



The Digital Revolution in Broadcasting: Integrating Journalism, Radio, and Television in Post-COVID-2019 Jordan

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ABSTRACT

This study looks into how the broadcasting field in Jordan changed after COVID-19, especially how journalism is now working together more with radio and television using digital methods. The research focuses on how media organizations use things like AI, live streaming, cloud tools, and content repurposing to deal with challenges and engage more audience. A survey was done with people working in media in Jordan to measure how new technologies, audience habits, and training efforts are affecting the field. The results show that using advanced digital tools helped to increase audience engagement and innovation, while also reducing some operation problems. Also, people in Jordan now consume more digital news than before, and using content across platforms like TV, social media, and podcast helped media reach more people. This paper gives a clear picture of how the digital revolution is changing journalism in Jordan and what strategies work better in this new environment.

Key Words: AI, COVID-2019, Broadcasting, Digital Media, Journalism.

1. INTRODUCTION

As in was case in many countries around the world, the digital revolution has fundamentally transformed the integration of journalism with radio and television in Jordan, which was even more evident in the aftermath of the COVID-19 pandemic. As lockdown measures and social distancing protocols reshaped information consumption patterns, media outlets made the adoption of digital strategies to maintain audience engagement more possible. Traditional radio and television broadcasters increasingly leveraged online platforms (such as social media, podcasting, and video streaming) to deliver content in real time. This shift allowed for more dynamic and interactive formats, where audiences could engage directly with journalists and programs, fostering a participatory media landscape that blurred the lines between traditional and digital journalism (AlAashry, 2022; Safori et al., 2023; Ziani et al., 2021).

Moreover, through the digital revolution, greater collaboration across media platforms was possible in Jordan, which created a hybrid approach to news production and dissemination. Many radio and television stations established dedicated digital teams to curate and repurpose content for online consumption. By doing so, they expanded their reach beyond conventional broadcast boundaries (Al-Dmour et al., 2022; Habes et al., 2020). This integration also led to the convergence of journalistic practices, where reporters were required to adapt their storytelling techniques to suit both traditional broadcasts and digital formats (Albadri, 2023). This caused Jordan's media landscape to become more versatile and responsive, capable of delivering timely and diverse content to a technologically savvy audience shaped by the pandemic's push toward digital dependence.

1.1 Technological advancements broadcasters adopted to deliver news

In post-COVID Jordan, broadcasters have adopted a range of technological advancements to deliver news more efficiently and meet evolving audience demands. With the rise of remote reporting during the pandemic, many media outlets employed cloud-based production systems and virtual collaboration tools, which enabled journalists to produce, edit, and broadcast news from their decentralized locations (Lima et al., 2022; García-Avilés, 2021). Video conferencing platforms became essential for conducting interviews and covering live events, significantly reducing logistical challenges (Heiselberg & Stępińska, 2022). Additionally, advanced automation technologies, such as AI-driven content curation and real-time transcription services, streamlined news workflows, allowing faster delivery of accurate information (Harb & Arafat, 2024; Wagner, 2022).

The adoption of interactive digital platforms has also become a hallmark of post-COVID broadcasting in Jordan (Radianti et al., 2020). Broadcasters have been increasingly utilizing social media live streams, mobile applications, and video-on-demand services to complement traditional broadcasts. Augmented and virtual reality (AR/VR) technologies have emerged as innovative tools for creating immersive storytelling experiences, particularly for complex news stories or cultural programming (Theep, 2021). By embracing these advancements, Jordanian broadcasters were able to enhance audience engagement, expand their digital footprint, and position themselves to compete in an increasingly digital news ecosystem.

1.2 Change in audience consumption patterns

It is common knowledge that since the COVID-19 pandemic, audience consumption patterns for journalistic content in Jordan have undergone significant changes across radio, television, and online platforms. The prolonged lockdowns and social distancing measures prompted a shift toward digital media (Bobicev, 2019), as audiences increasingly relied on online platforms for timely news updates rather than traditional means. Streaming services, social media channels, and news websites became their primary sources of information, with many traditional media consumers switching to digital spaces for on-demand content. This trend negatively affected the exclusive previously dominance of scheduled broadcasts on television and radio, pushing these platforms to adopt hybrid models that integrate live and digital streaming options.

