**Twitter Adoption and Perceived Utility among Israeli News Professionals: A Mixed Methods Study**

ABSTRACT

This study examined Israeli news professionals' adoption and usage of Twitter as a journalistic work tool. A mixed-methods approach was used, including a survey and open-ended questions, to gather data from 63 news staff members, including senior news presenters, correspondents, and commentators. The results showed that Israeli news staff primarily use Twitter in a professional context and view it as a positive and essential work tool. Most respondents believed Twitter plays a significant role in determining the media's agenda and influences the atmosphere among news staff. A one-way analysis of variance found that the length of time using Twitter was related to the perceived importance of the platform as a work tool and its influence on the journalistic field. The study also identified several reasons for the adoption of Twitter, including curiosity, internal encouragement and pressure, access to quick updates and a wider range of sources, the opportunity to present a unique voice, and the desire to reach new audiences.

Keywords: Twitter, journalism, journalistic work tools, journalistic norms, journalistic practices, new media, social media, Israel, mixed methods study,

**1 Introduction**

Twitter is a widely adopted social networking platform among journalists, used as a source of information and a tool for communication (Arketi, 2011; Mercier & Pignard-Cheynel, 2012; Cision, 2018; Kligler-Vilenchik & McCombs, 2019). Studies have shown that Twitter is a valuable resource for journalists in obtaining real-time information, connecting with sources, and gathering opinions on current events (Hermida, 2010; Broersma & Graham, 2012; Gulyas, 2013; Hedman & Djerf-Pierre, 2013).

In recent years, Twitter has grown in popularity among individuals, celebrities, elected officials, businesses, and news professionals in most Western countries, including Israel (Kligler-Vilenchik et al., 2020). However, Twitter is not as popular among the general population in Israel as in other countries (Statista, 2021). This study aims to examine the role of Twitter in the professional and private lives of Israeli senior media professionals, specifically exploring how these professionals use the platform, the purposes for which they use it, and the importance they attribute to it.

**2. Theoretical background**

*2.1 Adoption of new communication technologies in Israel*

The adoption and dissemination of technologies are influenced by a variety of factors, including "technological innovation characteristics, the social framework involved, the identity of the 'agents of change,' and the decision-making processes involved" (Rogers (2003, p. x). Dholakia and Kshetri (2001) note that cultural and economic policies can facilitate or hinder technology adoption. Venkatesh and Davis (2000) argue that technology adoption is influenced by individual experiences and subjective norms, with the perceived usefulness of technology being a key factor in determining whether an individual will adopt it. As they state, "the degree to which a person thinks that using a certain system would improve his or her job performance" (p. 320) plays a significant role in the adoption process.

A comparative evaluation of new communication technologies and active platforms indicates that Israelis are among the most enthusiastic adopters of these innovations (Statista, 2021). This includes the adoption of popular social networking sites. In addition, several studies have examined the central role of mobile phones in Israeli society (Schejter & Cohen, 2002, 2013) and the increasing importance of smartphones in Israeli society (Author et al., 2014, 2017, 2019). Explanations for Israel's high smartphone adoption rates include characteristics of Israeli society, such as a tendency towards close familial connections and the practice of staying informed about relatives' well-being (Almog, 2004; Yair, 2011), an unstable security situation that raises personal and national anxiety levels (Yair, 2011), and a general Israeli fondness for technological innovations (Cohen & Lemish, 2003; Schejter & Cohen, 2002, 2013).

There has been a tremendous increase in the use of WhatsApp among Israelis in recent years, as a study conducted among Israeli WhatsApp users (Author et al., 2019) showed impressive adoption rates. The study also looked at WhatsApp's usage patterns during wartime. It concluded that the application performed many functions previously associated with traditional communication methods, primarily providing news updates about what was happening on the frontlines (Author et al., 2015). As a result of these findings (Statista, 2019), Twitter adoption rates were found to be relatively low in Israel. However, it is important to note that there is a divergent adoption rate between the general Israeli society and certain subsectors, such as news professionals, which requires further examination. This study aims to learn more about this trend by studying how Israeli news professionals use Twitter to do their jobs as journalists to gain a deeper understanding of this phenomenon.

