faster because of the QWERTY function of the keypad of my cellphone.)

Kapag sobrang madalian, cellphone na talaga gamit ko. Pero kung meron kang mape-puwestuhan, iba pa rin yung laptop, syempre. Kase mas marami kang nagagawa. Multi-tasking di ba? Nakakakapag-search ka ng magkasabay. Unlike sa cellphone na kailangan kapag email, email lang. Kapag searching, un lang. One at a time lang yung tasks. (If I'm really in a hurry, I use my cellphone. But if there's space for my laptop, I'd rather use the laptop instead of the cellphone because a laptop can enable you to a lot and multi-task compared to the cellphone where you are only allowed to do one task at a time.) (Amita Legaspi, gmanewsonline)

Not really that frequent. *Iyong word processor lalo na 'kapag gipit sa oras, nasa coverage pa'ko. Hindi pa'ko makakapaglakad, ganun.. Or kung tamad ako mag-type ng storya sa phone, papatawag ako sa desk editor namin, magdi-dictate akong storya. (I don't use the cellphone very frequently. The word processor is very useful especially if you're in a tight situation, in a coverage. If I'm too lazy to type my story in the cellphone, I can just have my desk editor call me so I can dictate my story. (Julie Aurelio, PDI)*

Ako blackberry. Dun ako nagsusulat. Lalo na kapag stake-out. E hindi ako nagdadala ng laptop. Sobrang bigat. So dun ako gumagawa sa blackberry. Phone lang lahat. Sumakit ang ulo ko. Grabe. Ini-email ko yung story kase business phone naman siya e. So naka word processor siya. (I use my blackberry. It's where I write my stories especially if it's stake-out coverage. I don't bring my laptop because it's too heavy so I write my story in my blackberry. I use my cellphone for everything. I just email my story since it's a business phone and has a word processor.)(Reinir Padua, Philippine Star)

Transmission/distribution/communication of information

Transmission using a mobile phone is also not a common process that journalists share.

Only print and online journalists use it actively for this working process though not directly to its audience. The journalists primarily transmit it to their editors and colleagues. Their stories get transmitted by their editors through the available medium that they use. Sometimes, after the story gets edited or checked and published, these journalists have the option to transmit it to their audience via their social networking application such as facebook and twitter.

TV and radio reporters only send their scripts when necessary, particularly when their editors or colleagues ask for it, which according to them does not happen very often.

The following are answers of the interviewees when asked if they use their mobile phone to transmit their material and how.

I use it to tweet my stories after siya lumabaas (after it comes out). I tweet it, post it on fb, I email my friends. (Jason Domantay , Yahoo Southeast Asia)

Hinde na. Ini-air ko na agad un. Sini-send ko na lang siya sa news writer. (Not really. I air it right away and then just send it to the news writer.) (Glen Juego , DZBB radio Reporter)

I also use it to send stories via email. I also send photos. (Thea Alberto- Masakayan, Yahoo Southeast Asia)

Yung material itself, hinde. Kase may broadcast quality kase, eh. So may standards yan. Yung mga nakukuha namin sa cellphone, whether interview or videos or still pics, usually back-up lang yan. (We don't send the material itself because of broadcast quality. There

are standards. The material that we get using our cellphones, whether from interviews or still pictures are just usually for back-up purposes.) (Zhen Hernandez, abs-cbn)

Sa'min kase required din kami mag-submit ng breaking news, so ginagamit ko din iyong cellphone ko kapag magse-send ako ng breaking news. Either thru text or ii-email ko or through twitter. (We are required to submit breaking news so I use my cellphone to send breaking news, either thru text or email, or twitter.) (Julie Aurelio, PDI)

We don't send our scripts unless the office tells us to do so. (Edwin Sevidal, DZMM)

E kung nag-iintay ka sa field, kailangan mo mag travel to your laptop, mahahabol ko ba yung deadline? Hinde. E kadikit ko lang yung cellphone ko..di ba? (When you're waiting in the field and you need to travel to your laptop, can I still beat the deadline? No. My phone is just beside me so I use it (to send breaking news, full stories or story summaries instead.) (Rio Rabaya, mb.com.ph)

'Pagka nasa remote ka. Kunwari covering the election. But as much as possible, email. Sa laptop. Pinaka-convenient. Kapag submission ng stories, laptop. (When you're in a remote area and you're covering the election, I use my cellphone. But as much as possible, I want to email it using the laptop. It's still the most convenient.) (Wendell Vigilia, Malaya)

Nagdidistribute din ako ng news. Sa twitter ko (cellphone) (I also distribute news through my mobile twitter). (Angelo Gutierrez, philstar.com)

Other uses of mobile phone for journalists

“It's more than just a phone. *Nagiging mini-computer na siya na very handy.* (It has become a mini-computer that is very handy),” says Rio Rabaya from Manila Bulletin’s online newspaper mb.com.ph.

And true enough, this remark of Rabaya is shared by other journalists. This is also the reason the mobile phone has become a ubiquitous device. It goes beyond its communication capabilities and combines other functionalities including its internet capabilities. Table 6 shows these uses mentioned by the participants of this study.

Other Uses	
Used as Calendar (calendar activities)	Organizing my personal and work-related schedules
AM station	Storage >> Storing information (electronic files, notes, etc)
Communicate with colleagues	Researching contacts
To receive advanced instructions from my boss, receive requests from other staff	Pre-reading of assigned topic so I can get a head start before hammering it out the next day
Coordinating for shoots (crew,location,host,service,schedule,other reminders)	Notepad for possible stories and data to remember
Emergency Internet (modem use)	Store contacts
Task list (Manage tasks)	reminder
Used as alarm clock	used as calculator

Table 6. Other uses of a mobile phone as an ICT device

It’s reliable, convenient, handy, practical, fast, and light. “It’s everything,” says Wendell Vigilia from Malaya. “You don't need to open a lot of gadgets. You don't need to open your laptop so within your fingertips *lahat* (Zhen Hernandez, abs-cbn).”

The interviewees shared the advantages that the mobile phone has brought for them.

Handy siya, sobra . Tsaka reliable yung internet connection niya compared sa mga broadband stick. Tsaka reliable siya kase halos lahat na. May dala kang camera, laptop, e all in one na yung cellphone although mas low yung quality ng videos mo and camera mo pero mas handy siya talaga. (It's very handy. The internet connection is very reliable compared to broadband sticks. It's also very reliable because it has everything you need-camera, laptop. It has everything in one although video and camera quality is low. But it's really handy.)

Practical siya for online journalists..Kase sa online journalism, kami sa grupo namin, yung mga reporter, nire-require sila mag tweet ng news. Kunyare may mga live coverage, although kami meron kaming taga tweet talaga. Pero individually nire-require kami mag tweet. So un, mas magagamit mo din. Mas handy talaga kapag sa cellphone lalo na ngayon yung mga bagong cellphone, yung may 3G. Yung mga facebook account din, mga applications, puwede mo siyang ma-update through cellphone lang. (It's practical for online journalists. In our group, reporters are required to tweet news when there's a live coverage. We are required to tweet news individually. It's very handy especially the new cellphones with 3G. Facebook accounts and other applications can also be updated through the cellphone.)

It's everything. Immediacy. Kapag nagmamadali ka, you can go directly sa source kase puwede matawagan kagad, to verify.. Unlike yung pupunta ka pa ayoko pa naman yung pupunta sa offices, aksaya sa oras. Puwede mo namang tawagan. Puwede mo i-text. Kapag text, verbatim makukuha mo yung quote, kung pano niya sinabi, puwede mo magamit sa storya. Puwede mo i-quote directly sa storya. (It's everything. Immediacy. When you're in a hurry, you can go directly to the source because you can call your source right away to verify, unlike when you have to go personally to the source. I hate going to their offices because for me it's a waste of time. You can just call your source and if it's through text, you can use his text message as a quote directly for your story.)

Mabilis. Magaan, Kung mas madaling mag-type at magbrowse sa internet at the same time, baka hindi ko na kailangan mag laptop e. Yung basic advantages niya yung mabilis mong ma-access yung mail, mabilis kang mag-send ng story, tapos ayun magaan din kase mobile (It's fast and light. If it would be easier to type and browse at the same time I won't need a laptop anymore. Its basic advantage is that you can get fast access to your e-mail, you can send the story right away, and again, it's light because it's mobile.)

However, the mobile phone also has disadvantages as explained by the interviewees. It's not all perfect and for most of them, health issues, cost, battery life and security among others are their concerns when using their mobile phones actively for work.

Ang disadvantage na nakikita ko yung kung meron ngang effect yan sa health, di ba? Yung radiation? Especially kung tumatawag ka. So I use my speaker phone so that hindi ako laging nakatutok ng ganyan, di ba? (The disadvantage I can see is its effect on health, right? Radiation especially when you're calling someone. So I use my speaker phone so I won't have to put in next to my ears.)

May ill effects daw yung battery niya yung cadmium,..health issue daw. I ignore it kase anong mgagawa mo, u have to use your mobile, di ba? (Some people say that the battery, cadmium has ill effects for your health. I just ignore it because, I really don't have a choice but to use a mobile phone, right?)

Ang disadvantage ng blackberry mabilis ma-drain yung battery pero kase alam ko ng disadvantage siya eh so kakapag alam ko na maba-battery empty nko, inuunahan ko na siya. Dala ko yung charger ko. (Blackberry's disadvantage is its battery that drains fast. Well, I already know it's a disadvantage so once I see that it's battery is about to go empty, I charge it right away.)

Yung battery. Lalo na yung mga cellphone ngayon na malalaki yung screen, LCD, mabilis ma-diskarga yung baterya. So i make it a point na kakapag nsa sasakyan, i charge my fone even if it's not lowbat. Dahil hindi mo alam kung ano yung mangyayare, eh..And u have a spare phone. I have 2 spare fones. Isang smart and another is globe.

(The battery, especially that some cellphones today have bigger LCD screens. So I make it a point to charge my phone even if it's battery is not low. You don't know what's going to happen. You should have a spare phone. I have two spare phones. One is Smart and the other is Globe.)

Kapag maganda yung cellphone mo, mahirap yung security eh. Maraming reporter ang nawalan ng fone dahil nakitang mganda yung fone mo. Kaya dapat we really have to be careful, eh. (When you have a good cellphone, security is an issue. There are many reporters that lost their phone because of that. So we really have to be careful.)

Medyo disadvantage din yung sa load. Kase ako, hindi ako binabayaran ng opisina. Pero, puwede ko rin naman ma-reimburse yung iba (The cellphone load can also be a disadvantage because it's not getting paid by the office, although I can reimburse it.)

Kase if you're a reporter, sometimes you'll know it's bugged. Every once in a while may maririnig kang static. It means you're being monitored by the military. (When you're a reporter, sometimes you'll know it's bugged. You'll hear static every once in a while. It means you're being monitored by the military.)

Some journalists on the other hand don't treat those flaws mentioned by other reporters as disadvantages.

Wala namang disadvantage, e. (There is no disadvantage.) It depends on the reporter, if they would depend on it too much... It's more on the attitude of the reporter.

Types of Adopters

At this time, the objectives of this study which are to describe the factors that influenced the journalists in adopting a mobile phone as well to determine the its uses in basic working processes of journalists, have already been addressed through the discussion preceding this section.

However, it's also important to know that the innovativeness principle of Rogers (1995) was confirmed in this study. As a review, the *innovativeness* of the individual is

described as “the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than other members of a social system (Rogers, 1997).” Rogers (1995) categorized the individuals into five: innovators, early adopters, early majority, late majority and laggards.

Figure 14 below shows that among the population of journalists who participated in this study, innovators who are the first to adopt mobile phones make up 10% of the population, early adopters comprise 49%, early majority 36%, late majority 3% and laggards 2%.

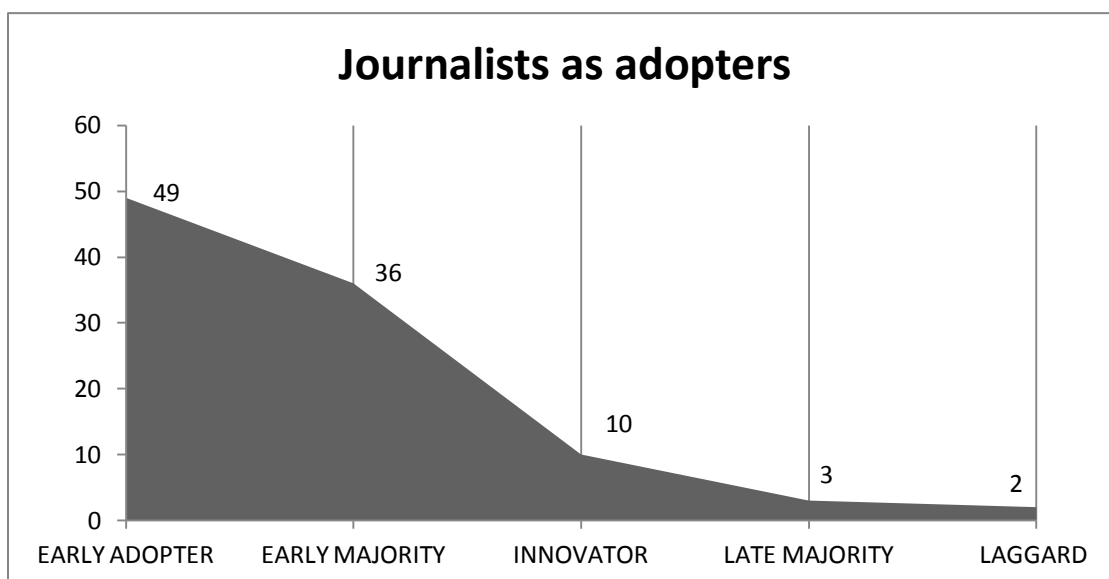


Figure 14. Classification of journalists as adopters. (N=100)

Innovators

According to Rogers (1995), these individuals are the first in the population to have adopted the technology because they are especially interested in technology and have the means of getting access to them right away.

The results show that the innovators in the population of journalists in this study are 10% or 10 journalists. Their income is between P18, 000 to P100, 000. Table 7 explains that all of them are male and a big portion of them are working for two or more media outfits. They also spend the most number of hours using the mobile phone daily and they all have other technological gadgets aside from the mobile phone.

Early Adopters

The results show that the early adopters make up 49% or the majority of the adopting population of journalists. This is contrary to Rogers' study (1995) which states that the early adopters are only the next 13.5 percent of the adopting population and that early majority and late majority gives the highest percentage in terms of the adopting population.

This can be attributed to the nature of the journalists' work, where communication is very important, making them adopt the mobile phone technology faster.

Table 7 shows that their average income is P31,500, significantly lower than the innovators. They are also younger than the innovators by a year, by average. They are also almost equally distributed by sex, 25 are females and 24 are males. Majority of this population come from print and TV. Like the innovators, they actively use the mobile phone daily, with an average of 8 hours a day.

	Innovator	Early Adopter	Early Majority	Late Majority	Laggard
Percentage	10%	49%	36%	3%	2%
Average Income	39,800	31,500	27,625	26,000	13,500
Average Age	35	34	32	39	42
Sex					
Male	10	24	13	1	1
Female	0	25	23	2	1
Category					
Print	1	13	13	3	1
TV	1	13	5	-	1
online	2	5	3	-	-
radio	2	9	8	-	-
other	4	9	7		
Average yrs. of using a mobile phone for work	13	8	7	10	9
Average mobile phone hours a day	14	13	11	11	12
Owns other technology devices	yes				

Table 7. Brief profile of the adopting population. (N=100)

Early Majority

The early majority may take some time deliberating before adopting an innovation but they are not the last to adopt a technology (Van Biljon and Kotzé, 2008). These types of adopters make up 36% of the journalists who participated in the survey questionnaire.

Table 7 above shows that their average income is P27, 625, lower than the innovators and the early adopters. And majority of these journalists come from print. They also actively use the mobile phone daily, averaging at 11 hours and they have been using it for work for 7 years.

This group is slightly younger than the innovators and the early adopters, majority are female. All of them own other technology gadgets.

Late majority

The late majority adopters are “the conservatives or ‘sceptics’. They share the attitude of the early majority, though being less comfortable with technology (Van Biljon and Kotzé, 2008).” Rogers (1995) added that the late majority have “relatively scarce resources” so all forms of uncertainty must first be removed before they consider it safe to adopt an innovation. These have all been verified in the results.

This study showed that there are only three journalists classified under this category. Again, this can be attributed to the journalists’ nature of work that revolves around communication especially with their sources. Table 7 shows that their monthly income is on an average of P26,000. All of them come from print and has an the same average mobile phone use a day of 11 hours.

Laggards

Rogers (1995) explained that laggards “tend to be suspicious of innovations” but this can be justified because of limited resources and they must be certain that a new idea will not fail before they can adopt.”

The results show that only two journalists have classified themselves under this category. One of them is from print while the other is from TV. Table 7 shows that they have the lowest monthly average income of P13,500. They are also the oldest journalists among the population and spending 12 hours on average in using the mobile phone.

VIII. SUMMARY AND CONCLUSION

A. Summary

The following objectives served as a guide for this study and were answered in the results and discussion chapter.

1. To understand the underlying variables that make journalists intend to adopt, accept or incorporate a mobile phone device for their practice.
2. To describe the journalists' use of mobile phones as an information and communication technology device.

The results show that among the cultural factors described by Biljon and Kotzé (2008), perceived usefulness, personal and facilitating conditions are the most significant variables that largely determined the journalists' intention to adopt a mobile phone.

In general, the journalists believed that their intentions to use mobile phone were affected by their perceptions of the potential benefits of a mobile phone for their work. They also thought that it can improve their performance as reporters because it's very convenient to use a mobile phone, very efficient and can help them save more time and money in accomplishing their tasks.

For the journalists, the mobile phone is very reliable, portable, accessible, and handy especially for internet connectivity.

After establishing their intention to use the mobile phone, the speed at which they used the mobile phone depended on their innovativeness as an adopter. The journalists who participated in this study were classified under the early adopter category, who adopted the mobile phone after the “techie”. They have adopted the mobile phone primarily to aid them with various tasks and responsibilities as a journalist.

This study showed that the mobile phone has several uses for journalists. It is actively used for data gathering but it is also used a tool for producing and transmitting news.

They call and text their sources for interviews, for confirmation and verification of stories and other facts. With the integration of the internet to the mobile phone, the journalists are also able to send and receive emails through their mobile phones. They can also easily monitor the events that are happening not only in the country but in other countries as well. They do this by monitoring other news agencies and by monitoring social networking sites such as facebook and twitter.

Their mobile phones also enable them to capture still photos, videos that help provide more material to their stories.

The radio and TV reporters write their scripts using the word processor, notepad and text editor of their mobile phones.

The online journalists rely heavily on their mobile phones for faster production and transmission of their news especially with breaking news. However, most journalists think that a mobile phone is just their immediate alternative in producing and transmitting

information. If situations permit them to use a laptop, they still use a laptop for functions and features that are not available in their cellphones.

Aside from these uses, the mobile phone is also equipped with functions that aid the journalists in their daily routines. Some of these features are the calendar, the modem capability of the mobile phone, alarm clock, calculator and recorder.

B. Conclusion

In conclusion, this study has quantitatively and qualitatively confirmed the proposed model of Van Biljon and Kotzé (2008) which identified cultural factors affecting consumers' behavioral intention of using mobile phones.

The factors social influence, perceived ease of use, perceived usefulness, facilitating conditions, socio-economic, demographic and personal factors all helped influenced the journalists' intention to use mobile phones. However, the results show that the top factors influencing the journalists' decision to adopt a mobile phone are perceived usefulness, facilitating conditions and personal factors.

The uses of the mobile phone in various journalistic working processes have also been explored and described in this study. However, it is important to note that the uses vary from category of work. There may be similarities in using the mobile phone for gathering information but they differ by category when it comes to production and transmission of news and other information.

IX. IMPLICATIONS AND RECOMMENDATIONS

A. Theoretical Issues

The results of this study show how culture plays a key role in influencing the intention of journalists to use a mobile phone for their work. This perspective is not very common in most technology acceptance and use studies that commonly focus on the features of the mobile phones that drive potential adopters to use mobile phones. Other studies focus on the uses perspective for accepting technology.

The researcher believes that the framework used for this study is the perfect combination in understanding acceptance and use of a technology or in this case, the mobile phone. It combined culture, as a factor in influencing intention to use and consequently zooms in on the features used by the journalists that help them with their tasks as well as the uses that they get from using it. The study gives a bigger picture in understanding the adoption and use of mobile phone by discussing both the technology and the consumer, the journalists.

Future research can be directed into incorporating other cultural factors that may not have been included on this study for a more accurate understanding that goes on with processes like adoption and use of any technology, not just a mobile phone.

It is also recommended to direct future studies on effects on the quality of work of journalists who rely heavily on their mobile phones in writing stories.

B. Methodological Issues

The methodology used for this research which combines both the quantitative and the qualitative approaches were appropriate. As discussed previously, adoption and use can only best be explored using the two approaches. One approach may not be sufficient to provide a sound data to support the framework of this study.

However, it is recommended that if this study is to be replicated, participants must be equally distributed across all media outfits. The instruments may also be studied carefully and if time permits, allow a pilot-survey to test which variables are most significant and which indicators need improvement. Open ended questions are also a good idea to bring out insights from the interviewees, though this would imply that appointments must be made and expectations are set with respondents.

Another option would be to localize other studies that give a different perspective on the factors that influence technology adoption.

Since this study utilized convenient sampling, it is also highly recommended to try probability sampling and see if the results would be the same. This method can confirm whether or not this study can be generalized for the entire population.

If the same topic will be pursued, it is recommended to focus on a particular media outfit to provide a better understanding of the processes involved in using a mobile phone technology.

C. Practical Issues

The findings of this study have practical implications since there are many available communication and information technology available in the society, not just for journalists. The framework and methodology used can serve as a model for future studies involving other technology devices which are very visible today.

Mobile phone operators can also look at the findings to guide them in developing new technologies that would be very beneficial to journalists.

However, these findings need to be further analysed. The instruments used can be studied carefully to reflect all the most significant factors that can contribute to the study. Again, it would also be preferred if there would be an equal distribution of participants across the media.

The society is moving towards technological advancements especially in communication where journalists are primarily concerned. The factors influencing intention and existing uses of mobile phones can all be elaborated and assessed in future research to determine if these factors can legitimately be considered as indicators to journalists' perception of mobile phone adoption and use.

