

INTERNATIONAL JOURNAL OF LAW,
GOVERNMENT AND COMMUNICATION
(IJLGC)www.ijlgc.comUSING LIVE BROADCASTING ON FACEBOOK AMONG
JORDANIAN JOURNALISTSOmar Abdallah Alzoubi^{1*}¹ Master of Science (Multimedia Journalism). School of Multimedia Technology and Communication at University Utara Malaysia

Email: Mralzby36@gmail.com

* Corresponding Author

Article Info:**Article history:**

Received date: 16.10.2022

Revised date: 07.11.2022

Accepted date: 22.12.2022

Published date: 31.12.2022

To cite this document:Alzoubi, O. A. (2022). Using Live Broadcasting on Facebook among Jordanian Journalists. *International Journal of Law, Government and Communication*, 7 (30), 182-191.

DOI: 10.35631/IJLGC.730014.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

Journalists' use of live broadcasting on social media platforms has become popular to share news and discuss it with followers. This study aimed to know what the gratifications achieved from the use of the live broadcast feature on Facebook among Jordanian journalists and what are the most posts of journalists in the live broadcast via Facebook, which received great interaction from their viewers. To achieve the study objectives, descriptive research has used by electronic questionnaire. The study sample consisted of (114) journalists using live broadcasting, selected purposely. The results of the study revealed that the use of live broadcasting significantly contributed to increasing journalist skills. On the other hand, Live broadcasting which broadcasts exclusive news ranked first for the most viewed posts.

Keywords:

Journalists - Facebook- Live Broadcasting- Jordan

Introduction

Social media is an important tool among people (Al Fedawi, 2022). These platforms are receiving great attention, and many considered them to contribute significantly to making people relate to them more than their association with sitting in front of the screen. Social media platforms' emergence provided journalists and media organizations with new channels to communicate and keep in touch with the public (Janevski, 2012). It simultaneously affords two-way communication between the sender and receiver. Through the use of social media platforms, journalists and media organizations have an opportunity to quickly and easily reach the public (Apablaza-Campos, 2018). As never before, building public databases has also become an easy task. Furthermore, audiovisual media audiences are no longer limited to

television, it also includes the users of smartphone devices that offer several advanced features. Thus, there is a need for journalists and media organizations to consider users of those devices (América, 2016)

Nowadays, journalists' presence on social media platforms is no less important than their presence at their offices or news locations, as this is due to the audiences' increased usage of these platforms (Al Ramahi, 2018). In the same way, most journalists now prefer to reach out to the public and spread exclusive news through their personal or official accounts on social media (Rugg & Burroughs, 2016). Among these platforms, there is Facebook which is considered an important social media tool used recently and mainly by journalists to spread the news. It is no longer as before to communicate and keep in touch using SMS or MMS. It can be said that the invention of Facebook, and similar apps, has made a shift in the world of communication. It made the world a small village, through which people can communicate, express their thoughts and share the moment using live chats and streaming. This feature has opened the door to spreading news directly around the globe with just one click. Thus, Facebook is becoming day by day an effective and influential means in humans' daily life, especially in light of the efforts of its developers to keep pace with the needs of the time, and then to be the most popular social media platform (Vega, 2015). Recently, Live Facebook Feed has received a lot of attention from followers and journalists. This feature has widespread usage because it has helped every user to easily and directly make the news and be a source of news or be a reporter capturing what is happening on the ground, regardless of the place or setting she/he is in. Furthermore, it caused the appearance of new figures, who would not be able to be famous without this platform.

Several social media platforms, like Facebook, are also used by journalists to share their news stories (Al-Rawi, 2016; Zelenkauskaitė & Albright, 2021). Because the millennial demographic is on Facebook Live, major TV networks and local station news departments are employing it more often. Facebook Live serves as the "transmitter" for independent and freelance journalists, enabling them to compete for viewers without having to spend millions of dollars on technical infrastructure. Covering a "live" event properly requires practice, just like any other ability. Naturally, the first efforts will be difficult. However, you may start acquiring the essential skills over time (New York Film Academy, 2016).