 2.2. Journalistic Practices and Norms

In journalism research, journalists' work is perceived as a complex tapestry of factors influenced by professional constraints and journalistic norms and practices (Deuze, 2002, 2005, Gans, 2007; Reese, 2022; Schudson, 2001, Weaver et al., 2007). According to Western journalists, the values that shape their work are objectivity, a lack of bias, neutrality, and the desire to present reality "as it is." Even though it is generally understood that complete objectivity is impossible, objectivity remains a substantial guiding value for most journalists who work in centrist media outlets (Cook, 2001; Schudson, 2001; Zelizer, 2004). As a result of this dominant principle of objectivity in journalism, journalists have aspired to widen their circle of sources and ensure that those sources are reliable and efficient in their reporting (Blumler and Gurevitch, 1986). Schudson (1997) explained this well, writing, "One study after another comes up with essentially the same observation. The story of journalism, on a day-to-day basis, is the story of the interaction of reporters and officials" (p. 14). In their wide-ranging study, Weaver and Wilhoit (1996) discovered that most journalists in the United States consider the core of their work to be not straight reporting but providing a professional interpretation of the reported events.

Western journalists are also known for collaborating with their colleagues in the field they are reporting on. This collaboration involves brainstorming, crafting commentary, and mutual reinforcement, which is one of the most distinctive aspects of their work. Zelizer (1993) says that journalists are a "community of interpretation." This definition fits with and adds to the well-known idea of "pack journalism" (Russell, 2003).

A term coined by Deuze (2005) refers to the concept of "journalists' ideology," which he defines as a common professional philosophy among journalists who work in the mainstream media in western countries. The five main components of that "journalists’ ideology" are five values: providing service to the public; objectivity (including neutrality, fairness, and credibility); professional autonomy; immediacy (in the sense that it ensures that the most up-to-date information is disseminated in the best possible manner); and working following ethical principles that are accepted and agreed upon by other members of the profession as a whole. Furthermore, Kovach and Rosenstiel (2007) also mentioned that the norms of journalism include a commitment to the truth, professional autonomy, careful attention to the accuracy and trustworthiness of the news, and the monitoring of the organizations' power centers.

Studies examining the unique characteristics of online journalism and the professional norms governing it point out that veteran and new journalists differ. However, the fundamental principles of journalism remain the same (Agarwal & Barthel, 2015; Deuze, 2005; O’Sullivan & Heinonen, 2008; Reese, 2022). Furthermore, research on Israeli journalism (Ginosar & Reich, 2022; Tsfati, Meyers, & Peri, 2006; Shamir, 1988; Tenenboim-Weinblatt, 2014) shows that Israeli journalists and their peers in other Western countries have a lot in common when it comes to how important professional norms are to them.

2.3 New communication technologies in the service of journalists   
The changing characteristics of the journalistic New Media toolbox have sparked significant research interest (Deuze & Marjoribanks, 2009; Garrison, 2000; Kligler-Vilenchik & Tenenboim, 2020; Reich, 2005; Singer, 2005; Tandoc & Vos, 2016; Weaver & Willnat, 2016). Research on the effects of these new tools on journalists’ functioning and output has produced conflicting results. Some scholars ascribed far-reaching effects to new media tools, while others found no effects (Reich, 2005). The age of new media has facilitated the emergence of online journalism, the most significant competitor that traditional journalism has ever faced in its history. While competing with traditional journalism, new media has also enriched the journalist's toolbox with several new and valuable tools: the Internet, email (Author, 2005; Garrison, 2000; Maier, 2000), social networking sites (Paulussen & Harder, 2014; Tandoc & Vos, 2016; Weaver & Willnat, 2016), blogs (Hermida, 2009; Kligler-Vilenchik and Tenenboim, 2020; Singer, 2005), and the smartphone. In a study that looked at what happened when political journalists in the United States started using the internet as their main tool, Author (2005) found that different ways of using this new tool can be explained by, among other things, the way journalists work and the rules that guide them.   
Unlike most scholars, Reich claimed in 2005 that the internet and other new media technologies, as work tools, had not changed journalism. Instead, according to Reich, journalists continued to use landline phones as their most popular means of gathering information. Are Reich’s observations still correct today?