As can be expected, radio and television broadcasters responded to these changes through the diversifying of their content delivery strategies, in order to maintain audience engagement (Hendricks & Mims, 2018). In particular, radio stations focused on strengthening their online presence through mobile apps and podcasts, offering listeners the flexibility to access content anytime (Jati, 2024). Similarly, television stations expanded their use of social media and video-on-demand platforms to cater to a more digitally oriented audience (Mikos, 2016). The pandemic also cultivated a growing preference for interactive content, as audiences sought opportunities to engage directly with news stories and participate in live discussions. This evolution in consumption patterns underscores the increasing convergence of traditional and digital media in Jordan's post-pandemic news landscape.

1.3 Challenges and opportunities

However, the integration of digital technologies in journalism and broadcasting during post-COVID Jordan has presented both challenges and opportunities. Perhaps, one of the primary challenges has something to do with the rapid pace at which journalists and broadcasters had to adapt to new technological tools and digital platforms (Izuogu et al., 2025). Many professionals encountered difficulties in mastering advanced content creation software, managing live streams, and engaging audiences on social media. Other difficulties are associated with limited digital infrastructure (Sjøvaag et al., 2024). and cybersecurity concerns (Shere et al., 2023). further complicated the seamless transition for smaller media organizations. Additionally, balancing traditional reporting methods with the demands of real-time digital journalism strained newsroom operations and resources (Adornato, 2014).

On the other hand, positively speaking, the post-pandemic shift has also created numerous opportunities for innovation and growth in the media sector. Journalists gained access to broader storytelling formats, including interactive graphics, video content, and user-generated contributions, which enriched news narratives and increased audience engagement (Sjafiie et al., 2018; Ugille, 2017). Furthermore, the ability to conduct remote interviews and cover events virtually reduced logistical constraints and costs, enabling more comprehensive coverage of diverse topics (Hoak, 2021). Furthermore, the rise of digital platforms has also allowed broadcasters to expand their reach

beyond geographical boundaries, attracting younger, tech-savvy audiences (Kelly, 2024). This integration has ultimately fostered a more dynamic and adaptable media environment in Jordan, positioning the industry for sustained growth in an increasingly digital age.

1.4 Effective strategies

In recent years, there has been several strategies that have proven effective for integrating journalism across traditional and digital broadcasting platforms in Jordan, which fostered a more seamless and engaging media landscape. One key approach has been content repurposing, where broadcasters turn traditional radio and television segments into shorter, digestible formats suitable for social media and digital platforms (Wamala, 2024). By creating podcasts, video clips, and infographics from conventional news reports, media outlets have successfully extended the lifecycle of their content and expanded their reach to diverse audiences. This strategy is used for ensuring consistent branding while catering to the consumption preferences of both traditional and digital consumers at the same time.

Another successful strategy involves enhancing audience interactivity and engagement through real-time feedback channels (Lee & Tandoc, 2017). Many broadcasters in Jordan have embraced live streaming on social media, enabling direct communication between journalists and viewers during news coverage or special programming (Alawneh & Al-Qudah, 2024). Furthermore, digital analytics tools have also played a crucial role, allowing broadcasters to tailor content based on audience behavior and preferences. Cross-platform collaborations, where media houses partner with online influencers and digital content creators, have further boosted visibility and audience trust. These combined strategies have not only fostered a unified broadcasting environment but also positioned Jordanian media outlets to remain competitive in an increasingly digital-first world.