There are many journalists in Arab countries who prefer to stay on traditional journalistic work to publish news stories (Hamdy, 2017), and there are journalists who are looking to develop their technical skills in order to adapt to the technological revolution and maintain their work in the journalistic labor market (Örnebring, 2010; Galily, 2018). Statistics indicate that there are approximately 10 million accounts on five social media platforms for Jordan, whose population reached 11 million in mid-2021. The Facebook application was the most popular with 46% and nearly 5 million accounts, according to statistics (Hootsuite, 2020). Many Jordanian journalists seek to keep pace with developments, by exploiting and employing technological tools to improve journalistic content. Since the advent of the live broadcast feature on Facebook, Jordanian journalists have started using it to keep in touch with their followers. With the development of smartphones, the use of the live broadcast feature has become easier and better for journalists, within seconds you can be on the air with followers without photographers, a montage room, and other tools (Al Bawaba, 2021). Today, Jordanian journalists use the live broadcast feature on Facebook more than before. Looking at a report by

the media commission (2020) noted that the number of followers of the live broadcast of Jordanian journalists is classified as one of the most viewed videos on social media platforms.

Ikonen (2017) study included a sample of editors and journalists selected from various media organizations, and found that "journalists, editors and news producers lack the knowledge tools to deal with new ethical dilemmas upon addressing digital and social media platforms in their journalistic work, things that are not addressed in current codes and professional conduct codes." To the researcher's limited knowledge, this study is the first of its kind to focus on journalists' use of Facebook Live in Jordan. Similar studies are limited to some developed countries, such as (Apablaza-Campos, 2018) Spain; (Rodriguez, 2017) in the United States, addressing the journalists' use of live broadcast features. Therefore, there is a need for further studies addressing journalists' use of Social Media tools in general (Apablaza-Campos, 2018).

Accordingly, this study is one of the few that focuses on journalists' use of the live-streaming feature on Facebook and therefore has positive points in practice, for journalists, to increase their knowledge of the features of live - streaming for journalists and how to make better use of this feature for what serves their journalism work. It also has a scientific aspect where this paper could be a way for future researchers to benefit from the results. In addition, the results of the study could help decision-makers develop content on social media platforms. this study aimed to answer those two questions What are the gratifications achieved from the use of the live broadcast feature on Facebook among Jordanian journalists? What are the most posts of journalists in the live broadcast via Facebook, which received great interaction from their viewers?

The Performance of The Journalist on Facebook

Nowadays, the majority of people are getting their news from Facebook compared with the early tools of searching for news. However, not all Facebook users are only looking for news, as they may use it to engage and communicate with other users; share their beliefs thoughts, and feelings; express their ideas; post moments; or even market their products (Shu et al., 2017). According to a survey by Pew Research Center (2013), 78% of news resource followers prefer to have access to news via Facebook. One of the respondents reported that Facebook was his only source to know what is happening in the world due to the variety of its sources of information (Mitchell, 2013). Rauchfleisch et al (2017) reported that people started to move away from visiting newspapers' websites to gather news, but rather they prefer now to follow social media platforms. Undoubtedly, social media use affected people's reading habits. In other words, users of social media pages do not have to visit the library to read a book or to go to a store to find a newspaper because they can easily have access to this newspaper or library in one click (Kapoor et al., 2017). In sum, most journalists and newspaper agencies sought to post the news in the settings people are really in. Facebook represents the most important platform to reach people all over the globe regardless of their backgrounds, nationalities, or place. Thus, we find now that every newspaper agency or journal attempts to have new subscribers and followers to ensure that their news reaches more users and the be the first thing users see upon opening their homepages on Facebook (Vrontis et al., 2021) No doubt that Facebook has changed the journalist's job and the role of journalism in society upside down, but surely not all these changes were fully positive. The emergence of fake news or misleading information, such as including inaccurate information or addresses used to cause deception, has recently become popular on Facebook and started to reduce its importance as a source of news (Li et al., 2020).

Due to the huge number of its users, misleading information and fake news on Facebook can be spread out quickly. Most users, in their turn, would believe such information and news due to the lack of reliable sources. Therefore, Facebook app developers started to take strict procedures against the fake accounts spreading such news, and on the other hand to authenticate the accounts of journalists publishing accurate and realistic information and news. Mullin & Mantzaris (2016) in their report found that Facebook has a plan against fake news posted on social media sites by activating third-party fact-checkers to review stories using a specific code of principles developed by the International Fact-Checking Network. In case of finding any violation of community standards or any fake account, the story or post will be classified as fake, and those accounts will be banned from using the advertising services on Facebook.