2.4 Twitter as a journalist's work tool   
Twitter was first released in 2006 as a microblogging and social networking service that could be accessed through a website or smartphone app (Kwak et al., 2010). Twitter is often used as a news source to spread information (Pentina and Tarafdar, 2014), and it is a major way that raw, unprocessed information gets spread worldwide (Parmelee & Bichard, 2011).   
In recent years, the increasing presence of reporters, commentators, and news presenters on Twitter has spurred considerable research on the nexus between journalism and Twitter (Bane, 2019; Broersma and Graham, 2013; Hermida, 2009, 2010, 2012; Lasorsa et al., 2012; McGregor & Molyneux, 2020; Molyneux and Mourão, 2019; Parmelee, 2014; Usher et al., 2018; Wihbey et al., 2019). Coddington et al. (2014) defined Twitter as "the central circulatory system of information among reporters" (p. 394). They analyzed the use of Twitter as a work tool by political reporters, asking whether these reporters maintained norms of objectivity. They expected the reporters to rely more on tweets from sources and less on examinations of facts.

Molyneux and McGregor (2022) explore how journalists use tweets in news stories and the implications of this practice on journalistic practice and the information environment. They argue that this treatment of tweets signals to journalists and readers that Twitter is an authoritative, legitimate source of information and gives the platform additional power to shape news and override traditional journalistic values. Through a qualitative analysis of a sample of news stories, their research implies that journalists often let tweets speak for themselves, treating them as pre-packaged content rather than sources that should be interrogated and verified. They also find that journalists play around with how tweets are formatted and shown in news stories.

In his study of Columbian journalists on Twitter, Garcia-Permodo (2017) found that many, especially elite reporters, did not strictly adhere to norms of objectivity and expressed their voices and points of view rather frequently. However, other key journalistic norms were kept and followed. From the standpoint of centrist journalistic norms, Lasorsa et al. (2012) investigated Twitter use among American journalists. The researchers found that journalists from medium-sized or smaller media organizations often voiced personal opinions, exposed work processes, or engaged in other behaviors that could make them appear less detached and objective. Lasorsa (2012) found that female journalists tended toward greater transparency and disclosure of personal details than male journalists.

Other researchers (Hermida, 2010; Hermida et al., 2014; Hernández-Fuentes & Monnier, 2022; McGregor & Molyneux, 2020; Paulussen & Harder, 2014; Wihbey et al., 2019) demonstrated how the use of Twitter had expanded the number of sources available to journalists. Revers (2014) discussed how extensive journalistic activity on Twitter creates tension between news organizations’ desire to control their staff and the ethos of transparency, which is a key pillar of journalistic objectivity. In another article, Revers (2015) referred to Twitter’s considerable significance as an endless fount of political information relevant to journalists’ work. Cozma and Chen (2013) looked at how Twitter affects the work of foreign correspondents from the point of view of media organizations. Swasy (2016) looked at the pressure on journalists to keep a visible Twitter presence. Bruns and Burgess (2012) showed how Twitter had become a valuable medium for the speedy dissemination of news items and breaking news. Nevertheless, they also said that some news organizations are still unsure about using Twitter. Some fear that individual staff members will get more attention than the news organizations they work for.

Despite the increasing evidence that Twitter has been adopted as a journalistic work tool in Israel (Panievsky, 2022), this topic has not yet received sufficient research attention; Tenenboim’s (2017) study of how Israeli journalists use Twitter during wartime is a rare exception, alongside Laor’s more recent study (2022) about Israeli journalists and their use of twitter. Therefore, our research hypothesis explores Twitter use by Israeli media professionals, their attitudes toward Twitter, and its perceived influence as an effective work tool:

H1: The attitude towards Twitter as a work tool among Israeli journalists varies significantly according to the time the respondent has been active on Twitter.