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APPENDIX

INTERVIEW GUIDE

Brief background of Interviewee:

Designation:

Company:

Cellphone/s used:

1. What features of your mobile phone do you use?
2. When and how were you introduced to the idea of using a cellphone for your work? What made you decide to adopt cellphone for your work? Did it take you awhile or not? Please elaborate.
3. How long have you been using a cellphone for work?
4. What do you think are the advantages of having a mobile phone in relation to your work?
5. What do you think are the disadvantages of having a mobile phone in relation to your work? How do you deal with these disadvantages?
6. How do you think using a cellphone has affected your style of work and performance?
7. How does a mobile phone help you with:
 - a. News/Data Gathering?
 - b. News/Data Production?
 - c. Transmission/Communication/Distribution of news and other information?
8. Can you leave your house without a mobile phone? What would you do if you accidentally left your phone at home? Is your cellphone a necessity now for your work?
9. Do you think cellphones are being fully utilized at present? If yes, how? How do you think cellphones can be fully utilized in the future?
10. What are your recommendations for those who have not yet decided to use cellphones for their work?

INTERVIEW TRANSCRIPTIONS

Interviewee: Angelo Gutierrez | Philstar.com | Editor

When did you start using a cellphone for work po?

I was still with abs-cbn online, in 2005, e di uhm, ano lang kami, parang tawag nila sa'min arm chair journalists kase nasa loob lang kami ng office, sa desks. Tapos 2006 siguro yun nung landslide sa Mayon volcano sa Legaspi. Iyong maraming namatay. Pinadala ako ng editor namin noon. Writer pa lang ako noon actually naki-ride ako noon sa mga reporters pero wala akong dala noon. Ballpen lang dala ko tsaka tickler ko tsaka cellphone. Cellphone ko pa nun yung Sony Erickson na T160 ba yun pero meron na siyang recorder tsaka VGA na camera. May video capability na rin siya.

Tapos since wala akong gamit noon, nagre-report ako sa text. Hindi ko pa alam kung pano gumamit ng email sa mobile so nagte-text ako ng mga full stories. Tapos nagpapadala din ako ng picture through MMS. Unang una pla walang internet connection doon. Tapos walang kuryente.nahirapan talaga kami. So iyon ang ginamit ko. Nag-video recording ako gamit yung cellphone. Actually hindi ko na naabutan yung landslide kase mahirap pasukin yung Albay nun.

Dun ako unang nag start gumamit ng cellphone. Kase nga wala pa kaming issue na laptop nun kase kapag online ka konti lang talaga budget mo. Actually cellphone lang talaga gamit namin.

Tapos ginamit ko rin siya nung plunder case ni Erap sa Sandiganbayan. One-man coverage ako dun. Ako yung video, kuha ako ng pictures. Cellphone lang lahat.

So since then, nag decide na po kayo na gamitin yung cellphone?

Actually hinde. Depende lang sa situation. Kapag may mga breaking stories lang tapos andun ako sa venue mismo, kase kapag nasa opisina ako, TV talaga ako, kase dati sa abs-cbn, un ang trabaho ko, mag-monitor ng tv, tsaka radio. Yun lang.

Dun ko lang na-discover sa Mayon na puwede pla. Hindi ko pinlano. Naisip ko lang kase wala na talaga ko magagamit e. Cellphone lang for 5 days .

May nka influence po ba sa inyo sa paggamit ng cellphone?

Actually wala. Ako lang mismo. Actually nga ang naimpluwensiyahan ko yung grupo namin na puwede plang gamitin yung cellohne kaya lahat sila noon, yung mga cellphone nila na walang camera, yung iba bumili, yung iba na-issue-han na . Nakita din ng mga boss namin na kailangan din pala namin lalo na yung nasa online journalism ka.

Pero when you bought the cellphone, may idea na ba kayo na magagamit niyo sa work?

Ay hinde, yung cellphone na yan, binili ko wala pa ko sa trabaho ko. Pagpasok ko nun, dala ko na yang phone na yan.

How long have u been using your cellphone for work?

Since 2006. 5 years. Pero occasionally lang. Kapag may coverage. Hindi talaga daily basis.

What do you think are the advantages?

Ano siya, handy siya, sobra . Tsaka reliable yung internet connection niya compared sa mga broadband stick. Tsaka reliable siya kase halos lahat na. May dala kang camera, laptop, e all in one na yung cellphone although mas low yung quality ng videos mo and camera mo pero mas handy siya talaga.

Practical siya for online journalists. Tapos ngayon pla, kase online journalism, kami sa grupo namin, yung mga reporter, nire-require sila mag tweet ng news. Kunyare may mga live coverage, although kami meron kaming taga tweet talaga. Pero individually nire-require kami mag tweet. So un, mas magagamit mo din. Mas handy talaga kapag sa cellphone lalo na ngayon yung mga bagong cellphone, yung may 3G. Yung mga facebook account din, mga applications, puwede mo siyang ma-update through cellphone lang.

How about the disadvantages, are there any other disadvantages aside from what you've mentioned po yung poor quality ng videos and pictures?

Quality ng grammar mo sa stories. Hindi naman jejemon. Kase maliit yung screen. Iba yung nakikita mo yung buong sinulat mo. Siya hindi e. Parang kung paano mo lang siya inisip, un yung pumapasok sa cellphone mo, eh. Tapos hindi mo na siya ri-review-hin, eh. Actually yung isang reporter, hindi na talaga niya nire-review, pagkasulat niya, send na kagad niya kase breaking news nga kami. Ang focus kapag online talaga, yung breaking news.tsaka parang nakakatamad na.

Medyo disadvantage din yung sa load. Kase ako, hindi ako binabayaran ng opisina. Pero, puwede ko rin naman ma-reimburse yung iba. Sa iba, kase kalimitan sa mga publications mga publishers ang tawag samin, yung philstar, yung inquirer, meron silang mga issue ng phones kaya walang problema sa gastos. Tsaka mas mahaba din yung battery life niya compared sa laptop.

Yung phone ko sakin to. Pero yung sa mga reporter namin, issue yun ng company. Kase hindi pako regular, actually 3 months pa lang ako. Although parang regular na rin ako pero hindi pa rin ako puwede mag request ng phone. Tsaka hindi pa ko lumalabas. Sa bahay lang ako.

Do you have an extra battery?

Wala akong extra battery kase matagal naman yung buhay ng battery ko. Pero siguro kung tuloy tuloy yung gamit sa video and audio footage, mga kalahating araw lang. E hindi naman tumatagal ng kalahating araw yung coverage eh.

So in general po, how do you think cellphone has affected your style and performance at work?

Nung beat reporter ako sa dyaryo, mas nkaka-adapt ka sa needs ng technology at sa online journalism. Yun lang. Wala ng iba.

Mas madali yung buhay ko ngayon dahil sa cellphone. Hindi lang sa cellphone, sa iba pang bagong technology. Sa internet, kase compared dun sa dati namin sa dyaryo, kapag nasa field kami, tumatakbo pa talaga kami sa press office, tapos punta kami sa mismong opisina namin para lang mag file ng story. Heto ngayon hindi na. Kailangan mo lang mag text at mag-send ng email through cellphone mo. Kahit saan ka. So kahit cellphone lang meron ako, buhay nako. Kaya ko ng gawin lahat ng tasks ko and responsibilities ko. Ang hindi ko lang nagagawa diyan yung mag edit tsaka mag publish ng storya. Kaya kailangan ko pa rin ng laptop. Pero yung puwede na, kung meron akong cellphone na capable ng ganun, hindi nko magla-laptop. Cellphone na lang ako. Yung CMS (Content Management System) kase namin, hindi siya puwede sa mobile at ipad pa, eh. Dapat talaga may internet connection ka.

As far as getting ideas for your story or data gathering, paano po nkakatulong ang cellphone?

Actually wala. Kase yung pagkuha mo ng ideas ng story mo, kung ano yung nangyayari ngayon, yung pine-predict mong puwedeng mangyari tomorrow, yun pa rin un eh. Yung old method parin ang ginagamit namin. Walang reliance sa technology although puwede siya.

Siguro sa coverage, sa pagtawag sa sources mo, magagamit mo yung cellphone which is ginagawa na rin namin before dun pa sa landline. Although ngayon mas kelangan mo yung cellphone kase yung sources mo, naka cellphone din, mobile siya. Ang maganda ron, hindi mo siya kailangan hintayin na makarating ng opisina o hahabulin mo sila bago umalis ng bahay. Ngayon anywhere puwede mo silang ma-contact.

How about when researching po?

Hindi rin, eh, nka-rely ako mostly sa laptop internet connection ko. Minsan nagagamit ko siya kase may google yung cellphone ko. Pero yun lang. Kapag online na research, puwede pala. Tsaka kapag tumatawag sa sources.

Sir, can you tell me about yung regular routine niyo po when writing a story?

Sa online journalism kase, sa'men, kung ano yung nangyayare, un yung ide-deliver namin so hindi na kami kelangan mag-isip ng ideas hindi kagaya ng beat reporters, na "tomorrow, ano kayang iko-cover ko?" parang ganoon, di ba? Maghahanap ka ng source mo, kami as the news happens, ganoon. So yung news namin, dumadating na lang siya.

So yung reliance ko sa mobile phone, hindi masyado. Mas nagre-rely talaga 'ko sa internet, sa web, sa laptop ko. Although sa twitter ko, minsan sa twitter account ko sa cellphone, nagagamit ko un. Yung trending ng mga news, meron diyan. Sa facebook meron diyan. Habang on the way ako papunta sa opisina, un. Tapos hindi rin kase ako beat reporter. Ako yung nasa desk. Yung reporter namin ang nagre-report samin. Ginagawa ko lang, yung mga ideas. Example, may coverage, may presscon sila, tinatawag ko yun sa mga reporter ko. Mabilis lang. Hindi na kelanga pmunta sa opisina, ite-text ko lang or iko-call ko lang sa reporter namin. Kase mobile din sila.

Ayun talaga, ang cellphone ang ginagamit. Heavy ang reliance sa cellphone kase sila yung nsa labas talaga. Tsaka blackberry yung gamit nila.

Yun yung gamit ko sa cellphone. Kapagka umaga, bago umalis, nagmo-monitor ako ng news, tina-text ko sa reporter namin, "paki-follow-up mo to.." tapos un, kapagdating ko ng opisina, ii-email niya lang un through blackberry niya, tapos ako edit ko na, publish ko na.

How about transmission or distribution po?

Nagdidistribute din ako ng news. Sa twitter ko.

Mkaka-alis pa po ba kayo ng bahay without a cellphone?

Hinde. Hindi kaya kase andyan lahat. Kapag naiwan ko, babalikan ko talaga. Hindi puwedeng wala. Parang kulang talaga. Parang wala akong dalang pera. Ganoon. Necessity talaga siya.

How do you think cellphones can be fully utilized at present and what are your recommendations for those who have not been utilizing it fully?

Siguro ang una, kung merong capability yung cellphone, mas malaki yung file storage niya tsaka yung sending niya, kase hindi kami basta-basta minsan makakapag-send yung MMS kase mabigat yung file. Ilang kb siya, hindi siya kaya. Hindi ako maka-send. So nililiitan ko pa.

Tapos siguro ma-u-utilize mo siya ng maige kung gagamitin mo yung email mo, tsaka gamitin mo ng araw-araw. Kailangan mo i-accept yung fact na kailangan mo siya. Meorn kasing iba na hindi ginagamit sa kapagpasa ng storya, sa kapaggawa ng storya, kase akala nila super liit.

Dapat i-recognize yung advantages ng mobile phone talaga. Para ma-utilize ng mabuti kase andyan na siya. Yung mga advantages niya andyan na eh. Hindi lang ma-discover nung iba sa media. Andyan na yung twitter mo, meron pang monitor ng radyo, merong facebook, merong google, nkakapag-search ka na, andyan na. Kailangan lang nila i-accept na tsaka kailangan lang yung mismong media, maging medyo may kapagka-tech-savvy kase maraming reporters ngayon na kaya lang nag cellphone kase kailangan lang nila yung cellphone dahil pantawag. Yung iba kase ang alam lang text and call lang talaga. Basic features lang. Kaming mga taga-online talaga giangamit yung email, sa media ha. Ung iba hindi pa.

Siguro yung mga publication, i-educate nila yung media, kung pano yung sa videos, pano kapag set.. Hindi kase nila nakikita na necessary sa trabaho nila eh. Pero dapat talaga i-adopt mo siya lalo na kung sa online ka.

Wendell Vigilia | Malaya | Reporter

How long have yopu been with Malaya?
Since 2002. After graduation, Malaya na.

Ano pong gamit niyong phone?

Nokia. Ayoko ng complicated e. Hindi ako mahilig sa gadget. Gusto ko lang ng simple. Ayoko ng mga blackberry, kase kung kailangan ko, laptop na lang. Ba't ako bibili ng blackberry? Laptop na lang! Ganoon lang kasimple un.

Pero ginagamit niyo po yung cellphone niyo for work?

Yes, of course, everyday.

And how are you introduced to the idea of using a cellphone?

Very practical kase. To contact your source, call them. Verification.

So nung first day niyo po sa work, ginamit niyo na siya?

Hinde. Yung cellphone, pagka nakuha mo yung number ng contact mo. Ayun, I started texting them.. Hindi pa ko dito noon (Congress).

Ano po sa tingin niyo yung factors na nka-affect sa inyo?

Practicality tsaka yung accessibility kase di ba, kapag yung sa landline, mahirap. Pasa-pasa pa. Sa cellphone puwede mong tawagan na agad yung source mo. Mabilis.

Ano pong features ng phone niyo yung ginagamit nyo?

Calls lang tsaka text. Hindi ako nagre-record. Yung camera at video hindi ko ginagamit kase hindi naman kailangan sa print. May photographers naman kami.

Ano pong advantages ng cellphone sa work niyo?

It's everything. Immediacy. Yun number one un.

Kapag nagmamadali ka, u can go directly sa source kase puwede matawagan kagad, to verify.. Unlike yung pupunta ka pa ayoko pa naman yung pupunta sa offices, aksaya sa oras. Puwede mo namang tawagan. Puwede mo i-text. Kapag text, verbatim makukuha mo yung quote, kung pano niya sinabi, puwede mo magamit sa storya. Puwede mo i-quote directly sa storya.

How about the disadvantages po?

Wala naman ako masiyado naiisip. Actually puro naman advantage sa communication. And disadvantage na nkikita ko yung kung meron ngang effect yan sa health, di ba? Yung radiation? Especially kung tumatawag ka. Yun lang.

How do u deal with that disadvantage kung concerned po kayo sa radiation?

Ako kase ginagawa ko, I use my speaker phone so that hindi ako laging nakatutok ng ganyan, di ba? Although meron yata ngayon na dinidikit tapos naa-absorb. Hindi ko alam kung ano yun.

How do you think using a cellphone has affected your style and performance at work?

It has made my work a lot easier. I can't think of not using a cellphone in this line of work. Mahirap. Ngayon kahit nasa remote ka, puwede mo gawing modem yan. Puwede mo din i-text

yung storya mo kung mahaba yung memory. They use blackberry, advantageous sa kanila yan. Ako kase ayoko nung magsusulat ka ng mahaba sa cellphone. Tinatamad ako magtext ng mahaba. Mahirap, eh. Sila, advantage sa kanila kase matiyaga sila mag BB (blackberry). Ako gusto ko kapag full story full story talaga, sa computer. Pero kapag summary lang, tina-text ko na sa editor directly, everyday. Instead of using the email, tini-text ko nalang yung summary ko.

How does your cellphone help u with gathering information and ideas for your story?

Kase merong mga statements yung mga congressmen na tini-text sa amin so maa-update ka kung merong mga reaction especially yung mga militant na congressmen, ang tiyaga mag feed ng mga statements nila. It helps a lot.

How about for research?

Research kase hindi ko sa cellphone yan ginagawa, eh. Unlike tatawag ka. Pero yung actual research hinde. Lalo kung dokumento. Hindi puwede yun sa cellphone.

How about distribution?

Iyon, kapagka nasa remote ka. Kunwari covering the election. But as much as possible, email. Sa laptop. Pinaka-convenient. Kapag submission ng stories, laptop.

Can u still leave your house without a mobile phone?

No. I feel like going out naked. Sa trabaho namin, hindi puwede, tawagan ka ng opisina mo, ng editors, ng sources. Parang detached ka if you don't have your phone. You're detached from your office, from your desk, from everyone.

Do u think you're already utilizing your phone?

Oo. Kase ako hindi ako techie, eh. Kaya satisfied na'ko sa simple. Ayoko ng complicated. Kaya satisfied nako sa phone ko na simpleng Nokia na ganito..

But if you're to influence, say, a cellphone developer for journalists lang, ano yung suggestions na siguro puwede mong ibigay?

Yung ano. Malaking bagay yung nagre-report. Pero nagagawa naman, pero sana yung mas malinaw. Audible. Tsaka yung malaking memory. Kapag may interview ka tapos magaling yung phone mo, magre-report, malinaw yung quality tapos nare-rewind rewind mo ng hindi mahirap. Alam mo yun, yung parang may hawak kang tape recorder na binabalik-balikan mo. Kase kapagnagta-transcribe, ang hirap e.. Basta yung parang tape recorder. Tsa yung radiation. Sabihin nila yung totoo. Diba? Kase ilalabas din naman namin yan eh. Yung totoo. Lalabas din yan. Kung talagang nakaka-damage ng health.

Any recommendations for those who have not been using their cellphones?

Walang ganun. Ganun tayo ka-dependent sa cellphone.

Interviewee: Noemi Gonzales | Business World

What do you think are the factors that made you decide to use a cellphone for work?

Nakita ko kagad yung convenience na may on-demand sa internet. Kase mabilisan yung trabaho, check mo agad kung may email, tapos sa twitter, kung may na-break na news, tsaka kapag in transit ka, mas mabilis mag-break ng storya. So basically connected ka kagad sa sources mo.

Pero before ka pumasok sa career mo, naisip mo na ba na magiging malaking tool siya?

Prior to working as a reporter, hindi ko na foresee yung mga ganoon, kala ko enough na yung internet, tapos laptop. Yun lang yung una. Tapos nung nasa trabaho na, nakita ko na mobile ka talaga. Well dito kase sa beat, hindi ganun sa mobile, kapag naka-pwesto ka, ayon, may laptop, may wifi anywhere, okay kana. Pero kakapag sa labas, hindi ka assured ng wifi.. Tapos hindi rin parating may kuryente na puwedeng kapagsaksakan so nung nagpalit ako ng fone tapos may internet na siya, diyan na super important nung may mobile internet tapos maraming features yung fone mo like recorder.

Eto na yung ano, e. I can't live without it sa trabaho. Kase hindi ko na rin kailangan bumili ng broadband stick. Eto na rin yung ginagamit ko tsaka nka unlimited naman yung internet e.

What for you are the advantages of using a cellphone for work?

Mabilis. Magaan, Kung mas madaling mag-type at magbrowse sa internet at the same time, baka hindi ko na kailangan mag laptop e. Yung basic advantages niya yung mabilis mong ma-access yung mail, mabilis kang mag-send ng story, tapos ayon magaan din kase mobile.

Contacts din kase lagi din kase kayo nag-uusap ng editor. Syempre yung editor nakikita niya yung bigger picture, eh. Nakakatulong iyong cellphone for collaboration with other reporters, communication with your editor.

How about the disadvantages?

Mas mahal. Magastos yung mobile net. Ang average ko ay P2,700 a month. Kase yung sa'min talaga, matawag talaga e. Naka-plan na ako niyan. Plan 1500. Unlimited calls and text sa globe, tapos may free naman siya. Tapos ung 1200 na internet tapos may VAT pa pla.. Pero sa office namin average un, 2500.

Siguro kung puwede pang i-improve yung software like ayon nga, yung puwede kang mas maging yung software ng fone maging para sa. Parang maging laptoop-ish na siya. Or maging computer-ish siya na puwede kang mag browse at mag-type at the same time. Or siguro kailangan ko ng galaxy tablet. Pero so far, ok naman siya.

In general, how do u think the cellphone has affected ur style?

Generally, yung journalism ngayon is moving towards ano na rin siya eh, yung pabilisan. Kase people are demanding since yung mga readers mo ay merong din kapareho ng technology mo, so mas mabilis. Mas mabilis mag verify at mag-check ng information sa internet. Kase before sa

internet, sa computer mo pa gagawin pero ngayon puwede na sa phone so mas mabilis. Napabilis yung trabaho. Accuracy na-affect din kase mas mabilis nakakakapag-verify.

How does a mobile phone help you in gathering information or data, ideas for your stories?

Yung lagi kong ginagawa sa twitter, sa twitter i follow Reuters, CNN, NY Times. Tapos everytime they post, most of the time dun ko nakukuha yung story ideas ko. Tinitignan ko tapos if it could be applied here. Kase sa business world ako e. Like yung di ba budget hearing ngayon, yung mga story ideas.

Tsaka nagfa-follow din ng interesting na tao o mga sikat na tao tapos from their statements, kung puwede mong i follow-up, ayun. Sa facebook din. Basically it keeps people connected so mas marami kang ideas na makukuha everyday. It's easier to get story ideas.

How about with research?

Almost the same. Pero mas mabilis pa din yung sa computer pero yung mabilisan, like , gabi na tapos tumawag editor mo, tapos tanungin ka, "Kelan nga pinasa yung bill na to?" May internet ako sa cellphone tapos may pdf reader din so nag-install na din ako ng constitution. Yung cellphone talaga mas pang data gathering.

How about with communication or distribution phase?

Gamit na gamit yung fone ko jan. Siyempre text, tawag sa sources. Mas mabilis. Sa editors din, text, tawag.

For distribution naman po?

Oo. Kapag nasa event ka pa, dito ko na ginagawa yung storya. O kaya in transit, tapos magde-deadline na, hindi ka talaga maka-pwesto, dito ko na rin ginagawa. Pero siguro mga 2 over 10. 1 in 5. Kase may beat ako. Pero it's different when you talk to other people na walang bahay na beat. Kapat may bahay yung beat mo, mas laptop pa rin.

Can you leave your house without a cellphone?