Journalist's Reliance on Facebook Live Streaming

providing a Live Streaming service on Facebook has also led to the transfer of traditional ways of publishing news and videos into live streaming and easy access to articles, leading therefore to attracting more followers. Journalists' ability to live-stream news has aroused followers' attention and caused them to interact directly with the journalists. Journalists can now give their followers a chance to see what is behind the scene and establish a reliable relationship with them (Zelenkauskaitė & Albright, 2021). Since the Live Streaming service allows the followers to interact immediately with news content, Journalists need to have adequate communication skills so that they may attract new followers and subscribers. Therefore, Live Streaming has become a necessary service of daily use, whether by reporters to capture events and news, or by followers to gather information and be aware of what happens in the world (Rauchfleisch et al., 2017).

Since there is no need for journalists to edit the video after being captured by only a smartphone, Facebook Live is considered an inexpensive and fast way to reach a variety of audiences. Mullin & Mantzaris (2016) reported that a wide range of audiences can be reached using Facebook Live because Facebook's news feed algorithm tends to highlight live streaming more than other types of posts. He also noted that Facebook Live represents a useful tool for traditional print journalists who want to integrate multimedia but are not accustomed to broadcasting news. Journalists' conception of Facebook Live is different from their conception of TV broadcasting. Chris Cox, a content maker on Facebook said That it is not fair to compare Facebook Live and traditional broadcasting via TVs because Facebook lives' video quality and small screen size can't be compared to traditional broadcasting. However, Facebook Live has become today much easier than broadcasting via TV. Thus, some of the most popular journals and newspapers around the world (e.g., The Daily Beast) started training their writers and editors on the use of their smartphones to stream live upon being in the field covering an event. Additionally, most journalists may face some difficulties upon using Facebook Live, because it requires a fast and stable internet connection, especially in areas of poor signal. It is also hard to follow and respond to all comments received during live broadcasting (Wang, 2016).

Method

The researcher will rely on the uses and gratifications theory, The Theory was first proposed by Katz (1959), and began as a media theory, which is a theoretical framework for analyzing why and how individuals use social media to meet specific needs. However, The Uses and Gratifications Theory enable academics to investigate and achieve a better understanding of how individuals pick particular social media and the benefits they derive from them (Alonzo & Aiken, 2004; Tanrikulu, 2015). This study belongs to descriptive research. Descriptive

research is intended to study, analyze and interpret the realities of events, phenomena, attitudes, and opinions to reach useful conclusions either to correct, update or update this reality and develop. The study also relies on the survey curriculum, which is one of the most appropriate scientific approaches to such studies (Nassaji, 2015). The research community consists of 1,375 Jordanian journalists registered with the Jordanian Journalists Syndicate. A sample of 114 journalists using fakebook's live-streaming feature or having previously used the Facebook live broadcast feature was selected and selected by the intended sample. The researcher must choose the research sample based on the journalists' abilities to deal with technology in journalistic work and provide them with information that serves the results of the study (Safari et al., 2017; Nofal & Al-Jayyar, 2022). The researcher tried to find the largest number of journalists who use live broadcasts on Facebook. Especially the use of this feature by journalists is still not of great importance to Jordanian journalists. This number of the sample was reached after asking them if they use the live broadcast feature or not on Facebook. After the researcher visited the most prominent press and media institutions, the sample number eventually reached 114 journalists who use the live broadcast feature from those interviewed. The questionnaire was used as a tool to reach the results and because all the sample members use modern communication tools, an electronic questionnaire was created and sent to them via email and WhatsApp after checking their phone numbers and emails. The researcher used the triple Likert scale to get the answers to the study sample. To ensure the questionnaire's face validity, a jury of (10) was asked to examine it and to give their remarks about the content of each domain. The percentage of the jury's agreement was set at (80%). Their remarks were taken into consideration to develop the final format of the questionnaire. To verify the reliability, Cronbach alpha was computed through a pilot sample consisting of (31) journalists. the total score was 81%, this value is considered appropriate for the current study. The survey was distributed in April and May 2021.