H2: The perceived influence of Twitter on the work of Israeli journalists varies significantly according to the length of time the respondent has been active on Twitter.

*Variable Definitions:*

Duration of use: The length of time the respondent has been using Twitter It was measured in years and used to assess the length of time respondents used Twitter. The scale was ordinal, with responses ranging from 1 (less than 3 months) to 5 (more than 2 years).

Attitude towards Twitter: The overall perception of Twitter as a useful tool for work as a journalist. It was measured using a five-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree).

Perceived Twitter influence: The perceived influence of Twitter on the respondent's work as a journalist was measured using a five-point Likert scale, with responses ranging from 1 (not influential at all) to 5 (very influential).

**3 Method**

This study combines quantitative and qualitative data to investigate the role of Twitter in the lives of Israeli news professionals. Our research questions are primarily about how Israeli journalists, commentators, and news editors use Twitter for work and fun and how they think it affects them.

There is no list or database containing Twitter-active senior media professionals. Since Israel is a small country with few legacies and digital media channels, we attempted to collect data from the entire relevant journalist population. First, we compiled a list of Israeli journalists, commentators, and television and radio news anchors from eleven fields. Our media professionals were recruited from three national television networks, the five most popular online news sites, five popular print newspapers, and two national radio stations. Then, we looked through these media professionals' Twitter accounts and found 100 that had been used at least once in the past month.

Our target audience of senior media professionals with active Twitter accounts was contacted directly and personally via telephone calls and emails. The respondents were required to complete a questionnaire with both closed and open questions. As a result, 78 percent of the relevant population (n = 63) responded within one month.

The data were analyzed both quantitatively and qualitatively. The quantitative analysis enabled us to identify patterns of Twitter adoption, daily usage, and journalistic evaluations of Twitter's utility. This quantitative analysis was enriched by the qualitative analysis, which provided in-depth information on how individuals utilized Twitter and the extent they perceived it to be personally significant. Creswell (2009) says that combining quantitative and qualitative methods is helpful because "the strengths of one approach make up for the weaknesses of the other approach" (Cresswell, 2009, p. 12). A research design that combines quantitative and qualitative methods, such as a survey that includes structured closed questions and open-ended questions, can provide a more comprehensive and nuanced understanding of a research topic (Creswell & Plano Clark, 2011). Additionally, using a mixed methods approach can increase the validity and reliability of the research findings by triangulating the data collected through multiple methods (Johnson, Onwuegbuzie, & Turner, 2007).

One benefit of this research design is that it allows for collecting both statistical data and in-depth, qualitative insights (Tashakkori & Teddlie, 2010). The structured, closed questions can provide easy data to analyze and compare, while the open-ended questions can provide rich, detailed information on participants' thoughts, experiences, and opinions (Denzin & Lincoln, 2011). Overall, combining quantitative and qualitative methods can provide a more complete and nuanced understanding of a research topic (Creswell & Plano Clark, 2011).

**4. Results**

The findings of a survey of Israeli journalists' attitudes and perceptions of Twitter as a work tool. The survey included 63 news staff members and employed a mixture of quantitative and qualitative methods, including a Likert scale and open-ended questions. The data were analyzed using statistical techniques, including one-way ANOVA and independent t-tests. The results provide insight into how Israeli journalists use and perceive the impact of Twitter on their work.

4.1 Quantitative analysis   
*Profile of the Respondents*   
Our survey participants included sixty-three news staff members, including senior news presenters, correspondents, and commentators, who responded to the questionnaire. The majority (65%) were men. The age distribution of respondents was as follows: 25-45 years (68%), under 25 years (13%), and over 65 years (6%). Most respondents (66%) had college degrees, while 25% had pursued post-secondary education in a setting other than college.