No. Babalikan ko talaga siya. Kase may contacts are here. Ang hirap kapag nasa trabaho ka, mahirap mag build ng contacts. Na-lowbat ako one time, tapos wala yung charger. Tapos yung editors din hindi ko nakausap so rely ka sa landline. So disadvantage din yun. So lagi ko dala yung charger yung pang kuryente tsaka yung USB. Sobrang hirap i-imagine na wala kang cellphone talaga.

How do u think cellphones can be fully utilized at present and in the future?

I think ano e. Kase nasabi ko na sa context na nagbago na yung landscape ng online. Tapos yung reporter din mobile, so ikaw na yung nagpo-produce ng buong istorya, research, lahat kase dati kapag binato mo sa office, puwedeng may ibang tao dun na dadagdagan niya ng background. Ngayon producer ka na ng storya at tsaka bukod dun, kami na din yung bukod dun sa storya,

videos and pictures din. I mean, andito na yung equipment. Puwede mo nag gawin na may visuals ka, may audio yung storya mo. Kami print pero may online din. Yung online namin tina-try namin na maging dynamic siya. Reporters din yung kukuha. Parang one-man reporting..

So kung magiging influencial ka sa kapag-design ng bagong fone ano yung gusto mong nsa fone?

- Mabilis na internet.
- Yung contents ng fone mo puwede i-back-up sa online, parang automatic siya na yung text messages mo, tsaka yung contacts mo na automatic siyang may kopya sa online.
- Automatic transcription ng recorder

Recommendations for those who have not yet decided to use their fones, if there are still any..

Ma-inspire sila to put the internet on their cellphones. Mas mahirap mai-scoop-an kapag nasa fone mo yung balita.

Interviewee: Rio Rabaya | mb.com (Manila Bulletin)

How long have you been working for Manila Bulletin na po?

Been working since 2006. Almost 5 years.

My topic again is about the adoption or acceptance and usage of journalists of cellphone po sa work nila.. So how do you think cellphone helps you with your work? What are the advantages for you?

Cellphone is a necessity. Parang hindi ka makakakapag-work kung walang cellphone. Di ba? Lalo na ngayon na sobrang nag-i-improve na yung online. I use it especially kapag traffic, phone lang. Nung bago pa ko, i don't have sources. Wala pakong network, I don't know them so I had to put the extra effort to go to work earlier, kase I have to be there in person. If they're on a meeting, i have to be in that meeting earlier when if i have their number, kaya kong i-text na lang. And yung response is mabilis, kase if they're in the middle of a meeting, they can't answer you right away. That's something i have to worry about kung wala akong cellphone, whereas, if you use your cellphone, text mo sila. They can attend to it whenever they want, like kung bored na sila sa meeting, instead of masayang yung oras na kausapin mo siya after ng meeting, .e nabo-bore naman pla siya puwede ka niyang sagutin. Or you can use it to meet.. Para makapag-usapan mo yung kind of issue.

Pero it's usually the convenience of getting information as soon as possible. Kapag tinext mo siya, there's no reason for him not to reply kase andiyan lang siya, eh. Di ba?

Ano po yung features ng cellphone ninyo na ginagamit niyo for work?

Madami. Dati kase nung mga 2007, nung bago pa lang, hindi pa ko nka-invest sa fone, ako, normal text and call lang. Yung mga sources, nagbibigay sila ng statements, comments through

text lang.. Puwede na un. O kaya yung isang congressman sa district, o di ba, alangan namang mag-fly kpa dun. So tatawagan mo na lang siya.

Kaya lang na-hold-up ako. Hindi ko alam kung powerful na siya although ang gusto ko dun sa Nokia e71 (old fone), may push email sila. It can serve me better kase i used that nung campaign, umikot kami ng iba't-ibang bansa, tapos deadline mo nasa kalsada ka or you're about to board a plane, wala ka ng time maglabas ng laptop, i can just write my story on the phone, lalo na kapag QWERTY. Ka-copy paste ko lang siya tapos ise-send ko na siya. Ang ginagawa ko pa, for example, may presscon this morning tapos hapon pa yung deadline, ang ginagawa ko tina-transcribe ko na siya sa fone, kase di ba meron siyang mga word na mga files?

So It's more than just a fone. Nagiging mini-computer na siya na very handy. Tapos ayun pa, yung sa connection, yung phone naman may bluetooth, puwede mo siya i-bluetooth sa laptop tapos ise-save ko yung story ko sa computer. O di ba? Sobrang madali siya. Hindi katulad ng dati, naaalala ko, nung wala pa ko na QWERTY na fone, yung normal na nokia lang, na standard phone, kakapag on the way pa lang ako tapos alam mong magde-deadline na, minsan kase hindi ako makasulat ng wala akong malinaw na quotes, kase diba you can't quote from memory kase di ba minsan nakakatakot na maiba yung meaning So I have to write it down as in all the way na ang sakit sakit sa kamay, hindi ka makakapagsulat kase umaandar, yun yung number one na ano kaya palagi kapag bumibili ako ng fone, i make sure na lagi siyang QWERTY.

Tapos yun nga, nakaka-transcribe ako dahil may word file, pangalawa, nakaka-send ako ng email.

Nung nag blackberry ako, na-enhance yung gamit ko ng mobile phone, kase di ba meron siyang application for twitter. Yung twitter kase ginagamit ko siya not to tweet but to monitor kasi fina-follow ko lahat ng mga online websites.

So minsan mas madali kase kapagbukas ko ng twitter, alam ko na yung malaking balita. So ilocalize mo un. Hingi ka ng reaction, ganyan-ganyan. Ano yung implication ganyan, ganyan..?

Tapos nung nagkaroon ako ng data plan sa globe, dati nakikita ko lang yung headline, ngayon nakikita ko na yung storya mismo so minsan nakaka-survive na 'ko ng hindi ako nagbabasa ng actual newspaper. Kase kunyare, nasa taxi ako o kaya nagko-cover ako tapos walang nangyayare,..twitter.. Babasahin ko lang siya. O kaya mag-iinterview ka, tapos, "ano nga ba yung..?" hindi naman puwedeng magtatanoong ka.. Kailangan kabisado mo yung issue. Kakapag hindi ka sigurado puwede ko siyang i-search dito.

Another thing, yung fourth thing pa, blackberry may messenger siya. Sa messenger meron siyang mga groups. So merong network na group of reporters na friends na kakapag may nangyayari dito na wala ako dito, tini-timbrehan nila ko. Like yesterday, budget hearing sa DAR, sabi nung friend ko na nagko-cover..e ahindito kami.. Sabi ng friend ko, "uy, may nangugulo sa DAR, sa budget hearing, punta kayo." Hindi ko siya malalaman kung hindi ako member nun. Kase minsan may mga reporter na friend of a friend. Like yung hindi mo ka-close, there's no way for him to text me pero nalaman ko siya kase we're in the same group. Yung sinabi niya sa isang tao, nalaman ko, Yung mga ganun. Lumalawak yung network mo.

Do you still remember how cellphone usage has been introduced to you? Or ano yung mga factors that made you decide to use it for work?

Hinde kase parang ang nangyare dito, minsan hindi sila nag-i-interview pero may mga storya na sila. So ako, "anong ginagawa nila?" Tapos sabi nila, ay kase nag-text sakin si ganito. Sabi ganito..yung mga messages..kung sino lang yung magkakaibigan, parang ang hirap kong makahanap ng ganung statement kase hindi ko sila friend. Sila kasi kaibigan na nila yung mga sources kase nakaka-text sila, kahit may cellphone ako nun, e hindi ko naman sila ka-close. Na-observe ko na advantage siya, kase even if i have a cellphone pero i don't have the guts to text them, nahihiya ako or what, bali wala din siya.

Pero ako, hindi ako yung katulad nila na..Ako i prefer doing interviews in person, kase iba kase yung kapag nagwa-one-on-one kayo, like one time, i tried calling yung isang official but unfortunately, hindi niya masagot yung call ko kase he's abroad so ang ginawa niya, sa YM na lang kami... E nasa daan ako, so it's hard to say 'no' kase siya na yung nag-reach out sau. So nag YM ako using my blackberry. Stable naman yung connection. Stable kapag blackberry internet connection e. So aun, kung pinaandar ko yung hiya ko, ssabihin ko, "sir, kase ganyan-ganyan.." pero dahil, "oi, kapagkakataon ko na to..so wag mong palampasin yung availability ng source..It came in handy. Pero kase kung wala ako, kung kailangan ko pa, kase na uwi pako sa bulacan 1 hr after goodluck. He will no longer be available..

Aside from those features, ano pa yung ginagamit mo?

Recorder. Minsan kase kapag meron kang recorder na dala, kagaya kanina, nalimutan ko yung battery.. So nagamit kong back-up yung cellphone. Nakakalimutan mo kase, eh..Syempre may social life ka din, di ba?

Tapos nakaka-transcribe ka na rin dito kase may pause, may rewind, may fast forward na siya. Sometimes yung mga pictures, like nakakita ka ng document. Pero ayaw ibigay sa'yo ng source pero kailangan mo kopyahin yung nakasulat. You don't have the luxury of time to copy, picture-an mo lang. Tapos i-zoom-in mo na lang.. Yung mga ganun.Very powerful na yung mga cellphone lalo na yung blackberry, for me..

How about disadvantages po?

Wala namang disadvantage, e. It depends on the reporter, if they would depend on it too much. Kase may reporter na. "ay, may cellphone naman,text ko na lang kaya? Ok na kung hindi ako pumasok or um-attend ng hearing kase i can always call them and tell him what happened. So far yun lang.. Kase iba pa rin yung nandun ka. Kase parang nakakatulong lang siya if there's no way for you to be in that place.. But is it enough to give you an excuse to miss it when u could have been there? Parang ganon.. It's more on the attitude. The effect of the disadvantages on the attitude of the reporter.

Sometimes they fail, naku-corrupt yung sim card, namatay yung cellphone, hindi naka-record yung ganeto pano ko siya mare-receive. Yung mga ganun lang..

And disadvantage pala ng blackberry mabilis ma-drain yung battery pero kase alam ko ng disadvantage siya eh so kakapag alam ko na maba-battery empty nko, inuunahan ko na siya. Dala ko yung charger ko.

So in general po, how do you think cellphone has affected your style and performance as a reporter? Very Savvy, techie. Parang, actually I almost landed a job because nagkaroon sila ng

impression na hi-tech ako.. Kase nung nag-ano kami, nung si Margaux Salcedo, nung panahon pa ni Erap..I'm the reporter who depends on the transcript.Ako kase ang style ko kase, hindi ako makakagawa ng story hangga't hindi ko naiintiindihan yung transcript. Kase di ba it's one thing na nag-uusap tayo ng ganyan, pero kung ano yung pinaka-point ng pinag-uusapan, nalilimutan ko agad.. May short-term memory issues ako. So ang ginagawa ko, tina-transcribe ko siya to make sure na naiintindihan ko yung point.

Tapos, e sila kase magagaling kase sila. So sila habang natutulog sila sa byahe, ako nagta-transcribe. Para maintihindihan ko. Kailangan ko mag catch up sa knila. So nagta-transcribe ako sa cellphone.. So nung kailangan na nila nung transcript, para ma-confirm nila kung tama yung kapagkaka-intindi, ako lang yung nakakapag-provide ng transcript. So alam mo un? Yung parang. Kahit hindi ka naman ganoon kagaling, but your knowledge in technology help you make up...

Mas nagiging efficient ako more than sa kung ano talaga yung limitation ko..

When gathering data and story ideas, pano ka natutulungan ng cellphone?

Kapag hindi ako makatulog kapag gabi..kase minsan your mind works regardless of the hour.. Nakakatamad magbukas ng computer, di ba? So minsan sa bahay nakatunganga lang ako. Bubuksan ko lang yung, notepad, ayan mag-a-outline nko. Gusto ko ganito takbo ng storya ko, kailangan ko ng quote, i will use a quote lang tapos pakapagalawin ko yung storya.. Naa-outline ko na siya. Sobrang convenient.

Did the company provide for your blackberry phone?

Ako bumili ng cellphone na 'to. Kase minalas ako, e. Nung dumating ako sa bulletin, kaka-hand-out lang nila ng mga cellphone. Nag-intay ako na mabigyan ako, sabi ko wala na, naapektuhan na.. Pero sagot ng office yung line. Meron silang transpo and communication allowance. P1700 yung sagot ng office pero kapag nag-exceed, babayaran mo na siya. Maliit lang nae-exceed ko kase ako nga, i prefer talking to the person face to face. Ewan ko, nahihiya ako eh. Usually kapag kailangang kailangan ko lang talaga, dun lang ako nagte-text or tumatawag.

Meron kabang daily routine?

Wala. Iba-iba. Kapag gabi kase bago ako matulog, nagti-twitter ako, tinitignan ko kung ano yung nagte-trend, yung katulad nung kay Christopher Lao, e nakikapag-inuman ako kagabi, hindi ko siya napanood, nalaman ko lang siya kase nagti-twitter ako. So kahit hindi ko nasubaybayan, may idea ako what i'm missing.

Gaano kadalas yung kapagsulat mo ng storya sa cellphone?

Mas madalas pa rin sa laptop kase parang ano e. Nakikita mo kase. Mas malaki yung elbow room ng utak mo dahil ang laking screen pero kakapag sa cellphone kase, maliit. Ginagamit ko lang siya kapag tinatamad akong buksan yung laptop ko or wala akong luxury ng time, like kapag gabi, kase iniwanan ko yung laptop ko dito, eh. So kapag nag bahay ako, wala akong laptop. So alternative ko talaga yung cellphone kase minsan u have to write, kailangan mo i-confirm un gpremise mo para maging tama yung anggulo mo. Kapag hindi ka sigurado, kelngan mag-google. So minsan kakapag fone lang yung gamit ko, iiwanan ko pa to tapos bubuksan ko another

application na matagal. Nasa utak mo nakakainis, di ba? Wherein kakapag nag-laptop ka lang. Ganun lang. Fraction of a second lang.

How about with transmission or distribution po?

Sobrang madali. Bulletin kase...nung nag start ako 2007-2008, naabutan ko pa yung dating editor in chief, so yung deadline ng summary namin is 4pm. Pero yung full story puwedeng 6 or 8, puwede ka pang maging headline or banner story nun.. E kaso nagpalit ng leadership. E yung bagong editor, mejo "hip" na, sabi niya, they can understand email, they can understand online, so tapos..di ba nationwide yung bulletin, yung mga branches namin in cebu and davao, wala siyang sariling publication houses unlike star and inquirer. So kaylangan, dapat, ang ibig sabihin, yung dyaryo, lahat ng copies nationwide, it comes out in manila from intramuros.. So kung late na na ano yung paper anoong petsana dadating sa cebu? Kase they have to wait for the last site out or for the first night out to other provinces for the paper kase dito nga pini-print. Ganun yung nangyayare. So parang ang nangyare, nung time kase na un mahina kami sa provinces, e. Parang sabi ng editor, gusto ko mag number 1 tayo sa cebu..So may pressure samin na kailangan u have to pass stories earlier than before..so ang nangyare, in-adjust ng 2pm yung summary. Tapos yung story is 4pm. That time, sobrang ang laki..2 hours..so dati tatanga-tanga. Friendster-friendster pa kami nun.. Hindi na puwede kase hahabulin mo yung deadline. Ngayon kase parang alam ko nag number 1 na kami sa cebu and davao, kase may sarili na kaming publication.. Ginawa na niyang deadline ng stories is 2pm para 5pm printed out na yung story, meron na kaming dyaryo na mapapadala na marami first thing in the morning kase 5pm yung last flight out to cebu and davao. Parang 5:30 yata. So dapat latag ng yung storya ng 3.

So parang nakakatulong yung cellphone kas what if.. Yung development kase ng story usually morning, nabubuo mo na ugn storya mo..at least.. Usually 1pm nangyayari na.. E kung nag-iintay ka sa field, kailangan mo mag travel to your laptop, mahahabol ko ba yung deadline? Hinde. E kadikit ko lang yung cellphone ko..di ba?

Based on your explanations, it seems that hindi na po kayo makakaalis ng bahay without a cellphone?

Hindi naman, kaya ko naman mabuhay ng wala siya. Magiging inconvenient lang. I have to make the extra effort to get in front of my laptop. Parang ganun. Pero kung maiwan ko, i can still function pero babalikan ko siya.

How do you think cellphones can be fully utilized?

Yung ginagawa ko. Using it. Very powerful. Tsaka yung mga apps. Actually hindi pa ko nakakapag download ng AM.. Para makapag-monitor ka sa radio. Kase mas mabilis yung radio, di ba?

Merong mga apps na like, kunyare nag-i-interview ka, mag-record, habang kinakausap mo puwede mo i-record..

What are your recommendations to those who have not been using it like you do?

Just use it. Sabi nga nung isang seminar na pinuntahan ko, technology should not change the way you do your work. They should not dictate. Pero parang they should help para mas mapalaki. As a journalist hindi ka lang dapat updated dun sa issue. You should also be updated in the way of life.

**Interviewee: Marc Logan | ABS-CBN
Head of feature| Desk editor|Segment producer ("Mga kwento ni Marc Logan")**

Ano po iyong role na ginagawa ng cellphone sa work ninyo?

Number 1 I'm in constant touch with my reporters whoever the reporter is assigned to me. Magkaka-alam kami ng telepono, dapat kase kapag sinabi nilang si Sir Marc ang nakaupo, or si Sir Dindo, sila.. Alam ng reporter who to communicate with. Sobrang importante siya lalo na nung accessible na yung internet, tapos yung mag-e-email ka na through your blackberry. Napakasarap gamitin, kase alam mo, before, we have to takedown everything that they're gonna have to say. Okay may cellphone tayo pero wala siyang email, naka-ganyan yung cellphone sa tenga mo idi-dictate sa iyo yung storya, wala kang choice, oh.. Or nung bago pa man yung sa mobile internet or yahoo or email, kailangan magpunta sa internet shop yung reporter para ma-email niya sau yung storya niya. Ngayon, 1 click lang, anjan na yung storya sau. Post mo na kagad siya sa line-up namin.. Yung iba na hindi hi-tech, hindi nila alam gamitin yung ano.. Or hindi sila accessible. Kase ipapa-configure mo pa yan sa IT namin. Para ma access ka dun sa "sent through my blackberry" nakalagay. Yung iba , ginagawa naman namin kapagka-sinend nila through text, ipa-patch naman namin dito para makuha namin through the gadget they've used, yun.. Kase kapag minano-mano mo din un, maduduling ka, yung blackberry namamatay siyang ganun, eh. So bukas ka ng bukas para ma-transfer mo sa desk yung ano. Yun.

Anong impact ng cellphone sa work niyo? Pano pa siya nakakatulong?

Alam mo siguro, eto lagi ko sinasabi sa mga nakaka-kwentuhan ko. Yung cellphone, kahit ngayon na may lumalabas na may harmful uses or effects. Siya siguro yung "invention of the century". In all aspects ha. Siya siguro. More than any invention or anything na nangyare in this lifetime or in this century. Kase tignan mo, kapag gising mo sa umaga, titignan mo kung ano.. Sa gabi hinihintay mo yung anak mo, hindi pa umuuwi, nung wala pa tayo niyan, nako! Sigurado lalabas kna ng bahay, para ka nang si Sisa, "Basilio, Crispin, wala pa mga anak ko.." di ba? Mababaliw ka talaga. E ngayon nga lang, ang problema, kung minsan na-lowbat yung anak ko, dun ako inis na inis..sabi ko.. Kapagkana-lowbat yung cellphone niya, hindi siya mka-text back, praning ka rin. Both ways. May cellphone na nga siya hindi siya sumagot, paraning ka. Un pla na-lowbat.

Transaction. Kahit yung mga nsa probinsya na may kausap ka, if you're abusiness man, syempre yung cellphone mo, un lang. Dati kailangan ka pang magpunta sa ano, kung hindi DDD capable yung telepono mo, pupunta ka pa sa ibang telepono para makikapag-long distance. Ang mahal pa.

Ngayon 1 click andun ka, kahit saang sulok ng mundo, kahit sa ano, di ba? Naa-access mo na sila?

Bukod sa cellphone, may skype na. Kung ano-anoong technology lumalabas pero cellphone pa rin yung nangunguna sa pang-araw-araw nating buhay. Kase mobile, hawak mo lang.

Yung mga regional networks namin, talagang cellphone ang una. Ang bilis ngayon. Nasa amerika si ano. Wala kang capability for video, i-patch mo siya, di ba? Nasa news na siya. May reaction ka na kaagad. Wala ng excuse ngayon na kailangan lakarin ntin, bukas na lang. No.

Sa work niyo po as an editor?

Tawagan mo si regional network, accesible ka na. Kung mapapalakas yung 3G, alam mo, hindi na kailangan ng masyadong cameraman. Meron din siyang positibo, merong negatibo. Posibleng may mawalan ng trabaho because kapag nag hi-tech ng nag high-tech yung telepono mo at na-perfect yung elemento ng 3g, who needs a cameraman? Di ba? Ikaw na mismo mag shoot, reporter. Para kang yung taga print media na kapag print ka, ngayon nga tag along a photographer but kung enthusiast ka, kapag hilig mong mag shoot ng ano..you don't need a photograher.

Other disadvantages po?

Sabi nila, the more hours that you use your cellphone, may ill effects daw yung battery niya yung cadmium,..health issue daw. Tapos meron pa na you should use your cellphone in your left ear pa. Bakit kapag sa right ear ba, hindi ka makaka-cancer?

Ano pong take niyo dun sa mga ganung issue? Do you do anything to prevent it? Or do you ignore at all?

I ignore it kase anong mgagawa mo, u have to use your mobile, di ba? Siguro wag na lang masyado yung call. Yun lang naman daw kase yung nakakatakot, eh. Just give it the benefit of the doubt na baka nga, kase siyempre, cadmium, eh. So if they can process something na hindi cadmium ang gagamitin na element which is mahirap pa siguro sa ngayon. Puwede sigurong maging safe yung pakiramdam mo. Pero now, mas marami naman yung texting talaga e. Kahit pa sabihin mong libre yan at puwede mong gamitin anytime u want, minsan nakakabato rin yung nag-uusap eh. Sa amerika lang yata or sa ibang lugar yung they hate texting, eh.

Do u think that cellphones are being utilized by journalist?

