

Retooling The News Approach: Online News Professionals' Attitudes Towards Current & Future Journalism Skills

By Shahira Fahmy*, AEJMC, 2007

Mean scores and rankings for perceived importance of current and future traditional journalism skills, digital journalism skills and web-coding skills (N=245).

	Current Importance	Future (5 years) Importance	T-Score	Sign.
<u>Traditional Journalism Skills</u>				
Ability to learn	8.96 (#1)	9.59 (#1)	-4.75	.000
Editing	8.71 (#2)	8.87 (#6)	-.86	.392
Reporting	8.56 (#3)	8.92 (#4)	-2.21	.029
Spelling	8.54 (#4)	8.50 (#13)	.34	.736
Research	8.46 (#5)	9.13 (#2)	-4.75	.000
Writing	8.45 (#6)	8.76 (#11)	-2.02	.046
Teamwork	8.40 (#7)	9.11 (#3)	-4.57	.000
Interviewing	8.14 (#8)	8.85 (#7)	-4.39	.000
Photography	7.87 (#10)	8.92 (#4)	-4.99	.000
AP Style	7.41 (#12)	6.38 (#25)	5.59	.000
<u>Digital Journalism Skills</u>				
Shooting Photos	7.93 (#9)	8.85 (#8)	-5.37	.000
Imaging production (i.e. Photoshop, scanning)	7.20 (#13)	8.28 (#16)	-5.21	.000
Graphics (i.e. Illustrator) & Layout (i.e. InDesign)	6.31 (#15)	7.34 (#19)	-4.64	.000
Multimedia Delivery (i.e. Quick time, Real/Windows Media Player)	6.27 (#16)	8.51 (#12)	-9.02	.000
Multimedia (AV) Editing/Production	5.57 (#21)	8.37 (#15)	-10.40	.000
Capturing Audio	5.57 (#21)	8.45 (#14)	-11.56	.000
Shooting Video	5.46 (#23)	8.77 (#10)	-12.75	.000
Animation & Flash	5.19 (#24)	7.74 (#17)	-9.41	.000
Podcasting	4.62 (#25)	7.24 (#20)	-10.05	.000
<u>Web-coding Skills</u>				
Accessibility	7.66 (#11)	8.79 (#9)	-6.77	.000
HTML/XML/XHTML	7.02 (#14)	7.17 (#21)	-.77	.445
Database (i.e. PHP, SQL & ASP)	6.20 (#17)	7.50 (#18)	-6.75	.000
Web-editing software (i.e. DreamWeaver)	6.04 (#18)	6.42 (#24)	-1.82	.072
Javascript	5.94 (#19)	6.68 (#22)	-3.32	.001
PDF-editing	5.68 (#20)	6.56 (#23)	-4.04	.000

(Note: Means are based on a scale of 0 to 10, with 0 being 'not important at all' and 10 being 'extremely important')

* Shahira Fahmy, (Ph.D., University of Missouri) is currently an assistant professor in the School of Journalism at Southern Illinois University.

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Means scores, rankings and ANOVA results for criteria for entry-level applicants at online news organizations with different levels of monthly page views (N=245).

Criteria	All org.	(<500,000) Page Views	(500,000 - 5,000,000) Page Views	(>5,000,000) Page Views	F-score	Sign.
Working for the campus news website	6.88	6.69 (#4)	6.30 (#2)	8.00 (#1)	3.92	.023
A High G.P.A.	6.49	6.74 (#3)	6.24 (#3)	6.44 (#3)	.583	.560
Working for the campus newspaper	6.40	6.76 (#2)	6.78 (#1)	6.74 (#2)	1.95	.148
Journalism Internship	6.38	6.66 (#6)	6.19 (#4)	6.26 (#5)	.39	.681
Journalism major/minor	6.37	6.77 (#1)	6.05 (#5)	6.22 (#6)	.76	.473
Journalism convergence major/minor	6.20	6.67 (#5)	5.65 (#6)	6.30 (#4)	1.49	.230
Website Portfolio (URL or CD-Rom)	5.78	5.64 (#7)	5.59 (#7)	6.22 (#6)	.49	.609
Information technology major/minor	4.78	5.26 (#8)	4.38 (#8)	4.63 (#8)	1.18	.313
Computer Science major/minor	4.17	4.74 (#9)	3.76 (#9)	3.93 (#9)	1.66	.195
Fine Arts major/minor	3.97	4.54 (#10)	3.43 (#10)	3.89 (#10)	2.16	.121

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