When asked to characterize their roles in the journalistic enterprise, 37% identified as correspondents, 22% as commentators, and 10% as presenters. The remainder used mixed definitions, indicating they held dual roles or could not differentiate between their roles. Most respondents (60%) were veteran media staff with over ten years of experience in the field, with 12% having over twenty years of experience. Approximately 25% had been active in journalism for five to ten years, while fewer than 5% had less than two years of experience.

Respondents represented a range of news organizations and media types. There was no clear dominance of one specific coverage area among the survey participants, with representation from various areas such as domestic news and politics (11%), the economy (8%), and sports (7%).

*Usage Patterns*   
Of the respondents, 45% reported being active on Twitter for at least two years; 18% had been operating their Twitter accounts for one to two years, and only 3% joined the network in the three months following the survey. The survey findings show that Israeli news staff uses Twitter chiefly in a professional context: 64% of the respondents tweet only as part of their work as journalists, and 77% of their tweets are aimed at the public and fellow journalists. However, only 18% of the respondents tweet under their name on a Twitter account belonging to the news organization they work for.  
   
*Twitter as a Journalistic Work Tool*  
In line with Weaver and Wilhoit’s (2016) study of American journalists, the current study found that Israeli journalists generally have a favorable impression of how Twitter influences their work. Most respondents evaluated Twitter positively (see Figure 1), and most considered Twitter "an excellent work tool" (75%), so much so that they "could not see how they could work without it at this point" (54%). On the other hand, only a small minority (5%) agreed with the statement, "Twitter annoys me." Six statements on a Likert scale were used to create a positive attitude index toward Twitter (Cronbach's alpha =.80).

[Place Figure 1 here]

*Twitter’s presumed influence on the journalistic arena*   
When asked to evaluate Twitter’s influence on their work (see Figure 2), half of the respondents stated that Twitter plays a vital role in determining the media’s agenda; only 7% perceived Twitter as irrelevant. Likewise, 51% said that the atmosphere on Twitter influences news staff, and 56% believed that Twitter is intended for, and directed at, the journalistic community. Six statements were used on a Likert scale to create an index of Twitter's likely influence (Cronbach's alpha =.75).

[Place Figure 2 here.]  
   
A one-way analysis of variance (ANOVA) was conducted to test the first hypothesis that the attitude index would vary according to whether or not the respondent maintained an active Twitter account. The positive attitude index revealed a significant difference (F (4, 52) = 2.03, p < .05). Those who scored the highest on the positive attitude index had been on Twitter for more than two years (M = 4.29, SD =.71). Those at the bottom had only been unemployed for three months (M = 3.5, SD =.44). Therefore, the first hypothesis was confirmed.   
A one-way analysis of variance (ANOVA) was performed to test the second hypothesis. The presumed influence index varied according to when the respondent had held an active Twitter account. The presumed influence index revealed a significant difference (F (4, 51) = 3.088, p < .05). Those at the higher end of the presumed influence index had been active on Twitter for over two years (M = 3.56, SD =.56), and those at the lower end had been active for less than three months (M = 3.0, SD =.47). Thus, the second hypothesis was confirmed.   
We did not find significant correlations between the respondents’ seniority levels (years as a media professional) and other characteristics relating to their work, education level, or gender.

4.2 Qualitative Analysis   
The analysis of the responses to the open questions on the questionnaire revealed seven primary reasons for adopting Twitter: (5) Curiosity, (2) encouragement and pressure from within the system, (3) the possibility of receiving quick updates and broadening one's range of sources, (4) the desire to present a distinct voice to colleagues, communities, and actors relevant to one's field, (5) the desire to reach new audiences, (6) the desire to "not be left behind," and (7) the possibility of quickly and effectively "staking out territory."Let us elaborate on these with a few examples:

(1) Curiosity   
Most respondents mentioned being attracted to Twitter as a medium because it was new and intriguing. For example, one correspondent argued that he had adopted Twitter due to "my curiosity and investigative observation of the discourse in digital media. Another correspondent noted that he had noticed that "other friends" used it, which intrigued me. Lastly, another journalist said she joined Twitter because she wanted to learn more about a medium that was not very popular in Israel at the time, at least not among journalists there, but has become more popular worldwide.