Of course, kahit print or broadcast or radio, lalo na yung radio. Yung mga reporters nila they put in picture of the event. They cover event na nakunan nila. Tapos i can cite a very good example ng isang lalake na nsa blood niya yata ang kapagiging journalist. Pasahero lang siya ng ano.. Nkita niya yung tumalon na bus, from skyway..blow by blow.. Alam mo..sa totoo lang, sabi ko nga kna Winnie Cordero, mas magaling pa siya sa ibang reporter nila. Ang galing ng taong un. Kala mo talaga trained na broadcaster. Malinis lahat. Bilib ako.. Using his phone. Npakita nia sa amin exclusive kung ano yung ano.. Lalabas yung ga tao.. But then again sana ito unahin na i-perfect ng mga telecoms. 3G. Yung kaming mga journalist ha.

Sir, what made u decide to get a cellphone noon?

Nung kumuha ako ng cellphone, para sa pamilya talaga. Hindi ko naisip na gagamitin ko siya sa work. Kase bakit mo gagamitin sa work if you're paying for it?

Aside from the 3G, do you have any recommendations on how cellphones can best used by journalists? Or if u can advise cellphone developers to create a cellphone for journalists lang, ano po ung mga suggestions ninyo?

We need a video quality. Pang broadcast quality na mahaba yung memory, tapos ang positioning niya steady cam..ganyan..tutulungan ka niya to have a hand katulad ng isang professional cameraman kahit maliit lang siya. They also have to invent a tripod for your camera. Kahit maliit lang para magamit sa coverage.

In general, how do u think your style and performance has been affected by cellphone?

Siguro it has affected 75% of what you do on a daily basis. Sabi nga nila tinuturuan na ngayon lahat na maging tamad,e. Kase di ba, nkaupo ka lang, may makakausap ka na. Kahit saang lugar. Yun lang naman talaga yung element ng cellphone sa buhay ng tao.

Interviewee: Edwin Sevidal | DZMM radio reporter

Sir, how long have you been with the company po?

I've been with the company for 15 years and i've been a reporter for 7-8 years.I'm now assigned at the PNP and Defense Beat covering Aguineldo and Camp Crame.

Can you tell me about your tasks as a radio reporter?

The function of being in the defense beat is that you cover whole of the country. Yung mga nangyayari even in the remotest areas like capiz.. Tsaka yung mga armed conflicts.. I handle that kase kapag nasa PNP and defense beat ka, once na may nangyare sa isang lugar, we can get it immediately through the police or the AFP. I also cover disaster.also cover the DND, and DILG.

What cellphone are you using po?

Cellphone. Company issued siya. Nokia N97. Ang requirement kase namin when you're a DZMM reporter, your cellphone should have a camera, that's pinaka-basic, pinaka-need namin unlike other reporters or even the print reporters, they don't require yung camera, pero kami kailangan since may teleradyo kami.

It's vital for DZMM reporters not just to get the details but also to capture yung event through video or camera. We're a one-man crew talaga. Actually yeah, unlike news people, they have the

reporter, cameraman, tapos yung camera man may assistant camera man, so yung reporter just get the details, cameraman, shoots, asst carries the tripod, etc. Pero when you're a radio reporter for DZMM, you have to do all that.

I'm currently using a Nokia C5 camera. Nasira kase yung issue ng company. It's a basic phone, has a video and camera with a 3.2MP pero actually ang requirement samin is at least 5MP.

What cellphone features do you use po for work?

Video, still camera, SMS, calling, games, recorder.

How does your cellphone help you in gathering news or other information?

Malaki. Like yung texting. Kase compare the situation today to ..10 yrs ago or even 5 years ago. Dati hindi pa ganun kaputok yung texting, magmamano-mano ka..unlike today back then, yung mga old reporters, rely on telephone to reach far flung areas. So that's very costly. Long distance unlike now, mkakapag-text ka lang sa isang tao, makakauha kana ng details. Malaking bagay yun.

Yung feature din ng fone, may recorder na. So you can record your conversation. It gives you reference, di ba? Kapag kausap mo yung tao, i record it usually when i'm getting details like what you're doing right now.

Kase may mga times na hindi mo makuha yung details through text, you need them to expound, di ba? You need them to elaborate. So you call them. When you call them, i hit record. Once na kailangan kong balikan yung info, i can do so, di ba? Madali. Unlike dati yung mga features ng fone, or date kase meron pang.. Have to buy gadgets. If you're using a landline, ikakabit mo pa. You can still buy that sa mga electronic shop.

The video and the still camera, with the advent of the new technology, yung sa dev't ngayon ng mga news. Especially yung ginawa ngayon na DZMM na naging teleradyo na kami. So we have video, hindi nlang kami voice. So we have video, or still camera component. Malaking tulong un. We don't need yung npakalaking camera. We don't need that anymore.

Ang labanan kase ngayon sa news, hindi importante kung gano kaganda ang kuha mo. Ang importante mauna ka. Even yung still photo mo na napakalabo or hindi ganun kaganda yung kuha na nailabas mo tapos yung kumpetisyon wala, malaking problem un sa kanila.

Sa teleradyo kase, ang TV kumpetisyon na namin, eh. Ang concern is, who gets the video first. Kahit 3G, by the use of cellphone. Kase u don't need that naymore, yung mga camera na magse-set-up ka ng OB van, it's very cost-efficient, tapos madali, tapos convenient for us. Do u

remember the Glorietta bombing? Teleradyo was the first to air the video, although yung ABS, GMA, channel 2, yung mga iba pang kumpetisyon, nag-set-up pa sila,, nkakuha par in sila eventually sa labas.. Pero kami, we were the first one to air. DZMM was the first to air the video of glorietta blast. At yung shot namin, sa loob, nsa loob ng mall, na mausok, ngka-pandemonium sa loob, hinaharang-harang pa ng guwardiya kase nkaganun yung cellphone, tinatapik, tapik pang ganun, unlike sa nka-set-up yung camera mo, long shot ka. Wide yung kuha mo tapos zoom-zoom ka lang. Ganun lang. Which is more dramatic, and pinaka matihindi don first. Hindi importante kung gano kalinaw o kalabo yan. Ang importante una kami. Una kami ng 10 mins, 20 mins. Ang layo na ng agwat. Malaking bagay yun sa news. Napaka-vital talaga ng cellphone sa news.

Production. Nkakakatulong po ba yung cellphone? How?

Yeah. There are times that you don't need a pen and a paper anymore. There are times like us kapagka-kami nagde-deliver ng story kase, we have to make scripts, we have to type our scripts but we don't do that with laptop or ipad. Sometimes i use my ipad. Pero kung talagang emergency or talagang nsa msikip kang lugar at ayaw mong dalhin yung mga un, u can use your cellphone. U can type our scripts there. That's what they do also in print lalo na yung mga nsa online, yung kapagka-nsa presscon sila u can see them, naggaga-ganun sa mga blacberry nila. Immediately after that, they send. Ganoon kabilis. So u can do your story by the use of cellphone. Unlike date, yung mga story ng dating reporters, they have to look for ano, nag-aagawan pa sila sa typewriter just to make the story. Now u can send your story to the editor by means of cellphone. So bahala na sila kung pano nila ie-edit un or kung ano man, un.

Ano pong feature yung gainagamit niyo when writing a story?

Actually yung text lang. Mas mabilis na, eh. Mas convenient na siyang buksan. Kas ekami naman hindi naman ako yung magalaw sa cellphone, eh. Alam kong dun ako madaalian, so i just use the text to type the script and then save it for reference.

Distribution or transmission?

We don't send our scripts unless the office tells us to do so. If ever na meron silang hindi na-catch dun sa sinabi ko, ok, i'll send u my story. Tsaka may ibang reporter, we share stories e. That's the ano, reporters share stories din kase. Although may competition, we share stories pa rin. Yun.

When did you start using your cellphone for work?

Yung talagang na-maximize? Siguro nung ano. Hindi ko na matandaan. Basta there was a time na siguro.. Around 2005. Or 2004, 2003. Nagamit ko na siya pero hindipa ganun na-maximize ng husto.

What do u think are the factors na naka-influence sa inyo sa kapag gamit ng cellphone?

Well, kase, minsan kase kapag wala akong ginagawa, tinitignan ko din yung mga features. Tapos you learn from other colleagues sa mga ginagawa nila.. Kumbaga ano rin,e.. "ay may ganito rin plang klase.." especially kung sabay sabay kayo ng generation ng fone, somewhere along magse-

share kayo ng tips ng mga kasama mo eh. So hanggang sa nadevelop na ng na-develop hanggang sa naging paractice na. Na talagang gamitin yung fone. Kase date kapag gumawa kami ng story, we use the notepad and pen. We write our stories through that. Pero kapagka mabilisan, cellphone na lang. Just make sure na yung cellphone mo fully charged.

What problems or disadvantages do u see or experience with using cellphones for work?

Yung battery. Lalo na yung mga cellphone ngayon na malalaki yung screen, LCD, mabilis ma-diskarga yung baterya. So i make it a point na kakapag nsa sasakyan, i charge my fone even if it's not lowbat. Dahil hindi mo alam kung ano yung mangyayare, eh. Malay mo bigla kang papuntahin sa isang lugar. Hindi mo alam kung san ka maa-assign e. Nid mo alam kung san mkakakapagsaksak ng charger so just make sure na full battery. And u have a spare phone. I have 2 spare fones. Isang smart and another is globe.

Aside from that, what else do you see as disadvantage?

Kapag maganda yung cellphone mo, mahirap yung security eh. Kase tulad niyan, we go to places. Hindi naman lahat ng places safe, eh. Maraming reporter ang nawalan ng fone dahil nakitang mganda yung fone mo. Kaya dapat we really have to be careful, eh. Tinitignan namin kung san namin nilalabas yung fone namin kase hindi mo alam bigla na lang may hahablot. May mga time na nagmi-mingle kami sa mga matataong lugar na rallyistsa . So syempre iniisip mo, mga rallyista may mga principle yan, tapos biglang wala na yung fone mo. Yung security syempre.. Isa sa mga nagiging drawback kapag meron kang fone. Especially kung mganda.

How about the cost? Is that an issue?

May subsidy naman kami, eh and even the load. Actually that's how lucky we are. At abs, they give us a free fone and they give us load worth P3500 yata, something like that..a month.

Is it enough?

Hindi rin, nag-e-exceed pa rin. Magugulat na lang kami biglang ano, eh.. Tatawag samin yung finance, "o sumobra ka.." isipin mo nlang.. Sabihin mo lahat un official. Even personal.

In your opinion, do u think cellphones are being fully utilized by journalists today?

Yeah, not only journalists, pati yung mga ano, yung tinatawag nating citizen journalists. Di ba? Look what's happening sa London? Many events are unfolding sa london na nasa youtube ngayon and nsa facebook and even the twitter, through cellphone, naia-upload sa internet. So malaking bagay yung cellphone ngayon. Kumbaga, dumating na yung tinatawag nilang cellphone age, e. I dunno, may proper term pa jan nung um-attend ako ng seminar, eh.

Basta and isang tao ngayon hindi na mkakaalis ng bahay niya..hindi na mabubuhay ng walang cellphone. Actually ako din e. Unlike dati nung wala namang cellphone, or nung hindi pa uso ang cellphone, hindi naman ganun ka demahinding..pero ngayon dahil lahat nka cellphone..dun mo kase mare-realize yung ano importance ng communication. Malaking bagay na meron kang hawak na fone, may mangyare sau, unlike date.. Yung mga landline landline lang. Di ba kapag nkikikapag date ka..pupunta ka sa ganito.. Mag-aantay ka dun, hindi mo alam kung i-ihindian-in

ka o kung ano, ganun lang.. So malaking kaibahan ngayon..dahil sa cellphone bumilis ang buhay ng tao. Naging fast-paced ang buhay ng tao.

Any recommendations for improvement of cellphones that would benefit journalists?

Weather proof, shock proof. They have to come up with all those fones kase karaniwan ngayon, eh. Sa buhay kase namin, may mga time na nkikikapag siksikan kami, may time na malalaglag yung cellphone namin, so we need a sturdier one. Tsaka syempre with longer battery life.

Kung makakaimbento sila ng solar cellphone, why not? Di ba? Mas matipid. Who knows, di ba? We're going green. Everybody's going green. Who knows, di ba? Within 5 to 10 yrs, di ba? Hindi natin masabi?

So in general po, pano naapektuhan ng cellphone ang buhay niyo bilang journalist?

Matihindi ang naging effect ng cellphone sa buhay ko as a journalist. Kase marami akong nakuhang scoops na stories and videos through cellphone na posibleng hindi ko nakuha kung wala akong cellphone. Kung dun pa rin tayo sa primitive way of gathering data like landline or simple recorder. Or face too face interview. Kase ngan, sa buhay ng journalist kumbaga, weapon na un, eh. I consider it as my weapon. Kase importante na we communicate with people, yung mga sources naming unlike dati, u have to meet up. Pero ngayon, yung source mo, kahit nsa meeting yan, discreetly, puwedeng i-ano sau yung info. Unlike dati, u have to meet up pa. Even little details makukuha mo through cellphone.

Interviewee: Reinir Padua | Philippine Star

Can you tell me how you work? Daily routine if any as a journalist?

Kapag may coverage siyempre pupuntahan ko muna yung coverage. Generally, days start at 10 o'clock, which is kind of late for general working standards but in journalist standards, maaga yan ha. Kapag walang coverage, people can come in at around 1pm.

Generally ang routine ko is to go to Camp Karingal, andun kase yung HQ ng QCPD so i check the blotter. Pero yung mga laman tiyan namin everyday is yung mga patay na storya. Merong isang unit dun. Yung investigations unit. Lahat ng patay dun bumabagsak. Automatic. Yun yung blotter namin. Pero kapag may storya sa ibang units, punta kami sa ibang units. For example, may nahuli, punta kami sa anti- drugs group nila. Kapag may nahuling carjacker, dun kami sa car jacking department. Kapag may traffic accident, dun kami sa traffic enforcement unit. So we check the blotter. The rounds would be finished just before lunch. Except na lang kung may mga dragging stories. U can't really tell. The day could be totally different. Sometimes we don't need to go to Camp karingal. Kase, for example, this is not a police story pero nung naospital si zaldy ampatuan jan, kami un.

The day usually ends at 2,3pm. You finish writing, at around that time. Unless super dami ng coverage. Then you monitor na lang.

An average of 2-3 stories are required on a slow day, ha. The best stories I got are from interviews. Documents. There was this one story that I got from a source that shook camp crame. Minomonitor yung fone ko, kase secret document siya. Classified.

How does your cellphone help you in gathering information for your story?

Of course, sa calling of sources. Actually ganito. When you win yung, kapag bago ka sa beat, or kapag bago yung opisyal, bago yung source, the first thing that you do, give him your name, give him your card. You give him your card and u ask for his card. Just make sure na ang fone mo ay nka-register sa kanyang cellphone. Kapag meron siyang storya, make sure na ikaw ang unang-una niyang maaalala.

So may initiative naman sila na tawagan ka to provide stories?

(showed me his phone). Eto, papakita ako sayo ng isa.. (showed text message from a police)

Kapag na-establish mo na yung sources mo, minsan hindi ka pa nagtatanoong bibigyan kna ng storya. This one is from General Regis. Siya yung hepe ng QCPD. Kapag ano kase, lahat ng units, kapag may nangyaring kahit ano sa knila, may nmatay, hold-up, npatay na pulis, kapagka congressman, shootout, mga robbery suspect. Di ba may spot report sa police, bago pa man lumabas un, that would come later pa, the superiors have to know what happened so may initila text. Minsan yung initial text na un, kapag natanggap un ng hepe, fino-forward nila yan sa mga reporters.

Technically kumpleto na siya. Wala lang motive. Pero kase kapagka ganito yung nangyare, this is enough to run as a story.

Gaano katagal ma-establish yung ganoong klaseng relationship with the source?

Kase ako, personally ha.. Kapag nkakapagpakilala nko, pina-parangka ko talaga sila.. "Oi, sir kapag may nangyare, i-text mo naman ako.." ganun. Parangkahan. Ganun ako eh. Kakapalan siya ng mukha pero kailangan ko yung gawin. Kase itong mga pulis, in fairness sa knila ha.. Madalinig kausap tong mga to eh. Makita lang nila yung pangalan nila sa dyaryo, masaya na yang mga yan.. Ang dali-daling paligayahin niyan.. So kapag may mga huli sila, ang dali-dali nilang kausap. So un.. Hindi siya matagal. U just have to respect their ano.. For example, when they say it's off the records, it's off the record. So kapag may pinakausap sila na off the record, u have to respect that. Kase may mga reporters na overly serious eh na parang every information should be brought out and reported. Hindi naman ganun, for example, if it would jeopardize the operation of the police, why would u bring it out? Lalo kung mka endanger ng public safety, hindi lahat ng information for public consumption.

Madali lang talaga mag-establish ng relationship. May mga pulis kase na super media-savvy. Na kakapakilala mo lang ngayon, mamaya may text kna kagad. Yung mga ganun. It varies. Minsan mejo matagal pero madali lang naman..

So what do you do next when you receive those kind of information sent through text?

Tatawagan mo sila, kapag marami kang oras.. Yung police pla kase, they would appreciate it if you would go directly to their office. Kung may time ka, puntahan mo. Pero kung crunch time na at alam mong iyong lang din iyong mabibigay nila, un na un. Around 6pm, what more do you expect from them? E kung kakapangyari plang ng event, un palang din yung alam nila..

How else?

Minsan pla spot reports. Minsan kase may mga spot reports na may email. Since I'm using blackberry, ntatanggap ko din siya sa fone.

Does that mean that they have a special department na nag-e-email ng mga reports?

Meron kaming mga friends. For example, may friend ako na station commander, kapag ano..ke-kwento niya sakin yung circumstance, pero yung mga..syempre alangan namang i-dictate niya sakin lahat. Pati yung mga names ng suspect. E pano kung sangkatutak un. So hindi niya madi-dictate sakin. Ang gagawin niya, ii-email niya nlang.

Tsaka meron din kaming..for example, may kakilala akong reporter na asaw niya pulis, tapos dun sin siya nka-assign,,so minsan ini-email niya kami. Lalo na kapag yung sa asawa niya yung may hawak ng kaso.

Tsaka press release, definitely. Kase may PIO din naman yung QCPD, eh.

How about for production?

Ako blackberry. Dun ako nagsusulat. Lalo na kapag stake-out. E hindi ako nagdadala ng laptop. Sobrang bigat. So dun ako gumagawa sa blackberry. There was a time, pero hindi pko nka BB nun. Pero nka business fone nko nun, qwerty na siya. Kabibili ko lang nun.. Tapos yung nangyare kay ted failon, grabe un.. Parang every few hours an daming nagpa-pop-up na anggulo, ganyan..so parang one beat ko yung coverage na un, hindi ako gumamit ng laptop. Fone lang lahat. Sumakit ang ulo ko. Grabe. Ini-email ko yung story kase business fone naman siya e. So naka word processor siya.

Have you ever tried writing your story and sending it via text?

I really don't do that kase nagagalit yung mga editors especially kapag hindi naman late. Ako ginagawa ko lang un kapag hindi talaga story, yung mga adhoc. For example, tumawag yung particular na editor, he's asking for additional details dun sa storya mo, nsa labas kna. Ang kailangan lang naman niya yung mga 1 sentence na clarification, so i text him.. Un puwede un.. Pero yung buong story mo ite-text mo, parang hindi msiyadong mganda unless nsa gitna ka ng baha.. Puwede yung kung hindi pa deadline ..

Na-try ko pala phone-in ng storya nung Milenyo. Nasa malaya pko nun. Kase i was covering kapagasa at the time, ang kapagasa kase meron silang bulletin na pang dyaryo, hinihintay namin yung 5pm bulletin. Un kse latest for the day the next would be midnight na yata. So yung 5pm yung aabot sa deadline. Un yung latest na development so ang gagawin namin, hihintayin mo un. E nung time na un, lumabas yung 5pm bulletin, hindi pa uso business phone nun, eh. Wala ng internet, walang kuryente tapos walang fax, so nag-phone-in ako. Tinawag ko yung storya. Ni-dictate ko yung storya. Pero yun nga, extreme cases, pero generally, hindi siya puwede. Kailangan mo isulat kase you're a writer.

Actually kahit yung phone in, hindi nila tatanggapin yung bare details. Gusto nila in sentence form. Kahit phone in lang, dapat sentence form na. Kumbaga, ita-type na lang nila.

As a whole, how do u think cellphones has affected your style and performance..your work?

Very useful siya. For example, bago ko binili yang blackberry na yan, meron akong isang fone.. E nasira un.. E hindi nga kase ako nagdadala ng laptop, so kapag nasa stake out ako, hindi puwedeng wala akong business fone kailangan ko mkkapag-email through my fone.

I don't need just any cellphone. I need a cellphone na makakakapa-gsend ako ng storya. Ganun siya k-aimportante. Dpat may internet connection. Yung use of cellphone kase to communicate with your sources, I guess it's general for all reporters. There's nothing extra ordinary. Feeling ko wala ng reporter na walang cellphone. It's useful not just for data gathering but for writing and sending my story.

Do u see any disadvantages of using it?

Kase if you're a reporter, sometimes you'll know it's bugged. Every once in a while may maririnig kang static. It means you're being monitored by the military. Kase naranasan ko yun nung nasa Malaya ako. Kase i was covering human rights. At that time kase grabe, parang every week may pinapatay na aktibista. Yun yung panahon na pumunta si..yung human rights person..grabe yung condemnation. Grabe un, talagang nka bug yung fone.

Ngayon meron pa rin naman. There was this one time that I got a secret document nga given by a source. It couldn't be traced to him kase marami silang recipient. Pero ayoko mapahamak yung source. So ako, parang, lahat ng transactions, in person. Hindi ako nakikikapag-usap sa fone kase nka bug talaga, eh. There was a time na I was driving tapos parang may kotse sa likod ko na hindi ako nilulubayan..

Do u think cellphones today are being fully utilized by journalists?

I think so especially sa mga online reporters. Sila grabe talaga. I have a friend na sa online siya.. Literally talaga text diretso sa editor.

Interviewee: Dennis Datu | DZMM Radio Reporter

Sir Dennis, what features of your phone do you use po?

N97: May 3G yan. Sa teleryo kase mahalaga sa'min yung 3g. Sa kapag-report lalo na kung may breaking news, wala pang camera, wala pang ob van, papakita namin yung mga nangyayare through 3g. Or kaya, kung walang signal yung 3g, yung MMS.