Results

Table (1) What Are The Gratifications Achieved From The Use Of The Live Broadcast Feature On Facebook Among Jordanian Journalists?

| # | The gratifications | Mean | Standard deviation |
|---|---|------|--------------------|
| 1 | The live broadcasting on Facebook enabled me to keep in touch with my friends | 2.02 | 0.523 |
| 2 | Get criticized by viewers | 1.82 | 0.811 |
| 3 | I benefit from viewer's comment while using live broadcasting to improve my performance | 1.89 | 0.824 |
| 4 | The use of live streaming is complementary to my journalistic work and part of it. | 1.88 | 0.784 |

| | | | |
|-------|---|------|-------|
| 5 | The use of live broadcasts has increased the number of followers of the press article I publish | 1.36 | 0.719 |
| 6 | Gives me an indication of how much viewers accept the content I present | 1.64 | 0.862 |
| 7 | The live broadcasting on Facebook enabled me to improve my job rank | 1.30 | 0.625 |
| 8 | use of live broadcasting increased journalist skills | 2.10 | 0.614 |
| 9 | I made a useful friendship for my journalistic work. | 1.62 | 0.834 |
| 10 | Increased the number of my followers on social media accounts | 1.87 | 0.810 |
| Total | | 1.75 | |

Table (1) indicates that the use of live broadcasting increased journalist skills. Item stating "the gratification resulting from the use of live broadcasting on Facebook among journalists" reported the highest means score ($M = 2.10$), this result may be explained that social media is an easy, skill-based, and not complicated tool. Moreover, Technological skills today have become an important part of journalistic work. Many colleges of journalism and media around the world teach students the need to use modern tools in the world of journalism, and that the journalist should have additional skills and be able to use a variety of methods to communicate with the public. This result is consistent with (Hanis et al., 2018) result which is indicating that Facebook is a tool that contributes to enhancing the journalistic skills of journalists through their integration with modern tools and technologies.

Item stating " The live broadcasting on Facebook enabled me to keep in touch with my friends" reported ranked second ($M = 2.02$), this result may be explained what technology has imposed on us from the need to use modern tools for communication, and it becomes alternative to face-to-face communication, and the Facebook feature is an interactive feature and depends on interaction, unlike texts and images that may not require interaction equally. In addition, the journalist realizes that keeping in touch with his followers can increase the number of his followers. The public prefers to follow journalist who keeps in touch with them and always provides them with the news. This result is consistent with (Edosomwan et al., 2011) result which is indicating that the more used advanced tools in social media accounts, the more people turn to them and interact with them.

The item " I benefit from viewer's comment while using live broadcasting to improve my performance" reported ranked third (1.89), this result may be explained that most comments have become feedback and express other's opinions. By contrast, (Koutamanis et al., 2015) reported that comments are not the focus of attention. Although many experts stress the importance of comments in the press material, this is not necessarily the case now. Comments are seen by some as a means of pressure to influence the journalist. In the case of the live broadcast on Facebook, and by observing the researcher, most of the comments focus on the content provided by the journalist and not on the journalist's performance, with some comments calling on the journalist to adhere to credibility and the need to mention the sources. While the item stating " the live broadcasting on Facebook enabled me to improve my job rank"

reported the lowest means score ($M = 1.30$), this result may be explained due to several reasons such as lack of follow-up by an employer to what employees published, and many employers consider that the use of social media is for personal benefit and is not related to work. On the other hand, a journalist can use the live broadcast feature on Facebook, not in the same field he works in the newspaper, for example, many journalists specializing in political affairs can talk about sports and economic issues away from their fields during the live broadcast.