(2) Internal system encouragement and pressure  
In the spirit of Bruns and Burgess (2012), Swasy (2016), and others who recognized Twitter’s importance for news organizations, many survey participants noted that internal pressure and encouragement were part of their reasons for adopting Twitter. For example, one correspondent wrote: "Recently, the system has been opened to everyone, and Twitter has become a necessity. Another journalist joined Twitter because the news desk asked them to, and a third did so because "colleagues and the digital department put pressure on them."

(3) The potential for receiving quick updates and expanding one’s range of sources   
One of the most prominent reasons for joining Twitter that participants mentioned was gaining access to fast updates and expanding their range of sources on a new platform. One journalist explained his reason for adopting Twitter: "Following sources from around the world"... With the possibility of communicating with them and receiving updates in real-time, I became engrossed in Twitter during the Gaza flotilla raid in 2010, during which the activists widely used Twitter as part of their activities. So Twitter became an important source of information. Another journalist noted: "The nuclear talks between Iran and the world powers—most of the updates come from Twitter. After that, I understood that the worlds of "breaking news" and journalism primarily exist there. Finally, a senior news editor provided a unique viewpoint: "When I began as a night news editor, I needed "fillers"—supplementary stories that "filled" the world when nothing was happening here. So I opened Twitter to be updated on the "tweets" from foreign media sources. Then I discovered how dominant Twitter activity is for our correspondents. This finding is in line with other research in the field (e.g., Hermida 2010, Hermida et al. 2014, Swasy 2016, Usher et al. 2018), though Tenenboim (2017) says that wartime conditions can change these tendencies.

(4) The desire to present a unique voice to colleagues, communities, and actors relevant to one’s field.   
Due to ethical, professional, and other limitations, most news correspondents cannot express their opinions as part of their news coverage. However, Twitter gives them a platform to make their voices heard, particularly with audiences that are valued and relevant to their work. In response to a question about their motivation for using Twitter, one of the news correspondents wrote, "the desire to write my opinion regarding certain issues (in brief) and humorously and freely." Another journalist notes, "You can say things on Twitter that you did not say when broadcasting or convey a little of what lies behind the scenes. The public likes what lies behind the scenes. Tenenboim (2017) examined how Israeli and international reporters used Twitter during the Gaza War. He found that Israeli journalists who wanted to share critical voices in the patriotic wartime atmosphere did so in a smart way by retweeting the opinions of others instead of tweeting their own.

(5) A desire to reach out to new audiences  
Another primary factor for choosing Twitter as a work tool and a new sphere of activity was journalists’ desire to reach audiences that they would not previously have considered news consumers. For example, a veteran journalist noted: "I began following colleagues in my field of coverage and saw that I could contribute information and increase the dissemination of my sector, particularly to a focused community." Another expressed "the wish to open up to new, younger communities that use social media on the Internet and do not listen to Reshet Bet [radio station]." Swasy (2016) noted that the new potential audiences found on Twitter, on a global level, were among the main explanations for the overwhelming adoption of this new journalistic work tool. Enli and Simonsen (2018) revealed similar findings.

(6) The desire to "not be left behind."   
This desire not to be left behind is one of the key factors noted by respondents. As soon as Twitter became a significant platform for journalists, even those not early adopters understood that staying away from Twitter might cost them professionally and personally. One media professional admitted that he joined Twitter with "the understanding that this is the future, and I need to be in several areas." Another journalist explained that he wanted to be relevant. The news begins on Twitter. A third revealed an "understanding that there is an active arena here that is worth being part of... [it is] a valuable tool, and I did not want to remain behind."