Internet. Para sa email.

Blackberyy: MMS sending, email, twitter, facebook para ma-monitor mo yung mga nangyayare, recorder, camera

How were u introduced to the idea of using a cellphone?

Noon kase simpleng camera phone lang pero hindi ganito ka hi-tech. Hindi ganoon kaganda yung quality niya. Nung time na un, call and text lang ginagamit k noon. Wala pa yung mga 3g na yan.

Nung ginamit niyo siya for call and text, para knino siya?

Sa mga sources, assets, sa mga i-interview-hin,

Ano po yung nkkapag-influence sa inyo na gamitin yung cellphone sa work?

Kase sa trabaho namin, bilang isang radio reporter, mahalaga talaga ang may cellphone. Kapag kase hindi available yung handheld radio na ginagamit namin, lalo na limitado lang signal nun, cellphone talaga ang ginagamit sa pag-report namin.

Hindi kase kami tulad ng TV na dapat may video tapos ie-edit pa siya kase hapon pa. Kami kase on-the spot lagi ung report. So mahalaga talaga yung cellphone namin lalo na kakapag may nangyare sa probinsiya, e hindi mo naman talaga mararating agad un, e breaking news un, so kailangan mo gamitin yung cellphone at tawagan yung nandon, makuha mo na yung detalye bago ka pa makarating dun.

Nung in-employ po ba kau , sinabi na kailangan may cellphone ka talaga?

Hinde. Automatic un. Kapag radio reporter ang in-apply-an mo, dapat may cellphone ka. Tsaka nung panahon kas na un, 2006 uso na yung cellphone talaga hindi lang ganito ka sosyal. Hi-tech. Pero i-issue-han ka naman talaga ng cellphone.

What are the advantages of using a cellphone for work?

Madali kang ma-contact ng boss mo. Tuwing may advisories, yung sa schedules, naifo-forward agad sayo. Hindi na kailangan pmunta ka ng opisina para lang tignan sa desk yung schedule o yung mga assignments mo. Ite-text nlang sa'yo un.

Ayun, kapag may interview ka, andito ka sa QC, tapos yung interviewee mo nasa Makati, e ang traffic, malayo pa e kailangan talaga na parang magkatabi kayo, puwede mo siyang i-3 way call. Kakausapin mo diretso, tatlo kau nag-uusap pero akala ng mga tao magkatabi lang pero magkagalayo nga.

Mabilis na communication. Tapos yang email, tulad niyan, bibigay yung mga advisories, press release sa email, natatanggap ko agad..

Kapag may mga kailangan kang i-check na mga script..Kase dito nako nagsusulat ng script,e h..

Tsaka kapag-record ng interview, puwede kana dito habang nagre-report ka, ipe-playback mo nalang yung interview..

May games din to. May alarm clock para hindi ma-late. Alam mo yung schedule mo, mag-a-alarm yan. May calendar din.

How about the disadvantages po?

Cost. Lalo na kapag sobrang hi-tech ng cellphone mo tulad nitong blackberry na to. Ang dami niyang features na minsa sa dami hindi mo naiintihindihan.nao-overwhelm ako sa features..Hindi mo alam, open pla yung mga data services mo. Kailangan pla kapag hindi ka nag-i-internet i-off mo..so hindi ko alam na umabot na ng 1 million yung bill ko. 1 buwan lang!

Tapos sa sobrang hi-tech nito minsan nagha-hang siya..Tsaka masiyadong sensitive. Konting bagsak lang, sira na..madaling magasgas, kapag bumagsak, yung camera sira na. Kailangan may protector. Kita mo yan, nabagsak lang sa coverage ng typhoon.

Tapos mabilis yung battery niya. Madali siyang ma-lowbat.

So how do u deal with the disadvantages?

Angg ginagagawa ko na lang. Kapag may mga hindi kailangan na pictures, videos, binabawasan ko yung memory niya. Delete lang ng delete ng mga hindi na importante.

Tina-transfer niyo ba yung mga files sa laptop niyo?

Oo. Tina-transfer ko na lang lalo na yung mga importante pa naman.

Kapag nakita kong lowbat na, china-charge ko na kagad, lalo kase kami, hindi puwede ma lowbat. Kase yun lang ang paraan para ma-contact.

Signal. Minsan yung signal sa mga hi-tech na fone hindi ganun kaganda eh. Konting may nkaharang lkang nawawala na. Minsan lumalabas ng building..

In general, how has it affected your style and performance at work, as a radio reporter?

Iyong mga kailangan ng tulong, ang bilis.. Dumidiretso na sila sa'kin.. Hindi ka pa makakapag-dahilan sa opisina kapag wala ka pang istorya. Ang epekto nun, nakakakapagod. Lalo na kapag day-off mo, kailangan ng tao, pasok ka..

Bumilis iyong pagkuha ko ng stories. Isang text lang, mkakarating na agad yung information. Madali mong mako-contact yung mga dapat tawagan, tyungkol sa mga issue. Pero dagdag trabaho, dahil sa hi-tech..papakuha din sau ng video, sa halip na report lang, kuha ka na rin ng video tsaka pictures,,

So did the cellphone make your life easier o mas humirap kase mas challenging, mas madaming ni-require sa inyo?

Hindi naman, depende yan sa situation. Kapag sa trabaho, madali nakakatulong.

How does it affect your news gathering? How does it affect your news production?

Dito na kami gumagawa ng script. Tapos dito na rin namin babasahin. Hindi nako gumagamit halos ng pen and paper. Andito na lahat.

For transmission or distribution po?

Hindi na kase namin sini-send sa editor, eh. Diretso na. Samin na lang binabasa tapos un na un.

Can you still leave your house without your phone?

Parang ano na yan. Hindi na ko mkakakalis ng bahay ng walang cellphone. Para kang lumabas ng bahay ng walang damit kapag umalis ka ng bahay na walang cellphone. Parte na talaga siya ng katawan. Tsaka iba yung pakiramdam, e. Kapag hindi mo dala yung cellphone. Parang nasa ibang planeta ka. Hindi mo alam yung nangyayare kapag wala kang cellphone.

Any recommendations or suggestions on what can make the cellphone more useful or better?

Kung sana may AM para maka-monitor ng radio. At TV din. May cable. Kase may teleradyo kami. Dapat nakapanuod kami. Tsaka kase di ba ngayon wala pang kakayahan yung cellphone na mag-send ng malaking file. Sana meron..

Any recommendations for those who have not been utilizing phones until now?

Lahat na yata gumagamit ng phone ngayon, eh. Dapat lang siguro maging aware sa kapaggamit ng cellphone. Alamin lahat ng puwedeng kayang gawin.

Interviewee: Jorge Carino | ABS-CBN Broadcast Journalist

Sir Jorge, can you tell me about your tasks as a broadcast journalist?

Basically ang broadcast journalist ay tasked to gather news. And not only to gather, to produce in terms of writing, selection of videos, editing, and we're also tasked to be engaged in editorial planning. Meaning, kami nagpi-pitch din kami ng stories tapos ipe-present namin sa desk editors if the desk editors allow the producers to see it necessary to put the story in the newscast, we will be given the sources and the time to produce that stories that can be aired in tv patrol, on bahindila, on ANC.. Abs-cbn news.com and also sa long format. Like patrol ng pilipono. Ini-engage din kami to join the public in social networking, like facebook and twitter. Engaged din kami na sumalis a ibang activities that will broaden the reach of abs-cbn news which one is, yung nagchat during tv patrol, meron kami noon, eh. Mukang nagugustuhan naman po ng tao.

Gaano po kadalas yung engagement niyo sa editorial planning?

Supposedly day-to-day. May story conference kase ng umaga, meron din sa hapon. Tapos on a weekly basis, pinakapagawa kami ng pitch namin for the whole week.

Sa mga tasks po na binanggit niyo, san po pumapasok dun yung role ng cellphone? Ano po yung significance ng technology na ito bilang broadcast journalist?

Ang dame. Isipin mo nalang sa paggawa ng news. Kapag gising ko sa umaga, tini-text ako ng office ko kung ano ang coverage ko for the day at kakausapin ko yung desk editor na nka-assign sa akin, kapag-uusapan namin kung ano ba yung mga elements na gusto ng office. Para makita ko rin. Although hindi naman sure formula na makukuha lahat ng elements na gusto nila.. Pero at least may idea ka on how you want the story to run. In most cases nga, hindi nangyayare, dahil ang istorya ay puwede magbago. Isa sa mga gamit un. Kapag natapos na kami, tatawag na naman ako sa office, ah.. Magbibigay ako ng story summary, sabihin ko kung ano yung mganakuha kong element.

Kung out of town kami at walang internet site, walang cellsite, minsan instead na mag-dictate, pinapadala ko through fb sa fone. Facebook message. Makukuha nung office, ibalik nila din as facebook message. Babalik sa blackberry ko. Ganun. Tapos un naman ay kung walang internet kase nka internet naman kami sa laptop namin, e.

So parang back-up po yung cellphone kapag walang available internet?

Puwede ko nga ring gawing modem ito eh. Di ba? Hindi ko nga lang ginagawa. Tamad akong mag-set-up. Minsan ko palang ginawa na ginamit kong modem. I think that was in Marivel, South Cotabato. Ginamit ko siyang modem nung laptop ko.. Tapos after namin mag-produce. Kung ita-transmit na namin yung vide namin na nakuha, gagamitin, habang nag-o-audio, video check kami, magcheck ng mic, yung kulay niyan, nka-connect ako sa phone namin, sa MMR..ano nakikita niyo, same black, sir pa-color bars muna..So sasabihin ko naman, "color bars!" para mas mabilis. Tapos sa producer ko, kung meron akong specific requirement, kunware may mukha na kailangan i-blur, o kaya merong part ng video ko na kailangan ng transition, like dissolve or crossblur, dini-dictate ko through fone.. Basically un, for coordination and everything.

Have u experienced any problems using it? Or disadvantages of using it?

Marami na. Sa ilang taon ko dito sa industry ah.. May mga experiences na rin ako na, katulad nung 2004, quezon landslide, bagsak yung telecommunications, kaya what i did was grab a satellite fone, dun ako naki-communicate..

So nawala po yung signal?

Nawalan ng signal. May makikita kang signal. Full bars pero peke pla. Hindi siya gumagana. Minsan nangyayare yan. Full bar yung fone, pero hindi naman pla totoo. Minsan sa roaming ganun. Kapag nsa ibang bansa kami. Ang ganda ng signal pero hindi makatawag. Eventually, natutunan ko na ang technology, instead na gawin mong dual, i-set mo siya manually. GSM only. Para mas..yung babalik siya sa old settings ng cellphone para mas reliable. Kase yung call and text lang yung gagamitin niya, eh. Hindi niya kailangan yung iba, like MMS.. Kaya babalik siya dun sa basic.

Nagka-issue din ako sa battery. At one time, we were issued XDA O2. Ang problema sa O2, ang ganda, siya yata yung unang touch screen na nagamit kong fone, tapos magaling mag-manage ng phone patch, tapos may kasama pa siyang keyboard nung in-issue sa amin, eh, kaya hindi ko kailangan ng laptop, eh. Kase instead na SMS ang gawin mo, meron siyang feature ng LMS (long messaging system). So meron kaming folding na keyboard,tapos i-install mo lang yung xda mo dun sulat kna..kahit wala kang laptop. Ang ganda. Unfortunately, wag siyang made-deadi bat. Kapag na deadi bat siya tanggal lahat yung in-install mo dun.

Wala po siyang auto-save or auto-recovery features?

Ire-restart mo ulit siya from your back-up. Ganun yung gagawin mo. Matagal na naming binitawan un. I think that was in 2005, 2006.

How about your cellphone now? Any problems or disadvantages?

Ok naman to. Pero ang pinaka-love ko talagang naging telepono ko yung Nokia Communicator. It's the ultimate fone. U can receive fax, u can send email, u can transmit MMS easily and faster, an laki ng memory at puwede kna rin mag type dun. Both the 9500 and E90.

So ngayon po, anong features yung kadalasan niyong ginagamit?

Aside sa tawag at text, malaking bagay sakín ang twitter.

Jan na rin po ba kayo nagfe-facebook?

Oo.

Aside from those, sir? How about the other features?

Hindi ko iniintindi yung camera. Katulad nito, ayan. (showed his fone's camera).. Katulad nito, nag-uusap tayo, hindi alam ng tao na magkasama tayo ngayon, puwede ko na rin siya ilagay sa twitter. Kapag nagpunta ako sa twitter, ayan.. Mabilis lang.

Ang laking bagay kase nire-retweet ng ANC, nire-retweet ng Tweet Philippines. Tapos nagugulat ako, may nagre-reply na nsa Italy, may nagre-retweet na nsa saudi, may mga nsa US na nagre-retweet. Malaking bagay sa isang katulad ko yung cellphone na ganito kase yung iba bumibili nito for status symbol. Kesa bumili ka ng mamahaling cellphone, functional to. Kase sa mall, P12,000 na lang to e. Ito yung pinaka-mura. Kaya nga yung wife ko na nakita niyang eto yung ginagamit ko, nagustuhan, binilihan ko ng blackberry niya. Yung yung bold tapos ngayon yung torch binigay k sa knya. Ayaw na niya mag Iphone. Kase ang delikado sa Iphone, kapag meron kang applicatin na hindi naisara, tapos nagre-require siya ng internet connection, kung wala ka sa wifi, isi-shift niya sa internet through GPRS mo. Kaya it will cost u a lot. Unless you're aware kapag nawala na yung wifi. E minsan yung iba, without looking, ii-sleep lang yung phone, isasaksak sa bulsa, Running yung application..

Ano po yung nag-influence sa inyo to adopt a cellphone for work?

Iyong company. Kase ang guidance ko lagi sa cellphone is yung productivity.

Na-perceive niyo ba na madali niyo lang siyang magagamit?

Ever since naman hindi ako nagkaron ng ganoong idea. Since college kase I learned in anthropology that it's man that adapts from technology and not technology that adapts to man. Naging malinaw sa akin na ganun. When the caveman learned about fire they began thinking of ways na magamit yung fire sa kapagkain, so nag-imbento siya ng pantuhog para hindi siya napapaso dun sa kapagluto niya ng huling isda. Eventually naimbento yung kawali, patungan, ng lalagyan ng pagkain, ng lutuan. Eventually nahirapan ng pagkuha dun, nag-imbento ng sandok. Yung ganun. Natututo niyang yakapin eventually ang technology.

Any recommendations for those who have not been utilizing it well?

Ang pinakamaganda jan. Marami kase sa atin kapag nakabili ng bagay, hindi man lang buklatin iyong manual. Yung ung problem e. Ako when I have something, pinag-aaralan ko kagad yung manual to the best of my ability.

Interviewee: Ruben Manahan | Manila Times

Kelan po kayo nag-start gumamit ng fone for work?

Simula nung pumasok ako sa Manila Times. We had to do some interviews kase, we had to set meetings, ganun. So form the start hanggang ngayon. Mobile phone na yung ginagamit namin.

May naka-influence ba sa inyo sa kapaggamit ng fone as a tool?

Wala. Hinde. Dapat kase lahat ng resources mo. Kunware nsa labas ka, gusto mo maghanap ng mga payfone para kontakin yung mga sources mo, syempre hindi, dpat you have a mobile phone. Tapos mas madali pang makakuha ngayon, sa akin ha..mas madaling makakuha ngayon ng cellphone number ng source kesa sa direct line nila. Office or home fone.

Can you still remember yung time na una niyong ginamit yung fone niyo?

Hindi na kase from the start e. Nung nag-police beat ako, kada mag-a-advise ng gagamitin naming storya, magte-text lang kami sa officer. Hindi na kailangan tumawag kase nga nsa labas kami.

Parang given na kase un, eh. Parang hindi mo na kailangan makita pa sa ibang tao na gumagamit sila ng mobile phone para gamitin mo yung sayo.. Hindi lang for yabang purposes only.

Ano po iyong features na ginagamit niyo sa fone na nkaka-apekto sa work niyo?

Yung Blackberry Messenger(BBM). Yung YM, yung call and text. Tapos kapag nsa labas at may wifi, yung internet connection.

What are the advantages of using a cellphone for work?

Aside from the text and calls, yung fone ngayon kase nkakapag access na sa internet, nkakapag-tweet kna, namo-monitor mo yung tweet ng ibang tao, namo-monito rmo yung status ng ibang tao..tulad kahapon nagkaron ng word wars sa twitter si congressman magsaysay tsaka si secretary carandang. Tapos nakita namin na nagsasagutan na sila. Nagkaroon kami ng storya for that day tuloy. So hindi na namin sila kailangan kausapin kase nag-e-air na sila ng opinyon nila. Yung ibang mga congressman din kase, they use blackberry.. Gumagamit din sila ng BBM tsaka YM. So iba dun nai-interview namin through chat.

E yung voice and text features? How do they help you as a journalist?

Kapag kailangan namin ng magsasalita, kapag kailangan namin ng source.. Tinatawagan namin yung source directly. May ganito po ba, ganyan.. Pero kung hindi naman ganun ka-urgent, you could just text them, antayin mo reply nila. So un lang din yung basic features niya.

Any other advantages?

Mas mobile na lahat. Kahit saan ako puwede gumawa. Kahit saan puwede ako maghanap ng storya, puwede kong i-confirm yung mga storya ko kahit saan, puwede akong gumawa ng storya dito.

So nagta-type na rin po kayo ng storya jan?

Oo. Tapos minsan nagta-transcribe ka na rin. Kunware, intentionally or unintentionally, we have our pen and paper sa bag. So dito na lang kami nagja-jot down ng notes kase meron na rin siyang notepad, eh.

So mabilis ka dapat mag-text?

Oo. Dapat meron ka lang din na high memory. Tapos puwede ka na rin mag-record ng interviews mo although I haven't tried it pa, eh..

How about disadvantages po?

Bukod pa sa matatawagan ka ng desk mo, siguro ang disadvatange lang sau.. Wala ka ng choice ngayon para makapag-lay low. Para makapag-slouch or tamarin. Wala ka ng choice kuhindi maging masakapag kase nasa 'yo na almost lahat ng resources mo.

Secondary na lang na issue siguro yung sa battery, cost. Kase lagi namang merong electrical outlet dito. Eh. So kailangan ko lang isaksak ng isaksak everytime.

In general how do you think using a cellphone has affected your style and performace?

Kase nung nasa office pa kami, lahat ng source na kailangan naming tawagan, nandun lang. Puwede kaming gumamit ng landline or may internet na. Magkahiwalay pa. I have to run to that telephone line tapos i have to go back to my computer my workspace para lang gawin yung storya. Tatalbo na naman ako kapag may kulang na naman. So yung convenience ba. Mas nagagawa ko yung dapat kong gawin within a short period of time.

Yung cost, para kaseng it goes with the job, eh. So kailangan ko mag budget for this ktype of fone para hindi din naman akomahirapan. Parang ginamit ko rin to at my own convenience.

But do u have communication allowance?

Meron.

So how does your cellphone help u get ideas or gather information for your news?

Yun nga, yung sinabi ko sau about the wordwar sa twitter. Hindi naman ako nag-a-access ng twitter ko sa laptop, eh. So dito ko lang siya binabasa. Tapos di ba yung ibang news agency meron din silang twitter,so yung mga ano. Puwedeng mag-react yung mga legislators natin, ginagawan namin ng storya un through that medium. Na nakita namin sa facebook or sa twitter. Kuha na lang kami ng anggulo, nag-iisip na lang kami ng puwede naming gawing storya from that. Or kung masikapag-sikapag ka, ikaw na mag-iisip ng sarili mong storya, tapos you will post it sa fb or sa twitter mo, magkakaran naman din ng idea yung fellow writers mo ng kung ano yung puwedeng gawin. So it's more of a give and take relationship.

When you're researching for stories, pano po nkakatulong?

You could call or text your sources. "Sir, eto pong binigay niyong name sa'ken, I forgot.." So mas convenient na lahat.

When analyzing your story?

Ang ginagawa ko kase nagja-jot down ako ng possible angles ng storya. So fromt eh interview, from the presscon, from there sulat kana. Kapag may nasulat kna, tapos may editors call me, "oi, mahina yung lead natin, mahina yung storya mo, u need to rewrite it," O sige rewrite mo, syempre u are obliged to to that so ikaw ang gagawin mo, tapos papadala mo na. Kapag nagustuhan nila, un na un. Pero kapag hindi, ibabalik mo, maghahanap ka ng possible angles, iikutin mo ulit hanggang sa makuha mo yung gusto nila.

How about with communication or distribution phase?

Ay yes, it helps beat the deadlines. Kase yung mga editors namin makukulit din, eh. Kapag kaylangan, magte-text na yan or tatawag yan. "Ok, nag-advise ka sakin ng ganitong storya, where is it?" Gawin mo ngayon, sabihin mo, "Sir, bigyan niyo lang ako ng at least mga 10 mins., 5mins, kailangan all in tayo ng storya ng 4 o'clock, 5 o' clock. O di, malalaman nila ngayon kung anoonoras darating yung storya mo. O kaya yung mga breaking news. Kunyare, may late breaker na storya, kunyare mga alas otso ng gabi, nangyare ganito, ganyan, itatawag mo ngayon sa desk mo. "Sir, may gnaitong storya, gagaiwn ko pa ba?" Kapag sinabing malaki, kailangan mong gawin. Kailangan maihabol pa un. So kung hinde, yung convenience between both you adn your editors na, para hindi kna mahirapan na ifa-file mo pa, tapos hindi naman pla gagamitin. Di ba?

Kapag gumagawa ba kayo ng story, sa editor muna..nagse-send din ba kau sa twitter or nagstatus ba kayo sa facebook?

Hindi na. Sa editor na lang. Kase hindi rin naman sila ganun ka tech-savvy. Tsak usually, kapag pinost mo di ba, e kailangan exclusive. Kase once a while dapat mag-e-exclusive ka din, di ba? Dapat nga actually most of the time mag-e-exclusive ka, eh. So hindi mo siya dapat i-pos sa social networking sites, kase kapag nilagay mo un dun, malalaman na ng colleagues mo. Xempre

mga friends mo yan sa facebook. Malalaman na rn yan ng mga news agencies. "ui, may ganitong storya!" May mga nagmo-monitor din kase nun. Parang mapapanis na yung storya mo once na you out it there, di ba?

So in general, email niyo nlang talaga sina-submit?

Yes. Email na lang sa knila.