1.5 Research Questions and hypothesis

Following the trends found in the review of literature, several interesting research questions can be derived, among most of the important ones are:

1. What technological advancements have broadcasters adopted to deliver news in post-COVID Jordan?
2. How have audience consumption patterns for journalistic content on radio, television, and online platforms changed in Jordan since the pandemic?
3. What challenges and opportunities have journalists and broadcasters faced during the integration process in post-COVID Jordan?
4. What strategies have proven effective for integrating journalism across traditional and digital broadcasting platforms in Jordan?

The research hypotheses based on these research questions are:

H1: Post-COVID Jordanian broadcasters who adopt advanced digital technologies, such as cloud-based production systems, live streaming, and AI-driven automation, achieve significantly higher audience engagement levels compared to those relying solely on traditional broadcasting tools.

H2: There is a statistically significant increase in the consumption of digital journalistic content (such as podcasts, on-demand video, and social media news) in post-pandemic Jordan compared to pre-pandemic reliance on traditional radio and television broadcasts.

H3: Media organizations that implement structured digital upskilling programs for journalists face fewer operational challenges during the integration process and report a higher level of innovative content production compared to organizations without such initiatives.

H4: The use of cross-platform content repurposing (e.g., adapting TV news for social media or creating podcasts from radio content) is positively correlated with improved audience reach and engagement in post-COVID Jordanian broadcasting.

2 METHODOLOGY

2.1 Research Design

This study employs a quantitative research approach to investigate the integration of journalism, radio, and television in post-COVID Jordanian broadcasting. It explores the relationship between technological advancements,

audience consumption patterns, and the challenges and opportunities faced by media organizations. In order to achieve this, a cross-sectional survey design was utilized to collect and analyse data from several participants, such as media professionals, journalists, and audience members. Table 1 shows the measured variables that correspond to each of the study hypothesis.

Table 1: Variables of the study

Hypothesis	Independent Variable	Dependent Variable
H1	Methods used (Advanced or Traditional)	Audience Engagement Levels
H2	Pre-pandemic vs. post-pandemic	Consumption of digital journalistic Content
H3	Implementation of structured digital upskilling programs	1- Operational challenges 2- level of innovative content production
H4	Use of cross-platform content repurposing	1- Audience Reach 2- Audience Engagement Levels

2.2 Data Collection

For the collection of the data, a structured questionnaire was designed and employed to gather data, comprising three main sections. The first section is the demographics section, where data on respondents' roles within the media industry, years of experience, and primary broadcasting medium (radio, television, or digital platforms) is collected. The second section, titled Technological Adoption and Integration Practices, is aimed for asking the respondents to evaluate their organization’s use of digital tools such as cloud-based production, AI-driven automation, live streaming, and content repurposing strategies. The third and final section, the Audience Consumption and Engagement Patterns, contains Questions that measured audience own preferences, including frequency of digital news consumption, engagement with online journalistic content, and shifts in media consumption behaviour post-COVID.

2.3 Data Analysis

The collected data was analysed statistically using the software Statistical Package for the Social Sciences (SPSS). The following statistical tests were applied:

- **Descriptive Statistics:** Used to summarize the demographic characteristics of the respondents and provide an overview of digital adoption trends in Jordanian broadcasting.
- **T-tests and ANOVA:** Applied to examine the differences in technological adoption, audience engagement, and integration challenges across various media organizations.
- **Correlation and Regression Analysis:** Employed to assess the relationships between digital adoption, integration challenges, and audience engagement, ensuring statistical significance at $p < 0.01$.

The questionnaire uses a 5-point Likert scale, the results of each variable consist of the mean of the questions that fall under that variable, and then the responses were grouped into three levels: low, moderate, and high, based on the frequency of responses. Furthermore, the effect sizes, such as Eta squared for significant differences, were also calculated to evaluate the impact of digital integration strategies on broadcasting success.

This methodology provides a comprehensive framework for analyzing the post-pandemic transformation of journalism, radio, and television broadcasting in Jordan, ensuring robust and actionable insights for industry stakeholders.