(7) Effectively'staking out territory.'   
For respondents, staking out territory means optimizing the speed at which new information spreads to new communities on Twitter to ensure that those responsible for scoops and other journalistic achievements receive credit. One journalist called this "the ability to be updated about events in real-time and be the first to bring the content onto Twitter to ensure that those responsible for scoops and other journalistic achievements receive credit. According to one journalist, this is "the ability to be updated about events in real-time and be the first to bring the content."

**5. Discussion**   
The results of this study indicate that the subjective assessment of Twitter as a useful technology is a crucial factor in its adoption among Israeli news professionals. According to Park (2012), models of dissemination and adoption should be examined to predict the use of technology, including Twitter. Park found that the key factor for using Twitter is a subjective evaluation, while the main obstacle to its use is the lack of compatibility. These findings align with the high adoption rates among news professionals worldwide, suggesting that individuals' subjective assessment of Twitter as a technological tool is decisive in its adoption. This is particularly evident among the small group of Israeli journalists studied. Rogers' (2003) list of prerequisites for the successful adoption of innovations may also provide insight, as Twitter's characteristics align well with journalistic practices and norms. Journalists can use Twitter as a work tool and expect it to improve their performance. Therefore, Israeli journalists' perceptions and usage patterns suggest that this group of news professionals follows the global (primarily Western) trend of using Twitter as a work tool.

Based on the study's findings, it can be argued that adopting Twitter as a journalistic work tool and space for new journalistic activity in Israel is widespread and holds significant meaning for local news professionals. Additionally, similar to research on the adoption of the internet as a journalistic work tool from over a decade ago (Author, 2005), the current study found that respondents' perceptions of Twitter's potential as a new work tool were influenced by how long they had been using the platform. All evidence indicates that Twitter has a significant impact on the journalism industry.

It should be noted that the sample in this study consists of volunteers who may not be representative of all Israeli news professionals who use Twitter. While the study included senior media figures in Israel with Twitter accounts, caution should be exercised in generalizing, particularly as the study deals with subjective evaluations of the use of technology. The respondents' responses, who were asked to evaluate their decisions, goals, and functioning as media professionals, were subjective and influenced by various factors related to the intersection of their professional and personal lives. The inclusion of open-ended questions provided additional depth to the purely quantitative data. It is also important to consider that both Twitter as a platform and its relationship with media organizations are dynamic. For example, a company may plan to have its employees use Twitter to achieve its goals.

Moreover, the exposure of tweets in mass media outlets can temporarily or permanently affect people's attitudes towards Twitter and the importance media professionals assign to it. Therefore, the findings of this study should be considered in context. Future research should further explore Twitter's role as a journalistic tool and how it may impact news professionals' work. In Israel, more research is needed to understand why Twitter is important to some groups but not others, particularly in comparison to other social networking sites.

Furthermore, the exposure tweets receive in mass media outlets can temporarily or permanently affect people’s attitudes toward Twitter and the importance media professionals ascribe to it. Therefore, the current study's findings must be evaluated in their context. Future studies should further investigate Twitter’s role as a journalistic tool and the range of ways it may affect the work of news professionals. In Israel, more research is needed to determine why Twitter is important to some groups but not most people, especially compared to other social networking sites.