Gano kadalas yung pag-email mo ng story using your fone?

Sobrang konti ng chances na ginagamit ko to for email kase ahindito na rin naman kami sa house so wifi naman yung buong area, tapos after ng presscon dito o kaya committee hearing, babalik nlang kami dito to use the laptop. Mas madali pa naming mgagawa kase mkikita nmiin kung lengthy na yung storya. Mas makikita namin kung mas may lama na or bigat na yung storya na ginagawa namin.

So parang disadvantage yung space ng cellphone?

Oo. Kase ang mkikita mo dito yung maliit lang, eh. Ang haba-haba ng nkikita mo tapos kapagdating sa latop, ang onti pa lang pla.

In your opinion, is it a necessity for a journalist? Can u still live without it?

As a journalist, siguro hindi din naman siya ganun ka-kaylangan. Pero with this, mas dumadali na as compared dati nawala naman ganito. Kailangan mo pa pmunta sa office, we have to be physically there whereas may mobile phone ka, hindi ko na kailangan hanapin na kailangan makita ko pa yung source ko. Hindi ko na kaylangan na pmunta sa office namin para lang mag-advise ng storya, o kaya tumawag, maghanap ng landline. Everything is almos at your fingertips na.

How do u think cellphones can be fully utilized today?

Sakin kase un na yung pinaka use ng mobile phone, e. Yung connectivity mo andun, eh. Yung mobility mo nandun. Basically, yung lang naman talaga yung primary purpose nun, di ba? So mobility and connectivity. Dapat lang yung gadget mo, mus be fit to your lifestyle.

How about in the future? Any suggestions?

Andun na lahat, e.

Any recommendations for those who have not been using it fully until now?

You need to have a gadget that would fit your career and your lifestyle.

Interviewee: Amita Legaspi | gmanewsonline

Kelan po kayo nag-start gumamit ng cellphone for work?

Ever since. Pero actually kase nung kaka-graduate ko lang, wala pa. Tpos nung kaya ko na bumili ng cellphone, kailangan talaga, eh. Parang pano ka tatawag sa source mo, pano ka mako-contact ng mga kasamahan mo, nga mga source mo. Kailangan talaga meron.

Ano pong phone gamit niyo ngayon?

Ang in-issue ng office ay N97 last year para sa election coverage. Meron din akong fone for major networks. Para mas matipid.

Anong features ng fone niyo yung nagagamit niyo for work?

Bukod sa call and text, may email siya, internet, wifi, may recorder, meron ding application sa document, may microsoft office siya, e. Meron ding calculator, PDF reader.

So ano po yung nakapag-influence sa inyo ng kapaggamit ng cellphone sa work?

More on natural na siya, eh. Inevitable e. Hindi puwedeng wala kang cellphone kase mawawala ka sa circulation kase hindi ka nila mako-contact. Lahat ng tao ngayon may cellphone na so kapag wala kang cellphone, pano ka nila mako-contact? Pano ka sasabihan na, "O, may presscon dito, may interview.." Yung source mo, "meron akong ibibigay na information sayo.." Tsaka reactions di ba, kase lahat ng nangyayari sa bansa dapat may reaction sa malacanang, di ba? So tini-text ko sina Edwin Lacierda tsaka yung iba pang officials..

Para sa inyo po, ano po yung mga advantages aside from those you have mentioned?

Nakapag-internet din. Although may laptop ako na maliit lang. Puwede mong buksan. Pero kase minsan hassle pa rin, eh. Tatal may wifi naman. Example sa SM, may ichi-check kang detalye, makukuha mo na agad un. Hindi na masiyadong hassle.

Disadvantages po?

Sa ngayon wala kase kailangan mo, eh. For work lang tlaaga kase yung cellphone ko, eh. Puwede rin naman akomabuhay ng walang cellphone kaya lang hindi puwede kase pano ka mko-contact ng tao?

Pano siya nakakatulong sa data gathering po?

Nako-contact ko yung mga source ko. Yun yung pinakamahalaga dun, eh. Meron kang nakukuhang detalye na ite-text mo sila, sasagot sila. Meron silang detalye, ibibigay nila sau. Tapos mas mabilis ung pagve-verify ng mga details. Kunware, may natanggap kang detail tapos

kunware, single source lang un. Kailangan mo magtawag ng iba para magkaroon ka ng multiple sources. So mas madali.

Inabot niyo pa po ba yung hindi pa uso yung mobile phone?

Oo. Nagsimula kase ako 1999, eh. Landline lang gamit namin noon.

So kung iko-compare niyo po siya noon, ano po yung changes?

Sa police kase ako dati nka-assign so landline, basically kase yung yung ginagawa ng lahat ng tao so nare-realize mo na merong mga mas madaling gawin yung mga bagay. Yun yung dapat meron sau di ba? So tatawag ka sa pulis, pupunta ka talaga. Kase kailangan yun. Kahit ngayon, ina-advise ko sa mga reporters na bago na pmunta sila sa police station, tapos i-check nila. Hindi puwede yung tatawag lang sila. Hindi mo makikita yung sincerity ng pulis, eh. Saka kase kailangan mo ng personal na rapport sa knila, di ba? Bibigyan ka nila ng detalye na medyo shady.. Kailangan na parang mkikita mo yung sincerity nila.

So ngayon po kapag nagve-verify po kayo ng details, mostly sa phone or pumupunta pa rin po ba kayo?

Ngayon kase sa malacanang, by phone lang talaga. Kase minsan hindi mo alam kung nasan sila Lacierda, eh.

How does your cellphone affect your data gathering?

Kapagse-search ng information, kase di ba may net na sa cellphone.

How about for production of news po?

Dun talaga. Dun talaga lagi. Most of the time, kapag kuware nasa labas ako. Kunware interview kami tapos yung transcript, transcribe mo na tapos dun na.. Syempre andun na 'yon.. Dun mo na gagawing iyong istorya. Tapos email ko na din from there. Kase may email na yung phone ko, eh. So un dire-diretso na siya talaga. Yun yung maganda sa phone, eh. Kase QWERTY na rin siya eh. Mas mabilis. Akala ko dati hindi ko magugustuhan iyong QWERTY pero ok pla siya.

Kapag sobrang madalian, cellphone na talaga gamit ko. Pero kung meorn kang mape-pwestuhan, iba pa rin yung laptop, syempre. Kase mas marami kang nagagawa. Muti-tasking di ba? Nakakakapag-search ka ng magkasabay. Unlike sa cellphone na kailangan kapag email, email lang. Kapag searching, un lang. One at a time lang yung tasks.

For transmission naman po?

Email.

Diretso po sa editor o sa website ng gmanewsonline?

Sa Editor. Kase ie-edit pa rin naman nila. Kailangan pa rin nilang tignan kung dapat bang ilabas iyong istorya, bka may detalye na hindi puwede. Dapat chini-check mo kase, eh. Merong mga editor na nagche-check ng detalye, ng grammar, ng form..

So nabanggit niyo po knina na naabutan niyo pa yung panahon na landline palang. So pano niyo po made-describe iyong impact ng advent ng mobile phone technology sa mga journalists?

Sobrang malaki yung effect kase parang napabilis niya iyong trabaho, eh. Mas marami ka nang puwedeng gawin in a short period of time kase iyong travel mo, kase di ba wala kang ginagawa bumibyahe ka lang. Pero ngayon may storya kna, puwede mo nang gawin habang mobile ka.

Can you describe your reliance on your cellphone for your work? Can you still go to work without a cellphone?

Puwede. Kaya lang less efficient kna. Kase kapag pmunta dun, kahit anoong gawin mo, hindi mo alam kung ano yung nangyare kase mamaya-maya may nag-text sayo na, "ahindito kami, dito ka pumunta." Merong nag-text sa'yo ng information, or nag-comment..

So wala po kayong nakikitang negative effects or disadvantages?

Wala e. Depende sa tao naman yan eh. Kung tinitignan mo naman siya na makakatuong sau, mkakatulong sau. Depende tlaga sa tao. Actually, hindi ako ganoon ka-dependent sa cellphone ko.

Interviewee: Dindo Amparo | ABS-CBN Head Desk (Afternoon)

When did you start using a cellphone for work?

Ever since. 1994,1995

Can you briefly discuss the nature of your work po?

I do lots of coordination with news sources and reporters and desk editors. Makes lot of calling to news sources, desk editors and reporter and management.

Ano po iyong role ng cellphone sa mga tasks niyo as head deask?

You're connected even if you're far away from each other. Especially yung mga sources ng information.

Do you still contact the sources of reporters directly?

Oo. To verify.

Ano po iyong impact ng cellphone sa inyo?

I use that as a multimedia tool. Recording interview, for writing your story, data banking.

Can you elaborate about data banking?

Storage. You store a lot of phone numbers, a lot of messages, data. The memory is limited but enough to store vital information. Kase you use that for your notes. You replace the pen with your phone. It's the modern-day pen. Hindi na uso ngayon yung nagi-interview ka tapos hawak mo pen, use your phone.

Any problems that you encounter or disadvantages of mobile phones?

Signal problem.

How do you deal with that po?

Use alternatives. Use landline. If it won't work, do the walking.

Sir do you think cellphones are being fully utilized by journalists?

Oo naman.

Sir, what are the common features that you use with your phone aside from call and text?

Recorder, Word processor, Audio-visual tools (still camera and the video), Internet features (facebook, YM)

**Interviewee: Julie Aurelio | Philippine Daily Inquirer
QC Beat Reporter**

*Kelan po kayo na-introduce sa idea ng kapaggamit ng cellphone for work?
Mula ng pumasok ako ng Inquirer.*

*And right now po, anong features ng cellphone iyong gamit niyo?
Camera (5MP), meron siyang parang sort of office-word processor, Internet, Recorder*

Sa tingin niyo po, ano iyong mga factors na nka-affect sa decision niyo to use cellphone for work?

It was something necessary kase wala naman yatang trabaho na hindi gumagamit ng cellphone, e. E at that time, nung pumasok ako sa Inquirer, desk editor ako so mainly, kinailangan ko ng cellphone for coordinating, administrative pa lang. Pero nung nag-reporter nako, ginamit ko na siya actively.. pagtawag sa sources..

Ano po yung advantages sa inyo ng cellphone?

Mas madaling nakausap iyong sources mo. Tatawagan na lang or halimbawa magche-check ako ng email, press statements, press release, or kung may in-advise na coverage, makikita ko agad lalo na kakapag hindi ako makakapag-check. Or halimbawa, hindi ako makakapagbukas ng laptop, kailangan ko mag-submit ng story, sa cellphone na lang.

Is your phone provided by the company?

No. Personal phone ko siya pero may portion ng bill na sinasagot ng company. Cellphone subsidy.

Merong po ba kayong nakikitang disadvantage sa kapaggamit ng phone sa work?

Oo. Mas madali kang hanapin ng boss mo. Lalo kapag ayaw mo silang kausap. Yung isa pang disadvantage niya siguro.. There are times na iyong source mismo ang kulit. Iyong tipong wee hours of the night or morning, kino-contact ka. May mga sources na walang decorum. Hindi nila ginagalang iyong personal time. Weekend, ganyan, mambubwiset. Although duty naman ako anyday of the weekend, pero ano ba, day off? "ang tagal tagal ko ng nagko-cover sa'yo, hindi mo pa rin alam iyong day off ko?"

Yung battery, issue din siya bilang sira iyong phone ko, madaling ma drain.

So how do you deal with that?

Lagi akong may dalang charger.

Pano po nakakatulong sa data gathering iyong cellphone?

Nakakatawag ako sa sources or sila iyong tatawag sa'ken.. Or may times na alanganin, text ko na lang. Lalo na kapag nasa biyahe ako. I'm able to get stories or at least lead for stories through call and text.

Sa production po ng stories ninyo?

Not really that frequent. Iyong word processor lalo na 'kapag gipit sa oras, nasa coverage pa'ko. Hindi pa'ko makakapaglakad, ganun.. Or kung tamad ako mag-type ng storya sa phone, papatawag ako sa desk editor namin, magdi-dictate akong storya.

Hindi po ba hassle yun kase may chance na paulit-ulit?

Hassle. Pero kapag-uupo pa'ko, magko-connect pa'ko, matagal. Depende. Whatever works.

Aside from that, how else do you use your phone to transmit or submit stories?

Iyong image. Minsan kapag may tweetpic. Sa'min kase required din kami mag-submit ng breaking news, so ginagamit ko din iyong cellphone ko kapag magse-send ako ng breaking news. Either thru text or ii-email ko or through twitter, tapos nire-retweet ng inquirer.net account namin.

In general po. How do you think cellphone has affected your style or performance?

Actually necessity na siya, eh. Kumbaga, eto yung equivalent ng landline noon, or fax noon. Ngayon kahit wala ka sa internet shop or hindi naman nkabukas yung laptop mo, since may ganung function yung fone mo, puwede ka nang gumawa ng storya.

So does that mean na hindi na kayo mkakaalis ng bahay without your fone?

Oo naman. Unless it's my day off. May mga times na kapag day off ko, hindi ko na siya dinadala.

Do you think cellphones are being utilized fully by journalists today?

Siguro hindi lahat. Kase hindi lahat ng reporter ay ganun ka tech-savvy para mgamit yung cellphone. It also depends on the model tsaka dun sa services na ino-offer ng network. Halimbawa

ako, yung usage ko ng cellphone hindi naman ganun ka techie so to speak. Kumbaga basic pa lang un.

Any recommendations dun sa mga hindi pa gumagamit ng phone or hindi pa nafu-fully utilize yung fone?

Depende kase un kung tech-savvy ka. Siguro depende din sa edad. If not tech savvy, you're interested in the possibilities na puwedeng maitulong sau. Depende e. Kahit naman sa office namin na kino-convince kami na mag break through twitter, puwede naman sa cellphone, . Hindi naman lahat puwede mag-ganun. Una sa lahat, hindi nila alam kung ano iyong twitter. Pangalawa, walang internet yung fone nila so..

Pero hindi naman kayo nire-require lahat?

Hinde. Iyong mga pili lang. Like what I said, mas maraming reporter iyong mas malikot pa sa cellphone kesa saken. Marami silang nagagawa. Halimbawa, like iyong blackberry. Di ba, mas madali dahil nka link iyong email mo sa fone, puwede kang mka-receive ng email.

Any recommendations for phone developers?

Mabagal yung OS ng nokia e. Sana parang MS office, puwedeng mag-open ng word, powerpoint. Email. Pangit kase inbox ng nokia. Pati yung web browser.

Higher MP for photos. Kase minsan may mga documents na ayaw padala ng source or pakopya. SO pini-picture-an ko na lang tapos zinu-zoom ko nlang. Babasahin ko na lang. Better or faster na lang siguro yung mga services.

As a whole, pano niyo nakikita iyong role na ginagampanan ng cellphone sa journalists?

Data gathering and submission.

Interviewee: Zhen Hernandez | ABS-CBN Reporter

Ano pong features ng cellphone niyo yung ginagamit niyo?

Marami. Yung email functions niya, yung camera, saka yung mga applications na puwede mo i-install like twitter-- dahil mejo dun ako kumukuha ng updates, dun na rin ako kumukuha ng updates. And iyong mga basics, text and call.

And from the start, ginagamit niyo na po ba yung cellphone sa work?

Oo naman, siyempre as a journalist, na malakas yung usage for cellphone kase without it how would you be able to contact your sources, di ba? Yung mga resources, yung mga taong kailangan mong i-interview-hin, and even if wala kang nka-schedule na interview, you have to call them every now and then to check if there's anything happening. So dapat pro-active ka.

So for you, ano yung nka influence sau? Or may nka-influence ba sayo to use the cellphone for work?

Wala, e. Ano na siya, eh. Part of life na siya ngayon, eh. Ever since even if you're not a journalist, it's part of life. So without it parang you're cut off from the world, from your friends and family.

Do you remember the first time you used your cellphone for work?

Basically for coordinating kase taalga. Kapag reporter ko kase, ang unang beat mo, sa graveyard e. Night shift. Police beat. So unang-una mong gagawin dun, mag-iikot ka ng mga stations kung san ka man assigned whether manila beat yan or south or east. You would have to go from one station to another, and then get contacts. And from then on, you would have to call them every single day. Yun yung tinatawag na sourcing. Everytime, kailangan mo silang tawagan kase tha's how tyou get your story. You don't rely on anybody to get your story. You rely on your sources. So pang calls tliga siya. Evryone calls. And once on site, once tinawagan ka ng source mo for a story, you can supplement iyong shot for footage ng cameraman mo with cellphone videos if needed.

So yung sources na mismo yung kumu-contact sa inyo once na -establish na yung sa phone?
Yes, oo. Pero kailangan mo sila alagaan ng tawag din. Regular communication.

Advantage po of having a cellphone at work? Aside from those you've mentioned?

Well, if you don't have it, you're at a disadvantage. Pano ka mkka-sabay sa panahon ngayon, ah. Paano mo magagawa yung trabaho mo? You'd be like the last person to know and advantages siguro, ang kaibahan lang kase before ang cellphones text and call lang. So ngayon mas marami na nga siyang features and clear na yung camera for capturing either still pics or videos. And at

the same time, u can intergrate nga yung emails mo. And also at the same time, you can integrate din mga social networking sites. So basically everything in it. You don't need to open a lot of gadgets. You don't need to open your laptop so within your fingertips lahat. So convenience talaga. So updated ka sa lahat, kahit anoong platform.

BBM. Kase at least may support group kami, Ahindito lahat ng mga tao. Lahat ng mga reporters even from other networks. Mas madali dito ang communication. Kesa sa text ha.. Kase it's a chat form. Puwede pa ma-customize.

Any disadvantages po?

Siguro ang disadvantage lang diyan, wala kang excuse sa mga desk editors mo na hindi mo kayang i-deliver yung balita. Wala kang excuse sa kanila na hindi mo natanggap yung instruction...hindi ka puwede mag live report at this time. Hindi puwede na mga ganun, eh. Kase kaya ka nga binigyan ng company ng fone, e.

Cost is also an issue..Share ko lang, sa cost, since it's a company-issued fone, may allowance, but then, because we talk to a lot of people daily, siguro hindi ko na rin mabilang kung ilan siya, ang kapages ng aking bill ay 4-5 kapages. Bata ganun. Mahaba siya tliga. Normal na sa'kin yung mag-exceed and also, i think it's not the calls e, causing the extra charges, it's more of the data charges, iyong internet, yung GPRS, blackberry servies yung mga add-ons. So the more you use them, the more na nag-a-accumulate iyong bill. So like the last bill that I had, 30k yung aking excess. You have to justify that naman. If you used it for work, then i guess the company is ready to shoulder that.

Issue din yung battery life lalo na kapag masiyado naming gamit na gamit yung cellphone. So in a day sigurp I would ahve to charge twice. I bring an extra battery, mobile charger, bukod pa sa regular charger.

So in general po, how has cellphone affected your style and peformance at work?

It helps kase in terms of time management especially nga sa'min since we always have a deadline and you have to keep up with all the different platform so hindi kas kase dapat nagre-rely lang dun sa editor mo, sa newsdesk mo for info, you have to gather information on your own whether it be personally makikapag-usap ka dun sa mga taong involved, mga subjects, and at the same time sa mga websites. Sa mga updates ng mga tao. So dahil ganyan yung features ng mga cellphone, at least matuturuan ka sa time management. It will save you a lot of time. And mas convenient since we're always on the go, always on the field, you don't need to open your laptop, dun nalang lahat.

But if you have the time to sit down, you use your laptop.

What time po yung deadline?

Ideally, 3pm sumusulat ka na ng script. Kase the editor will have to check that pa, and then voice mo editing, they need an hour for that.

Effects po on data gathering?

Yun nga, yung mga ano, naka-install na apps like twitter kase that's how you also monitor competition, or even other platforms ng company. Like kami, halimbawa, we follow each other, he's from radio, I'm from TV, so dun din kami nagkaka-update-an ng storya,. So puwede rin kami magbalitaan dun. Yun.

Tapos syempre yun nga, yung material. In case na medyo ang coverage e habulan, raid or whatever. Yung heavy camera mo cannot catch up, it comes in handy e for video or still pics..

How about for production na po?

I use it for writing my script din. Yung email services niya. Kase yun nga kapagka minsan, kulang ka sa time, kulang sa panahon so kailangan mo mag type ng scrip habang naglalakad habang nagi-interview so direktso na dun yung script. Whether for a voice over package or a live report. Also diyan na din kami nagfo-phone patch. So kapag meron kaming i-interview-hin who's not available, kahit ano lang. Phone interview inside the crew cab. You just have to make sure na kulob para walang masiyadong ambient sounds.

How about for transmission?

Yung material itself, hinde. Kase may broadcast quality kase, eh. So may standards yan. Yung mga nakukuha namin sa cellphone, whether interview or videos or still pics, usually back-up lang yan. Kapag sobrang wala ka ng material, ang primary source pa rin ng content mo for the news yung kuha ng profesional cam kase may broadcast quality na kailangan.

Can you still leave your house without your phone and what would you do if u accidentally left it?

Hay, kailangan ko balikan. Hindi puwede wala. Kase papagalitan ako ng desk ko kase hindi nila ko matatawagan. Dahil kapag hindi nila ko natawagan, wala nakong gagawin the whole day.

How do you think cellphones can be fully utilized at present?

I think more or less ayos na siya. Actually parang sobra-sobra na siya, eh. Parang nilagay na nila lahat, eh. Siguro andun na lahat, eh. Siguro kailangan lang nilang ano, i-perfect.. Sa dami kase ng apps, di ba nakaka-consume masiyado ng battery life. Tapos sirain masiyado. Kailangan lang siguro ayusin iyong mga yun. Memory din.

So more on improvement na lang for you?

Yes, better camera siguro, TV, kase china phones lang meron nun eh.

Recommendations to those who have not yet decided to use their phones?

Naku, meron pa bang hindi gumagamit ng cellphone sa ngayon? Kase kung may hindi pa gumagamit ng cellphone, hindi ko alam kung pano sila nako-contact ng mga tao. Kase di ba, ang lifestyle kase ngayon, very active. Tapos mobile. Although for us, super, extra mobile dahil lkagi kaming nsa field so hindi ko maisip na may tao pang hindi gumagamit ng cellphone at this age.

Importance ng cellphone.

It's like my mobile office talaga siya. Kase lahat dun work related.