Table (2) What Are The Most Posts Of Journalists In The Live Broadcast Via Facebook, Which Received Great Interaction From Their Viewers?

| # | the most prominent posts | mean | Standard deviation |
|-------|---|------|--------------------|
| 1 | Broadcasting that requires participation from the public | 1.39 | 0.491 |
| 2 | comment on government regulations | 1.28 | 0.647 |
| 3 | the live broadcasting on Facebook which broadcasts exclusive news | 2.06 | 0.628 |
| 4 | Broadcasting that includes advertisement | 1.64 | 0.851 |
| 5 | broadcast from event's place | 1.95 | 0.780 |
| Total | | 1.66 | |

As shown in table (2), the item stating " the live broadcasting on Facebook which broadcasts exclusive news and isn't available on other sites or platforms have large participants and views" reported the highest means score ($M = 2.06$), this result may be explained that most people interested in exclusive news. The world today lives in front of a huge amount of news and the possibility of obtaining it more easily than in the past. The presence of this huge amount of news and information did not prevent exclusive news from maintaining its importance. The viewer is still looking for "hidden facts" and information that not everyone has because that information enables him to be familiar with the full facts and satisfy what he needs to know. This result is consistent with the (Lawa, 2020) result which is indicating that exclusive news is one of the most important reasons that make people follow websites. Item stating " broadcast from event's place" reported ranked second ($M = 1.95$), this result may be explained that delivering the news quickly and from different locations is one of the most advantages of live broadcasting on Facebook that allow the journalist to be wherever he wants with his viewers without the need to lots of technology tools and equipment, In addition, broadcasting from the site of the event adds credibility to the event and contributes to satisfying the viewer, unlike recorded television reports that can edit footage such as deletion and addition, and this can

affect the credibility of the published material. while the item stating "comment on government regulations" reported the lowest means score ($M=1.28$), this result may be explained due to the modernity of this feature and the multiplicity of options in front of audiences such as television, talk shows, websites, and other social media platforms. Moreover, journalists and followers consider the use of the live broadcast feature to comment on government decisions inappropriate because of the government's censorship of all content, and that there is censorship, such as censorship of press articles in daily newspapers and websites.

Recommendations

After reaching these results, the researcher recommends the necessity of Encouraging journalists to use live broadcasting on social media platforms due to its importance and keep pace with development, Inviting media to convene workshops to train and educate their employees on how to use modern features in social media such as live broadcasting and others, Inviting media to prioritize employees' activities on social media platforms and provide them with benefits such as functional improvement and Inviting research centers and researchers to make more studies on journalists' use of modern communication tools and their impact on their work.

References

- Al Fedawi, Mazen. (2022). The Impact of social media on the Digital Protests in Jordan. 2021.
- Al Ramahi, Tamara (2018). Employing digital media in the production of news programs on Jordanian television. Unpublished MA thesis, Middle East University, Jordan.
- Alonzo, M. & Aiken, M. (2004). Flaming in electronic communication. *Decision Support Systems*, 36(3), 205-213.
- Al-Rawi A (2016) Understanding the social media audiences of radio stations. *Journal of Radio & Audio Media* 23(1): 50-67.
- América, E. E. (2016). "Periscope: la aplicación estrella del año 2015". Retrieved from El Economista: Retrieved from El Economista. Retrieved from <<http://www.eleconomista.es>
- Apablaza-Campos1, A. (2018). Social media live streaming (SMLS) in the digital news media. *REVISTA DE RECERCA*.
- Chu, S., Chen, H. & Gan, C. (2020). Consumers' engagement with corporate social responsibility (CSR) communication in social media: Evidence from China and the United States. . . *Journal of Business Research*, 110, 260-271.
- Digital 2020: Global Digital Overview — DataReportal — Global Digital Insights <https://datareportal.com/reports/digital-2020-global-digital-overview>
- Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). The History of social media and its Impact on Business. *Management*, 16(3), 79–91. <http://search.proquest.com.eproxy.ucd.ie/docview/889143980>
- Galily, Y. (2018). Artificial intelligence and sports journalism: Is it a sweeping change? *Technology in Society*, 54, 47-51.
- Hamdy, N. (2017). Arab citizen journalism in action: Challenging mainstream media, authorities and media laws. *Westminster Papers in Communication and Culture*, 6(1).
- Hanis, F., Razak, A., & People, O. (2018). The effect of facebook on journalist in news writing. *Journal of Media and Information Warfare*, 11(1), 29–49.
- Ikonen, P. V.-A. (2017). "Transparency for sponsored content: Analysing codes of ethics in public relations, marketing, advertising and journalism.". *International Journal of Strategic Communication*, no. 2.