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**Figures**

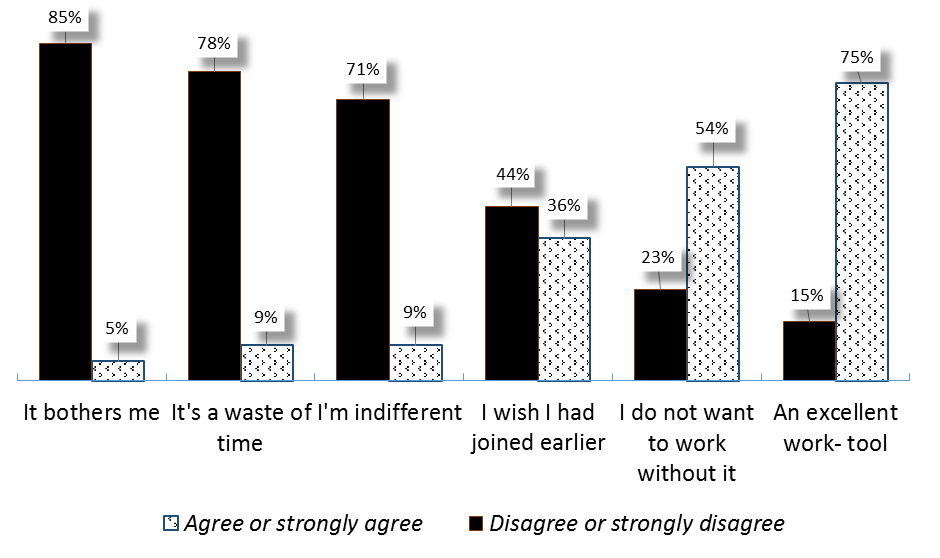
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Figure 1: Journalists’ perspectives on their use of Twitter

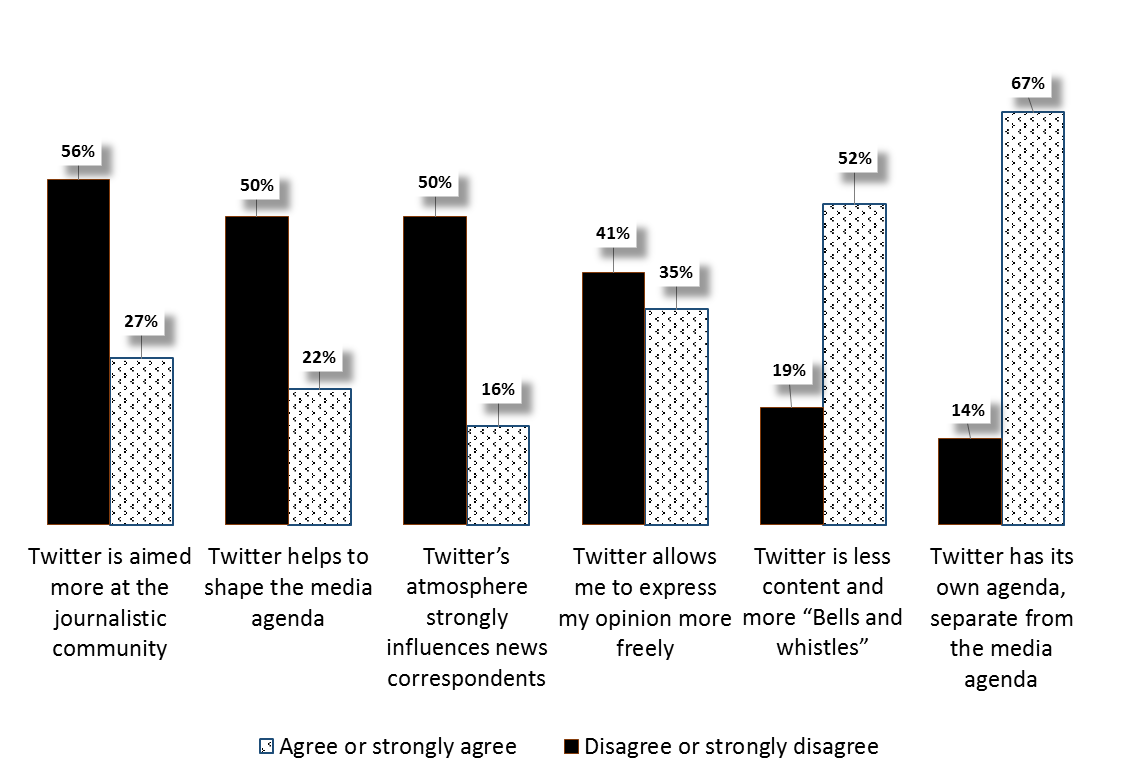


Figure 2: Perspectives on Twitter’s role in journalistic work.