Interviewee: Isa Avendano | Radyo Inquirer

Ms. Isa, ano po yung role ng cellphone sa inyo bilang radio reporter?

Kase sabi nga nila, iba iyong tunog kakapag handheld radio yung gamit mo. Pero sa kasalukuyan kase, kung mapapansin mo din, kahit hindi sa mga radio reporters, kahit sa TV reporters, useful talaga sa knila yung mga cellphone. Halimbawa, samin na mga taga radyo, lahat kami binbigyan ng mga unit ng cellphone kase unang-una, mas accessible un, di ba? Hindi ka matatawagan ng editor, ng desk supervisor mo, o kaya kahit ikaw, may mai-interview ka, may mga kelngan kang kausapin, cellphone lang kase for sure, meron silang mga cellphone di ba? Hindi tulad ng radyo na limited lang ang puwede mong kausapin so kung kapagbasehan ang kasalukuyan, mas useful yung cellphone kumpara sa radyo.

Tapos ngayon syempre madaming offer sa cellphone, di ba? Yung mga service providers, mga unlimited na yan, na yun naman advantage din naman sa mga media entities, kaya ngayon di ba, kahit magtanong-tanong ka, kinukuha nila yung mga promos, mga freebies kase advantage para sa knila un. Tapos ko tulad ko sa congress kase ang beat ko, sa Congress, naku ang hirap ng signal dun ng radyo, so ako mas prefer kong gamitin yung cellphone kase kahit nsa loob ako ng plenary hall, may signal dun. Hindi katulad sa radyo, lalabas ka pa talaga. Dun sa pinakalabas nila dun para lang makakuha ka ng signal.

Pero wala naman pong rule sa inyo na dapat i-try pa rin palagi yung handheld radio?

As much as possible kase, ine-encourage kami ng deak namin na magradyo kami kahit yung magbibigay kami ng lead, halimbawa, magpapa-advise ka, radyo lang talaga. Pero kami din, as reporters, meron din kaming obligation na kapag hindi talaga kaya nung handheld radio namin, cellphone talaga iyong aming ginagamit.

E iyong quality po ba, how would you compare it to a handheld radio?

Kung ako iyong tatanungin, mas prefer ko radyo. Iba ang dating kapagka radyo ang gaggamitin mo. Yun nga lang, diba? Tunog radyo talaga. Ewan ko ha. Un yung pananaw ko lang naman. Kapagka-kase gamit mo iyong handheld radio, meron siyang distinct na sound kumpara sa cellphone. Although sa cellphone naman malinaw talaga. As in. Kahit nga yung tunog ng tilaok ng manok, Rinig talaga. Pero kapagka handheld radio iyong gamit mo, iba yung sound. Yun nga lang talaga, signal iyong problema mo.

Pero sa tingin niyo po, napupunan ng cellphone yung kapagkukulang ng radyo?
Oo pero more on signal lang talaga.

Ano pong phone iyong gamit niyo?

Iyong standard phone lang. Iyong pinaka-cheap lang sa SUN ngayon. Hindi naman kaylangan na mala-blackberry although yung ilan sa reporters namin meron personal blackberry phone kase syempre for script writing nila yun, etc. Pero usually, mga simple phones lang talaga yung ginagamit. Puwede mong pangsabak yun.

Paano po nakakatulong sa inyo iyong cellphone when you're gathering info?

Sobrang useful siya kase ako, halimbawa, bilang isang congress reporter, di ba minsan nagre-recess, nag-a-adjourn yung congress, so may ilang buwan ka talaga na walang news kang makukuha sa loob mismo ng congress. Nka-bakasyon iyong mga congressman, so with the use of cellphone, tatawagan mo sila, te-text mo sila. Kase usually yang mga congressman, nsa kanya-kanyang mga constituents yang mga yan, umuwi sila ng mga probinsiya. So sobrang useful siya. Un nga lang mataas ang bill.

So yun yung disadvantage. Pero hindi naman mawawala un, eh. Part naman ng trabaho un. Un nga lang, maganda kase yung ibang kino-contact namin, kahit na matatanda na sila, through text nagre-reply talaga sila. Yung iba, tumatawag.

Aside from call and text po?

Ngayon kase ang ginagawa ng mg PIOs, Chief of staff, ayaw nilang sa congress ha. Or kahit yung mga gov't agencies, si ba may kanya-kanya silang mga media groups jan.. Na para mkakapagpakalat sila..halimbawa may presscon, ite-text lang nila lahat. Parang send-to-many sa mga reporters. Isa yun sa mga advantage ngayon, hindi katulad ng dati, talagang fina-fax pa, minsan tlagang courier talaga e. Pinapadala pa talaga dito eh. Di ba? Ngayon talaga through text na lang. Bigay mo iyong presscon, tyungkol saan, saang lugar..kung anong time, sinoong mga guests, ganun..simpleng simple.

For interviews, ginagamit niyo ba iyong cellphone?

For interviews, oo. Kase ngayon ung mga cellphone namin, napa-patch yan. Kase merong teknolohiya na ginagamit dito sa aming istasyon na halimbawa, tatawagan kaming mga

reporters, ipa-patch kami. Tawag dun "patching" Nka pasok kana. Pasok na boses mo. Cellphone ang gamit mo. Lahat ng mga radio stations un na yung mga ginagamit nila. Common paractice na talaga yung sa celphone kase siguro mas madali niyan tawagan. Un yung pinka-advantage nun.

Yung cellphone ko din, pinangre-record ko. Pag may mga ambush interviews, tapos email. Un yung mga pinaka-useful talaga. Kase hindi naman all the time na bitbit ko yung laptop ko. Halimbawa, kapag may takbo, takbo..Although yung ibang reporters kaya nilang gawin un, ako hinde ko kaya. So very useful yung mga cellphone ngayon. Ang gaganda ng mga cellphone ngayon, diba? Ang mamahal?

Tapos minsan, ginagamit ko yung cellphone ko sa kapaggawa ng script. Kahit yung mga maliit na cellphone..

Yun po yung next question ko, eh. For production.

Oo. Halimbawa, may mga reporters na tamad na magsulat. Sa halip na magsulat sila, kumuha sila ng ballpen at papel, sinusulat nlang nila or tina-type na lang nila sa cellphone nila. Mas ok nga naman, habang nkatambay ka,..Or puwede rin na kapag hinigi ng desk mo, puwede mo nalang i-send sa knila. So ini-email or text ko nlang.

Disadvantages?

Uhm, in fairness naman sa cellphone ko, umaabot siya ng isang buong araw. Kase tong mga handheld namin, yung mga buhay niya, hindi siya nagtatagal ng isang buong araw lalo na kapag gamit na gamit.

Disadvantage lang din siguro yung dahil alam nila na may cellphone ka, tatawag-tawagan ka kahit na nka day-off ka.."O isa, punta ka sa ganito kaw muna mag beat dito.." Walang excuse..

So as a whole po, pano siya nka apekto talaga sa buhay niyo bilang isang radio reporter?

Syempre mas madali.

Pano po kaya kapag walang cellphone? Can you still imagine your life as a journalist without a cellphone?

Mahirap. Alam mo ba minsan, kapag wala talagang chance sa celphone. Halimbawa, wala kang load or lowbat ka, at radyo lang yung mgagamit mo, mahirap din. Kase may mga transactions halimbawa na mas okay sana kung personal mong kakausapin yung desk supervisor mo. Kapag handheld kase, broadcast yan, eh. Maririnig ng lahat e. Hindi tulad sa cellphone, kung gusto mong isang tao lang makausap mo, puwede, di ba? Yung desk supervisor mo, madali, di ba?

So mahirap talaga kapag walang cellphone. Sa ngayon, 4 yung cellphone ko. May smart. Sun tsaka 2 yung globe ko. Kasama na dun yung company phone ah.

So kelan po kayo nag-start?

5 yrs nko sa industriya. Pero sa radyo, i've been working for 3 1/2 years na. For work, simula ng nagtrabaho ako, meron na. Nauso iyong cellphone, high school ako noon, e. Pero wala akong cellphone. Sa totoo lang, nagkaron ako ng cellphone 3rd year college na. Hindi kase ako techie. Kaya lang ngayon, super duper kailangan ko talaga siya dahil sa work, hindi dahil sa personal na pangangailangan.

Although minsan, sabi ng parents, magte-text ka kung nasan ka. Pangalawa na lang yung personal. Kaya advise ng mga supervisor namin, dapat laging fully charged yung mga cellphone namin.,

Sa tingin niyo po, pano pa mau-utilize fully yung kapaggamit ng cellphone nga mga journalists?

Sa TV siguro super maximized na siya kase pansin mo, kahit yung wala silang OB van na dala, magre-report talaga sila gamit yung cellphone. So nama-maximize nila. Sa radyo kase, iba kase kami. Kahit sa ano pang media organization, magtanoong ka, 2 lang naman gagamitin niyan, eh-handheld radio or cellphone. Pareho namang mahalaga siya. Pero sa panahon ngayon, moderno na, mahal ang handheld radio. Mas mahal ang unti niyan. So halip na mag radyo sila, cellphone na lang or simcard. Mas mura.

Kung mkaka-influence kau ng cellphone developer, do you have any recommendations that would benefit journalists more?

Sobrang love ko na yang blackberry, e. Kase kumpleto na siya, eh. Email meron dyung memo pad na puwede kang magsulat ng script, mag draft ng script mo, tapos iab pang features pero personal na un like twitter, facebook, ganyan..pero kahit naman yung mga ordinaryong fone ok naman na, eh. Diba sabi ko nga sau knina nkakagawa naman kami ng script kahit hindi blackberry gamit namin?

Ano po ba yung pinakamahabang script na nagawa niyo na sa cellphone?

Sa radyo kase 5 paragraphs mahaba na yon,eh. Each paragraph, 1 sentence lang. So parang 5 sentences lang.

Thea Alberto- Masakayan | Yahoo Southeast Asia

Can you describe how you work as a news producer/reporter?

Ever since I started, i've been using a blackberry. I used to work with Inquirer.net and we were given blackberries. The super old ones pa. Blackberry wasn't popular in the market yet. So because we were compelled to send stories anywhere, anytime, coz im part of the breaking news team, so iahad to break stories wherever i am. So using a mobile phone, particularly a blackberry, mas convenient siya than bringing a laptop, because u have to open it or boot it especially during ambush interviews, u can't possibly bring a laptop but if u have a blackberry, it's very easy to solve.

How about now?

Ganun pa rin. I work as a news producer. I produce original content for yahoo but i'm also responsible for the news line-up, for the yahoo front kpage, so our tools in the office isn't exactly a mobile phone because we have a specialized laptop. Secured laptop that we use for work. But since I also cover for major events, I still use the blackberry for that.

How do u think your cellphone helps you with gathering data?

Data gathering. Now on twitter, It's very easy to see the trends or what's happening right now. I also use my mobile phone to contact sources, call them and text them for verification and you get your quote from a text or a call. Coz u can't always be with your sources so u have to call.

I also use my recorder pla kase it's very convenient. I already sold my manual tape recorder.

How about for production?

For production of stories, yeah. I break stories wherever I am, so i can't wait for a laptop.

What feature do you use?

Push Email ng blackberry. Very convenient tsaka dun ako nsanay kahit na super lengthy na story. I also get emails, sa mga press releases, kahit na nasa labas ako... Syempre meron na namang mga database yung mga sources, ini-email niila yung mga press release nila. Nagagamit ko din un.

How does push email work?

It's like a text message but it's sent via email. Parang may pumasok lang na text, anytime nga. The same time it was sent to you, makukuha mo na siya. U don't have to log in, ganyan.. Diretso na. It's paractically like using an email in a laptop or a desktop.

So with data transmission,...

Aun, I also use it to send stories via email. I also send photos.

Na-try niyo na po mag-cover na cellphone lang ang gamit?

Sobrang daming beses na.

How about videos?

Hindi ako masayadong gumagamit ng videos kase hindi maganda yung quality ng blackberry.

Do you experience any problems or disadvantages?

Siguro yung battery life. If ure using it. Kapag rigid yung use mo in a day madali siyang maubos. So u bring your charger. Kapag walang charger, no other way to use it.

Blackberry is expensive but it's partly subsidized by the company. We have a cap. When u go beyond that cap. U pay for it ok naman siya. Ngayon kase marami ng promos yung unlimited data browsing, unlike before na umabot talaga ko ng 21,000 yata.

Nung sa inquirer kase nun sila tlg yung nagsa-subsidize. Walang cap. Pero 21000 lang. Pero mahal pa nun. Kase per kilobyte pa nun. Ngayon inayos naman na. Ngayon, average ko mga 4,000 a month. Ang cap lang kase namin, 3000 so mag-e-extra ka talaga.

Any other disadvantages?

Kapag meron kang blackberry, talagang you're compelled to send stories, even in the shower. Kase it's every mobile. Kapag nag-email sau, kailangan makita mo, masagot mo..

In general, how do you think cellphone has affected your work?

I was trained to write fast. Work fast using your mobile phone. Sanay nako ng typing. Pero usually kapag feature, kailangan naka laptop ako kase mahaba. Masakit sa mata. Ako kase I write better kapag madaling araw pero not necessarily dahil sa tool or gadget.

You don't have a dictionary. Hindi ko ina-activate yung dictionary ko sa blackberry so talagang minsan masa-sharpen din unlike kapag nka word ka, may green line, may red line, mapapansin mo. May nagko-correct na for you. Pero with blackberry, wala. So talagang mako-comple ka to read your story, to check if tama. Mas nagiging maingat ka.

So hindi na kayo mkakaalis ng bahay without your fone?

Oo naman. Babalik at babalika ako sa bahay kase my contacts are there. Hindi ko puwedeng mapalitan.

How often do you go dito sa office?

Depende na kase. Nung bagong upo si presidente, i covered the malacanang beat pa. 4 months dun araw-araw. Pero recently kase sobrang daming desk work, ang daming ginagawa so we choose na lang the coverage that we go to. Yung mga big stories na lang talaga. Yung iba naman kase hindi kaylangan na everyday.

Do u think at present, journalists are utilizing their cellphones fully?

Depende sa unit nila. Kase kung nka iphone sila pero hindi nila ginagamit so hindi nila nau-utilize. In general, feeling ko naman ngagamit naman. I know people who send their stories via text kapag walang wifi. The editors just complie it for them.

Recommendaton for those who have not been utilizing it fully?

No. Kase it's their choice naman e.

If you are to influence cellphone developers too develop one that's for journalists lang, what would be our suggestions?

I think they have already adapted some. Yung QWERTY, mas mabilis na yung trabaho kase isa-isa na lang. So less prone ka to typo error.

Pero kung may isa-suggest kang improvement?

More wifi. More affordable mobile phones with wifi kase hindi naman mayaman ang mga reporter para bumili ng mga mamahalin na fones, eh.

Factors that influenced your decision to use a cellphone for work po?

Automatic na kase, eh, it was imposed by the company. Kase yun yung nature namin news, eh, Understood na.

Twitter, call and text, push email, recorder, camera.. Other features po that you use for work?

Yung browser to check websites. And then recorder, using kapag tumatawag tsaka yung kapag interview na talaga.

Pano po kapag wala yung fone?

Mahirap kase hindi ko naman nilipat sa hardcopy yung sources. So kung may kailangan akong tawagan lahat nsa phone.. Tapos personally rin mahihirapan kang maging updated.

Interviewee: Erwin Aguilon | Radyo Inquirer

Gano na po kayo katagal dito?

Dito sa radyo Inquirer magwa-one month pa lang ako. Kalilipat ko lang from DWIZ.

Ilang phones po ginagamit niyo for work?

2 phones

What features of your cellphone helps you with your work as a radio reporter?

Wala naman masyado. Pantawag, text..Tsaka pang script. Internet din minsan because of twitter, facebook, yahoo, email.

Sa 10 years niyo na po sa industry, kelan po kau nag-start gumamit ng fone for work?

Simula pa lang kase kapag nagre-report ka sa labas, cellphone lang gagamitin mo.

Ano po yung naka influence sa inyo?

Kase high school pa lang may cellphone na pero noon kase parang luxury lang siya. Pero habang tumatagal, nasa media kna. Kailangan mo talaga. Kase 'pag nsa field kna, wala ka naman mgagamit na landline agad. Kase kapag sa radyo, kailangan mabilis. Magreport ka agad. Yung nangyare, dapat ire-report mo na agad sa cellphone mo. For communication tlaga.

Puwede niyo po ba i-describe yung normal routine niyo po as a radio reporter?

Kapag radio reporter, ang general assignment dati kase sa police ako, so nagte-text , nag-iikot ng stations. Ngayon pang-umaga nko, 4 to 12, so covering entire city of manila lang. DOJ, DOH DOLE, DPWH.. So aun, nag-iikot-ikot din, nagtatawag, nagte-text, email. Ayan..

So talagang automatic na nakita niyong necessary siya sa profession niyo?

Oo. Tsaka minsan kase eto gamit namin, yung 2 way radio pero minsan kase walang signal, so cellphone lang talaga. Tsaka para mas malinaw din kase minsan magulo yung signal ng radyo, eh. So malinaw talaga yung cellphone.

So na-witness niyo po yung transition kase mejo matagal na po kayo sa industry..nung hindi pa ganun ka high-tech.. So sa tingin niyo po, ano po yung advantages na nabigay ng cellphone sa work?

Yung advantage kase, nung date pantext at pantawag lang talaga siya, tsaka konti lang yung character nung dating cellphjone. Ngayon habang tumatagal, puwede ka ng mag script ng mas marami. Tapos minsan yung script mo ifo-forward mo sa writer. Kase minsan hindi nila maintihindihan, ano ba yung sinabi sa report.. So ifo-forward ko. Kapag nsa field ka, ite-text mo lang, so ok na. Kung hindi mainit, ite-text mo sila.

Ngayon may wifi na, halimbawa nsa labas ka tapos wala kang dalang laptop, magcheck ka ng background nung storya mo or nung source mo..More on research din. Tsaka recorder ginagamit ko un.

Nagamit niyo po ba yung camera for work?

Hindi. Pesonal use lang yun.

How about the disadvantages?

Kapag minsan kase kapag nsa coverage ka, may tumatawag, may nagte-text. Yung mga hindi na work-related, so parang nadi-disturb ka.

Pano niyo po ina-address un?

Wala lang ini-ignore ko lang. Pero minsan ini-offline ko siya para walang mkatawag.

How about the costs po?

Merong naman kaseng allowance yung company pero nag-e-exceed pa rin. Malaki rin.

So in general, pano naapektuhan ng cellphone yung profession niyo?

Mas gumada, mas magaan siya. Hihingi ka ng advisory sa desk mo through text lang. Tapos exchange of communication di sa ibang reporter, "anoong alita mo jan.." tapos email na lang sau..

Sir, gano kadalas yung paggawa niyo ng script sa fone?

Halos madalas. Kase minsan nakakatamad mag laptop so madalas.

Hindi naman po kayo nahihirapan kase maliit lang yung screen?

Hindi naman. Sanay na. Tsaka nagno-notes din ako diyan sa cellphone. Kapag may interviews.

For transmission naman po, nagagamit po ba ang cellphone?

Oo. Email or text. Dati nag-print ako. Same lang naman yung gamit ng cellphone.

Anything u would like to add po of the uses of cellphone in data gathering, production and transmission?

Yung Internet. Kase yung ibang gov't offices, yung website nila , nagpo-post sila ng press release dun.

Sa tingin niyo po, pano mau-utilize ang cellphone ngayon para sa profession?

Actually, nama-maximize naman siya tla, e. Kase yung iba yung mga tga tv gumagamit sila ng cellphone for video, so nama-maximize naman. Sa radyo lang hindi kailangan lahat ng features gamitin.

Any suggestion or recommendations for phone developers?

Merong sa sending sa text, kapagka medyo mahaba na iyong ginawa mong sa notes niya, papasok siya as multimedia. So hindi siya natatanggap ng ordinary fone lang. So yun lang.

Interviewee: Glen Juego | DZBB Reporter

Can u describe po iyong nature ng work niyo as a radio journalist?

Basically, pagkakuha mo ng info, ibabato mo kagad siya. Ire-report mo kagad siya on air. Hindi na siya pinapag-mamaya pa kung nangyare na ngayon, kailangan i-report mo na siya agad. Mas mabilis siya kumpara sa TV and print na marami pang preparations.

Ang unit ko is nokia e53(script) and n95 (video and images)

Kelan po kau nag start na gamitin yung cellphone for work?

For work, since nag start talaga ko. I started as a news writer, then ginagamit ko na din siya pang text sa pulitiko. Nagga-gather nko ng info nun so 5 years.

Ano po yung features ng cellphone ang nagagamit niyo for data gathering lang po?

Notepad, syempre yung Internet--basically dun ka magve-verify ng example, spelling. Kailangan un. At siyempre yung background ng story mo para ma-complete kase yung story, kailangan meron kang background. Ichi-check mo yun. You can google it and then you'll go from there.

Recorder din although may in-issue din yung company na recorder for that pero usually ginagamit namin cellphone na rin, eh. Camera. Isa sa mga kailangan-kailangan yan, eh. 5Mp yung gamit ko.

Sa production po ng news?

Mas madali siyang gamitin hindi kagaya nila. Mas mabilis. Kase eto talaga yung ginagamit ko kase dito ako komportable. Mas mabilis kang gumawa ng script mo..

Tina-transmit niyo po ba yung script niyo? Sini-send niyo pa sa editor?

Hinde na. Ini-air ko na agad un. Sini-send ko na lang siya sa news writer. Para kakapag nagkaron ng news cast, mamayang 12 o' clock, hindi na siya mahirapan sa kapaggawa ng script. So kokopyahin na lang niya yung script ko. Kase ginagawa ng newswriters pinapakinggan lang yung report ko, eh. Siya yung pinagbabatayan ng isusulat nila for news cast. Iyong mga na-gather na info ng mga radio reporters. Ine-edit na lang nila pa gmejo mahaba, gagawin nilang mas concise.

Ano iyong mga factors na nka-influence sa inyo sa paggamit niyo ng cellphone for work?

It makes life easier talaga. Ang paggamit ng cellphone ay napaka-helpful naman talaga. Alam mo, lalo na sa radio, sabi ko nga sayo, pabilisan dito. So number 1 nagagamit ko siya, napakabilis para mag-gather ka ng infos kase you just have to call this source person, may news ka na. If

you have to confirm or validate or verify the news, isang tawag lang, ganun kabilis. So pagkanagerify mo na siya puwede mo na siya kagad i-report kahit hindi ka pa pmupunta dun sa scene.