- Janevski, Zoran & Petkovska Mirchevska, Tatjana & Angeloska-Dichovska, Monika. (2012). Importance of the social media and their Integration in the Internet Marketing Strategies of the Companies. *e-Society Journal Research and Application*. Volume 3. 43-49.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2017). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Koutamanis, M., Vossen, H. G. M., & Valkenburg, P. M. (2015). Adolescents' comments in social media: Why do adolescents receive negative feedback and who is most at risk? *Computers in Human Behavior*, 53(December 2018), 486–494. <https://doi.org/10.1016/j.chb.2015.07.016>
- Lawa, K. O. (2020). Challenges and Opportunities for News Media and Journalism in an Increasingly Digital Mobile. 46–59. <https://doi.org/10.4018/978-1-7998-3042-9.ch003>
- Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Mitchell, A., Kiley, J., Gottfried, J., & G. (2013). The role of news on Facebook. No Title. <http://www.Journalism.Org/2013/10/24/the-Role-Of-news-on-Facebook/>
- Mullin, B., & Mantzarlis, A. (2016). Facebook has a plan to fight fake news. Here's where we come in. [www.Poynter.Org. 2016/facebook-has-a-plan-to-fight-fake-news-heres-where-we-come-in/442649](http://www.Poynter.Org/2016/facebook-has-a-plan-to-fight-fake-news-heres-where-we-come-in/442649).
- Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. *Language Teaching Research*. 19. 129-132. [10.1177/1362168815572747](https://doi.org/10.1177/1362168815572747).
- New York Film Academy. (2017, February 25). *How Facebook Live Will Impact Broadcast Journalism — And How You Can Take Advantage of It*. <https://www.nyfa.edu/student-resources/how-facebook-live-will-impact-broadcast-journalism-and-how-you-can-take-advantage-of-it/>
- Ngoc, A., Bui, T., & Bui, A. (2019). Live-stream on Facebook and Its Impact on the Online Customer's Buying Intention. March 2019.
- Nofal, K., & Al-Jayyar, S. (2022, January 15). Recent Trends of The Researches About the Impact of The Artificial Intelligence On The Journalism And Television, "A second-level Analytical Study". *ARID International Journal of Media Studies and Communication Sciences*, 3(2709–2062).
- Örnebring, H. (2010). Technology and journalism-as-labour: Historical perspectives. *Journalism*, 11(1), 57-74.
- Rauchfleisch, A., Artho, X., Metag, J., Post, S., & Schäfer, M. S. (2017). How journalists verify user-generated content during terrorist crises. Analyzing twitter communication during the Brussels attacks. *Social Media and Society*, 3(3). <https://doi.org/10.1177/2056305117717888>
- Rodriguez, S. (2017). *How Facebook Has Transformed Journalism*. Liberty University.
- Rugg, A., & Burroughs. (2016). "Periscope, live-streaming and mobile video culture. Geoblocking and Global Video, pp. 64-73.
- Safari, A.O., Mohammed, R., Abdul Rahman, N.A. & Choi, L.J. (2017). How Scoop Affect the Credibility of the News through social media? An Empirical Study. *Australian Journal of Basic and Applied Sciences*, 11(7): 57-63.
- Shu, K., Sliva, A., Wang, S., Tang, J., & Liu, H. (2017). Fake News Detection on social media. *ACM SIGKDD Explorations Newsletter*, 19(1), 22–36. <https://doi.org/10.1145/3137597.3137600>

- Tanrikulu, İ. (2015). The relationships between cyber bullying perpetration motives and personality traits: Testing uses and gratifications theory. *Graduate School of Social Sciences*, 1(5), 50-145.
- Vega, O. (2015). live video for everyone. Retrieved from <http://internetmedialab.com/2015/06/30/periscope-el-video-en-directo-for-all/>
- Wang, S. (2016). Live, local, late breaking: On Facebook Live. <http://www.niemanlab.org/2016/04/live-local-late-breaking-on-facebook-livenews-outlets-take-a-cue-from-tv-but-dont-call-it-tv/>
- Zelenkauskaitė, Asta & Albright, Gregory. (2021). Facebook Live is not "liked:" Construction of Liveness and the Reception of Video Livestreaming, accepted in March 2021 by *New Media and Society*. *New Media & Society*. in press.