Pero pumupunta pa rin po kayo?

Pupunta ka pa rin. Pero syempre nga, sa radio, keylangan mabilis ka. Ahindiyan na iyong salitang "scoopan" so kailangan kapag na-confirm mo na, meron knang na-quote na tao report mo na agad. Sabihin ko nlang siguro abangan mo na lang yung mga follow-up report, babalikan kita, basta ang mahalaga, nai-breaking news mo na.

Sir, any disadvantages po?

Gastos lang. I think post paid and prepaid parehas magastos e. Tatantsahin mo lang kung ano yung sa tingin mo ay mas mkakatipid ka. Sa ngayon, I'm using prepaid lang ako ngayon. Eh. The company only issued us cellphone lang pwero yung load, yung allowance wala so mamimili k lang kung san yung mas komportable ka, kumbaga kung san iyong magagamit mo. Ako I'm using unlimited alwasys so kase nkakatulong talaga siya.

Any issues aside from the cost?

Wala naman masyado. Iyong battery issue yan kapag mahaba yung coverage kase kailangan na cellphone mo talaga yung matibay. Eto fully charged palagi. You just have to use the mas ok na unit naman.

In general pano po nakakatulong?

Mas nagiging accurate yung balita mo eh. Kase nga hindi kna mahihirapan na i-validate pa yung info mo na pupuntahan mo pa siya kailangan m pa siyang kontakin face-to-face. Kahit through text lang, kahit tawagan mo lang siya. Para sa'kin accuracy talaga, eh.

Kung mkakainfluence po kayo ng fone developer, ano po yung mga isa-suggest niyo sa paggawang fone for journalists?

Siguro, ilibre na nila yung internet, haha. Kase napaka mahal, eh. Pero kung sa mga features, maganda na kase yung mga cellphone ngayon, eh. Wala na'kong maisip na mas ok pa. Sa videos nalang cguro, wag na nilang ikapagkait yung mgandang quality ng camera nila, para mas magandang tignan.

Isa pa plang problema yung kapag marami na siyang laman, yung space, kase kapagka syempre, reporter ka, kailangan mo i-save yung mga documents mo. Para kakapag binalikan ka, may back-up ka. Hindi ko na ma-save lahat kase nga i have problems with space. Hindi ko na nata-transfer sa laptop, eh. Tumatagal siya sa'ken ng 1 week. Depende ha sa laki ng balita. Kung sa tingin mo mejo sensitive iyong issue, kailangan itago mo un. Pipiliin mo rin.

Tingin niyo ba nau-utilize na lahat ng uses ng cellphone? Lahat ng capacity niya as a tool for journalists?

Yes

Interviewee: Jason Domantay | Yahoo Southeast Asia

Can you describe your work as a reporter for yahoo?

Basically I'm on general assignments so I cover anything from hard news, to business stories to tech and even lifestyle. Mostly I do videos. I write stories but more often than not I do video features for yahoo. I've been working for yahoo for a year. I've been with abs-cbn for 9 years. I worked with abc 5 first for a year then i moved to studio 23. I was a writer in abc 5 before i became a journalist for studio 23.

Did you use your cellphone right away for your work?

Yes. I remember it's a Siemens phone. When i was in studio 23 i needed to use my fone to coordinate, to talk to my interviewees, coordinate with them and also to coordinate with my production team. So it was so crucial for use because I'm on field, I'm not on the office all the time so people from the office, get in touch with me through my mobile fone. And also, if ever i'm on the field, and I don't have access to the internet, there are times when i call the desk and i relay to them my script, and they put it in the computer so they can proceed with editing and stuff. Dini-dictate ko iyong script pati kung anong video ang kaylangan.

Right now, i'm using a blackberry torch.

How does your blackberry help u with data gathering?

I use it to call and text. I use it for phone interview. Also, i use it to record my interviews. (had me listen to a recorded interview)

Surf the web, pero hindi masiyado malakas yung internet connection. When I'm on the net, I check the background of the source. I use it to tweet my stories after siya lumabaas. I tweet,i post it on fb, I email my friends.

How about its uses for production?

Iyong coordination with my production siguro.

Do you write your stories using your fone?

Not so much. I use my laptop for that. Actually, it's my good old notebook. I can't leave the house without my notebook. Cellphone is just a secondary tool for writing for me.

How do u think your cellphone has affected your style and performance as a journalist?

Not so much. For a journalist, these are just tools. And at the end of the day, it depends on you, you can use the landline, internet. All you need is a recorder or video cam, they're just tools. And for me, it doesn't affect me as a journalist much. I can use another fone, not a blackberry but I'd still be a journalist.

Any problems or issues encountered in using a phone for work?

No. It was bulky in the past but not anymore. Connection yes, with nokia.

What do you think influenced you in adopting a cellphone for work?

Necessary tool siya e.

In general, how do you think the cellphone has affected your style and performance as a journalist?

I can get in otuch with my interviewees, I can call them. I can record with it. So when worse comes to worse, and i don't have a recorder by my side, then I use this to record my interviews.

Interviewee: Krizza del Valle | Radyo Inquirer

News Writer for DZIQ

Ms. Krizza, ano pong cellphone ang ginagamit niyo for work and the features very helpful to you?

Samsung. Features used: Email, Chat, messaging, calls.

Kelan po kayo nag start gumamit ng cellphone for work?

Nung kapagpasok ko pa lang. Kailangan, eh.

Pano nakatulong sa inyo yung cellphone for data gathering?

For updates. Kung kailangan mo kumuha ng updates. Hindi mo na kailangan tumwag, puwede mong i-email na lang or text message. In any moment na kailangan mo kumuha ng data,diretso mo na makukuha. Tapos for sources, I can call them.

Minsan nakakapag record din, like conversations na kailangan mo ng proof, nagagamit ko yung recorder ko sa fone.

In news writing po?

Hindi na kase computer iyong ginagamit namin. Pero kung nsa labas ako, oo. Madalas kase sa loob e.

Transmission:

Ginagamit kapag kailangan ng updates.

What do you consider are the disadvantages?

I think wala naman.

Email Interviews:

Interviewee: Jose Maria M. Villarama II (a.k.a. Joey Villarama)

TV5 Desk Editor/Correspondent/Radio Anchor

What are your tasks and responsibilities?

As a desk editor, I deploy reporters to cover stories, give them guidance and instructions on what angles to pursue, edit their scripts before turning them over to newscast producers, pitch stories to be pursued by reporter, supervise and make sure that all scripts and requirements to the newscast I am assigned to are complete in time for airing, etc

What is your regular work schedule?

On paper, my schedule is from Monday to Friday, 6AM-2PM. But I usually go home at 6PM, as soon as the primetime newscast airs.

What cellphone do you use for work? Please also state your line and network (e.g Postpaid-Globe).

For work, I have been assigned a postpaid Smart line. I have a personal postppaid Globe line as well.

When did you start using a cellphone for work? What factors affected your usage of cellphone for work?

I have had a cellphone since I started working in 2000. Cellphones are more convenient and are a faster way of communicating way with people, especially for media people who are always in the field or who need to get in touch with contacts and resource persons from the private sector and government.

What is the significance of your cellphone to your work as a journalist? What are its impacts? How does your cellphone affect the way you work?

A cellphone is important in my work as a journalist. Through it, I am able to send bits of information, news summaries and even full scripts to the news desk, especially when internet connection is not possible. It has made work faster. The addition of cameras on cellphones has also made the sending of pictures and video, albeit crude and not for broadcast quality, possible, especially during breaking or developing stories. Nowadays, too, cellphones are equipped with web browsers so one can easily upload or download data, whenever, wherever.

Do you experience or see any problems or disadvantages of using a cellphone for work? If yes, what are those issues and how do you deal with them?

Problems usually arise where there is no network signal. That's why I have at least 2 lines from 2 different networks so I can easily be contacted. Otherwise, there aren't really any disadvantages in using a cellphone.

Do you think cellphones are being fully utilized by journalists today? Kindly explain.

Most journalists, especially those belonging to the older generation, do not fully utilize the benefits of having and using a cellphone. Most of the time, they only use it to make calls, and not to send SMS. But the younger set of journalists have learned to fully utilize the power of cellphones and exploit the modern features that cellphone manufacturers and service providers are offering. I believe cellphones (in particular, smartphones) will revolutionize the way news is gathered, especially in the area of speed (and hopefully, accuracy).

Interviewee: Kate Pedroso

Research Section Head Philippine Daily Inquirer

Cellphone : Nokia E71

What features of your fone do you use?

Call, text, internet

When and how were you introduced to the idea of using a cellphone for your work? What factors influenced you back then to use your fone for your work?

I've been a cell phone user since high school. I got my first cell phone in 1999 and have been using one ever since, so it seemed very natural and logical to me that I carry my cell phone into the work place. At the time I entered the work force (2005), everyone was using cell phones already anyway so it was easy. At the time I was an Editorial Assistant for the Inquirer's Metro Section, and I used my phone to get in touch with the reporters.

What are the uses of cellphone in your work? What are the advantages you get from using it. (Please explain the phone feature first.)

For work the features I use fully are the call and text features. I use them to contact my immediate work mates, my boss and my sources. Very useful, since I'm in a deskbound job and don't have much time to go around and actually interview people face-to-face, doing interviews over cell phone is very convenient.

Are there disadvantages of using a cellphone for work? What are these disadvantages and how do you deal with it?

Of course, the inherent disadvantage of text messaging is when the other party doesn't receive it immediately (walang signal, naka-silent, naiwan ang phone) then there's a possible problem, especially if the message is urgent. It also goes the other way -- a problem also arises if I don't receive an urgent message immediately. Or if there's a misunderstanding over text (hindi naintindihan ng kausap mo ang sinabi mo/hindi mo maintindihan ang sinasabi ng kausap mo). Usually I deal with a problem caused by text messaging via a clarificatory phone call -- using my cell phone din, so I use my cell phone's other features to address problems caused by another feature. hehe.

How does a cellphone affect the data/news gathering stage of news?

I think it aids it. It functions as a tool for communicating with sources and with editors.

How does a cellphone affect the production/writing of news?

A lot of times some sources prefer texting in their quotes instead of granting interviews over the phone due to time constraints. This is actually easier and more accurate -- you don't have to transcribe the interview, plus you get to keep a record that this source gave this exact quote.

How does a cellphone affect the transmission/submission/distribution of news?

I think it aids it as well. Inquirer has a Mobile Alerts feature where users can subscribe to Breaking News updates received via SMS. As researchers we don't usually use cell phones to transmit data, but I know reporters use theirs to submit stories even.

In general, how do you think the cellphone has affected your style of work and performance?

I think it's an essential tool to today's journalists. I can't imagine a work day without it.

Do you think cellphones are being utilized fully by journalists today? If not, how do you think can they utilize it fully?

I think today's journalists are constantly finding ways to maximize the use of gadgets to improve their work. In my opinion, we are using it the best way we know how, though I am open to exploring new ways to add to my productivity aided by my cell phone.

What recommendations can you give those who have not yet decided to use cellphones for work or those who have not been utilizing it fully?

In this current media landscape, you're surely going to be left behind if you don't use your cell phone, in my opinion, though I assume those who have yet to own cell phones may have their own reasons (financial mainly, I suppose. Plus those in far-flung areas where there is no cell phone signal?).

Interviewee: Gerard Payumo Garcia
TV5 Junior Correspondent/Reporter

What are your tasks and responsibilities?

I cover, write and report news stories for tv5 news and information department and sometimes for its other media platforms- radyo singko, aksyontv and interaksyon.

What is your regular work schedule?

Sunday to thursday 7am-3pm

What cellphone do you use for work? Please also state your line and network (e.g postpaid-globe). Who pays for your cellphone bills (work-related usage)?

I'm using a blackberry bold 9700. Smart postpaid. It's a company phone so the company pays for it.

When did you start using a cellphone for work? What factors affected your usage of cellphone for work?

I started using it last November 2010. Factors? - The work nature itself and some uncontrollable factors like low signal, out of coverage areas affect my usage of my phone.

What is the significance of your cellphone to your work as a journalist? What are its impacts? How does your cellphone affect the way you work?

It's very dependable especially if you're using a smart phone. I can easily browse the web for some research for my story. Believe it or not, twitter and fb apps on my bb update me on what is happening in the environment and what are the possible stories to cover.

I am also doing my script in phone then i can email it easily. It also becomes an instant notebook because this is where i jot down notes.

I also used my phone to interview a certain subject. TV cameras are not allowed on that place so i used my phone to cover. Luckily, i finished my assignment with flying colors. Exclusive, it is. Haha ☺

Do you experience or see any problems or disadvantages of using a cellphone for work? If yes, what are those issues and how do you deal with them?

Yes, sometimes I can't even focus on coverage because I was too busy browsing it. And sometimes I depend on it too much that I forgot that it's only an electronic gadget and when the battery is low, it shuts down. So if i'm not bringing a charger- i can't anymore access my notes. It also "hangs" just when you need it the most.

Do you think cellphones are being fully utilized by journalists today? Kindly explain.

Yes. Aside from pen and paper, cellphones are tools that a journalist must have nowadays. They are fully utilized, and sometimes, “abused”. Without a cellphone, a journalist feels naked. Its video and photo features can be used to capture events in situations TV cameras are not allowed in certain coverage.

Do you have any recommendations on how to fully utilize the capabilities of a cellphone as a tool for journalists?

Explore the features of your cellphones. You might learn there something that you can use on your job. Be gentle. Don’t abuse it. And practice to back up your files all the time. So when the time your gadget shuts down, at least you have all your files secured. Maximize its usage to make your work a little lighter.

Interviewee: Gary Ryan Ang | TV5 Reporter

What are your tasks and responsibilities?

To gather and deliver news as it is, without bias and fabricated information ..

What is your regular work schedule?

6pm- 2am and sometimes extended till 10 am

What cellphone do you use for work? Please also state your line and network (e.g Postpaid-Globe).

Smart line provided by the company

When did you start using a cellphone for work? What factors affected your usage of cellphone for work?

It is very essential because this is our medium in gathering information. . .reaching our assets. . and way of sending information and scripts . .

Blackberry phones are very useful for us because we can communicate easily with the use of blackberry messenger

What is the significance of your cellphone to your work as a journalist? What are its impacts?

How does your cellphone affect the way you work?

It is our means of gathering information from asset, sending scripts and a way of reaching our fellow media men.

We can also search information over the internet . . Which we can use as inputs in our reports

If ever our celphone goes lowbatt we're doomed . . or if we reached our limit and don't have any load it can affect our performance because we can't reach our assets

Do you experience or see any problems or disadvantages of using a cellphone for work? If yes, what are those issues and how do you deal with them?

Only advantages . . so far . . I haven’t encounterd any problems. . Just the lowbatt issue.

Do you think cellphones are being fully utilized by journalists today? Kindly explain.

Yes. . It is the means of communicating. . Nowadays, landlines are not used anymore. . text messaging is more convenient .. And less costly.

Interviewee: Jeffrey Tiangco

Philippine Journalist Inc (Journal Group) - Reporter

What are your tasks and responsibilities?

As a journalist or news reporter/writer is one who either report/write the events/news that has taken place or unfolding right before his eyes or as what was related to him by witnesses and other sources which were verified and counter check for accuracy and truthfulness.

My current beat assignments are the education sector, PCGG and the other gov't and non-government agencies in Ortigas area as well as the WB and ADB. I cover the beat assignments and write the news

What is your work schedule?

My work schedule usually start when i woke up in the morning monitoring the news and usually ends before i go to bed

What cellphone do you use for work? Please also state your line and network (e.g Postpaid-Globe). Who pays for your cellphone bills (work-related usage)?

My own cellphone and i pay for my all work related phone bills - smart and globe (postpaid and prepaid)

When did you start using a cellphone for work? What factors affected your usage of cellphone for work?

I've been using my cellphone for work since the late 90's and I would say that mobile phone has facilitated the fast and easy way of communication

What is the significance of your cellphone to your work as a journalist? What are its impacts? How does your cellphone affect the way you work?

Cellphone is now part of my tool for the daily coverage as this help me to get in touch with people, government officials, contacts, sources and others to get reaction, check and verify information among others. Cellphones is a great and powerful took for communications as it facilitated the easy and fastest way for communication.

Do you experience or see any problems or disadvantages of using a cellphone for work? If yes, what are those issues and how do you deal with them?

The disadvantage if you can call it that way is when you keep receiving calls or text messages while you're rushing to beat the deadline to submit your story

Do you think cellphones are being fully utilized by journalists today? Kindly explain.

As far as sending messages and use for calls i think cellphones are fully utilize with regards to other feature i think there's a lot more to learn

Do you have any recommendations on how to fully utilize the capabilities of a cellphone as a tool for journalists?

Maybe training or seminar from the experts on how to fully use the cps will help.

JOURNALISTS' ADOPTION AND USE OF MOBILE PHONE TECHNOLOGY QUESTIONNAIRE

.....

Name:		
Age:		

Sex: Male Female

Status: Single
 Married w/o children
 Married with children
 Separated/Widow

Educational Attainment:

- College Graduate
 College Undergraduate
 High School Graduate
 High School Undergraduate
 Other (pls. Specify): _____

Occupation (e.g. Beat Reporter):	
Years of working in the Media:	

Category of Work:

- Print
 Online
 TV
 Radio
 Other (Pls. Specify): _____

Are you working freelance or regular?

- Freelance/Part-time
 Regular Employee
 Other (Pls. Specify): _____

What kind of shift do you have?

- Morning (6am-2pm)
 Midshift (2pm-10pm)
 Night (11pm- 7am)
 On call

Other (Pls. Specify): _____

Monthly Income:	
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Years of using a mobile phone for work:	
Brand and model of Mobile Phone:	

Mobile Plan Type:

- Pre paid Post paid

How long have you been using a mobile phone before you used it for work?

What are the important tasks that you perform with your mobile phone?

Hours of Mobile Phone use a day:	
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Cell phone/Mobile Phone Network Operator:

- Globe Smart
 Red Mobile Touch Mobile
 Sun Cellular Talk and Text
 Other (Pls. Specify): _____

Please state briefly the reason for choosing this provider (e.g.: Unlimited Calls/Texts Feature)

Who pays for your mobile phone services?

- Myself Family
 Company (Communication Allowance)
 Other (pls. Specify): _____

Language used in sharing information using mobile phone:

- English Filipino
 Taglish

Other (Pls. Specify): _____

Do you own other technology gadgets?

YES NO

If YES, please check the items that you have:

- Laptop/notebook
- I Pad
- IPod
- MP3 Player
- Other (Pls. specify): _____
- Digital Camera
- Video Camera
- PSP (Play station)
- Tablet

Please indicate how often you use the following mobile phone features. Check the corresponding answer.

- X -Never/NA
- <M -Less than once a month
- M -Monthly
- W -Weekly
- D -Daily

WHAT KIND OF A MOBILE PHONE ADOPTER ARE YOU?

- INNOVATOR - 'TECHIE'**; I take a central interest in technology including mobile phones and I pursue new technology as soon as it appears in the market, no matter what the function is.
- EARLY ADOPTER - 'VISIONARY'**; I blend my interest in technology with a concern for significant professional problems and tasks. I am not a tech-savvy person but I love exploiting new capabilities.
- EARLY MAJORITY - 'PRAGMATIST'**; I am comfortable with technology in general, but my focus is on myself, as a user to whom I believe the success of the technology depends on.
- LATE MAJORITY - 'SKEPTIC'**; I am less comfortable with technology and just like the early majority, I believe its success depends heavily on the user.
- LAGGARD** - I am not interested in new technology and I only buy technology products only when it comes with other products.

Feature	X	<M	M	W	D
Alarm					
Browse the internet					
Bluetooth					
Calculator					
Calendar					
Camera					
Currency Converter					
SMS or text messaging					
E-mail					
FM Radio					
Games					
MP3 (Listen to Music)					
Phone Book					
Photo Album/Gallery					
Picture Messaging or MMS					
Predictive Text (dictionary)					
Profiles					
Set Reminders					
Stopwatch					
Video Capture					
Video Player					
Voice dialling (Calling)					
Voice Recorder					
Other (Pls. Specify)					

The following factors determine the adoption of mobile phones for work. Please mark your answers with a check (✓). Do not answer if not applicable (NA).

SA : Strongly Agree A: Agree N: Neutral D: Disagree SD: Strongly Disagree

	SA	A	N	D	SD
SOCIAL INFLUENCE - the social pressure exerted on the individual by the opinions of other individuals or groups.					
1. People who are important to me thought that I should use a mobile phone for my work.					
2. People who influence my behavior thought that I should use a mobile phone for my work.					
3. People whose opinions I value thought that I should use a mobile phone for my work.					
4. The media and advertising through its reports, articles and advertisements influenced me to use a mobile phone for my work.					
PERCEIVED EASE OF USE -the belief that using a technology may or may not require too much effort.					
5. I believed that using my mobile phone for my work as a journalist would be effortless.					
6. I expected that it would be easy for me to become skillful at using a mobile phone for my work.					
PERCEIVED USEFULNESS - the belief that using a technology will provide benefits helpful for a journalist.					
7. I believed that there were many benefits from using a mobile phone for my work.					
8. I believed that using a mobile phone could help improve my performance as a journalist.					
9. I believed that a mobile phone could make me become an efficient journalist by saving costs and time.					
10. I believed that using a mobile phone would help me perform many tasks more conveniently.					
FACILITATING CONDITIONS - system factors such as security, reliability, web connectivity.					
11. As a journalist, I believed a mobile phone could help me become more secure by knowing that I can get in touch with anyone in case I need help.					
12. As a journalist, I believed that a mobile phone is very reliable.					
13. As a journalist, I believed that a mobile phone is very handy especially when I need web/internet connectivity.					
PERSONAL – personal preference and user's belief about the benefit of the technology					
14. I preferred to adopt a mobile phone for my work as a journalist because I knew it could give me a relative advantage compared to those who don't.					
15. I believed that a mobile phone was very compatible to my work as a journalist.					
16. I have observed how a mobile phone could be very useful to my work which was why I adopted it myself.					
17. I believed that a mobile phone would offer a good value for money.					
18. I believed that I would be able to use my phone anytime, anywhere.					
19. I found using a mobile phone to be accessible and portable.					