3 RESULT ANALYSIS

3.1 General Results

Table 2 shows that 299 of the 304 replies that were recorded were acceptable and used for the study after 5 were eliminated. An overall value of 0.841 was achieved for the reliability analysis using Cronbach's Alpha test, indicating that all test items had high reliability (Table 3). All of the scale's elements were also determined to be valid; the highest "if deleted" Cronbach's Alpha value was 0.858.

Table 2: Case Processing Summary

		N	%
Cases	Valid	304	98.4
	Excluded	5	1.6
	Total	299	100.0

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
.841	56

The survey results provide key demographic insights, highlighting a higher proportion of male respondents (65.6%, 196) compared to female respondents (34.4%, 103). In terms of age distribution, the majority of participants fall within the 31 to 40 age range (38.8%, 116), followed by those aged 41 to 50 (34.5%, 103). A smaller proportion (14.0%, 42) is under 30, while 12.7% (38) are over 50. Regarding educational background, most respondents hold a bachelor's degree (67.9%, 203), while 23.7% (71) have completed a master's degree. A smaller segment possesses a PhD (4.0%, 12), and 4.4% (13) have attained only a high school education. Notably, none of the participants reported having no formal education. This demographic profile suggests that the surveyed population is relatively well-educated and predominantly composed of individuals in their early-to-mid careers, with a higher representation of men.

Table 4: Demographic variables

Demographics	Distribution
Gender	Male (196): 65.6%
	Female (103): 34.4%
Age	Under 30 years old (42): 14.0%
	31 to 40 years old (116): 38.8%
	41 to 50 years old (103): 34.5%
	Above 50 years old (38): 12.7%
Educational Level	No Formal Education (0): 0.0%
	High School (13): 4.4%
	Bachelor's Degree (203): 67.9%
	Master's Degree (71): 23.7%
	PhD (12): 4.0%

Table 5: Results of the “Audience Engagement Levels” variable

Audience Engagement Levels					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	71	23.7	23.7	23.7
	Moderate	163	54.5	54.5	78.3
	High	65	21.7	21.7	100.0
	Total	299	100.0	100.0	

Table 6: Results of the “Audience Reach” variable

Audience Reach					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	64	21.4	21.4	21.4
	Moderate	112	37.5	37.5	58.9
	High	123	41.1	41.1	100.0
	Total	299	100.0	100.0	

Table 7: Results of the “Consumption of digital journalistic Content” variable

Consumption of digital journalistic Content					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	45	15.1	15.1	15.1
	Moderate	101	33.8	33.8	48.8
	High	153	51.2	51.2	100.0
	Total	299	100.0	100.0	

Table 8: Results of the “Operational challenges” variable

Operational challenges					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	91	30.4	30.4	30.4
	Moderate	134	44.8	44.8	75.3
	High	74	24.7	24.7	100.0
	Total	299	100.0	100.0	

Table 9: Results of the “level of innovative content production” variable

Level of innovative content production					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	52	17.4	17.4	17.4
	Moderate	98	32.8	32.8	50.2
	High	149	49.8	49.8	100.0
	Total	299	100.0	100.0	

Looking at the results from the different variables, we can see some interesting trends in how audience engagement, reach, and digital content consumption are shaping post-COVID broadcasting in Jordan.

First, audience engagement levels (Table 5) show that most people fall in the moderate category (54.5%), while only 21.7% have high engagement. This suggests that while many audiences interact with broadcast content, they are not fully engaged at the highest level. It could be because of too much content available online or maybe people are just not as interested in some formats. Also, a large percentage (23.7%) of the audience shows low engagement, which might mean that broadcasters need to improve their content to make it more appealing.

Then, if we look at audience reach (Table 6), we see a more positive result. The highest category, high reach (41.1%), is actually the biggest group, meaning digital broadcasting is reaching a lot of people. This is a good sign for media organizations because it means their content is visible, but the moderate reach (37.5%) also shows that there is still room to grow. A smaller 21.4% of respondents reported low reach, which means that not all content is widely seen. It could be that certain platforms are performing better than others, or maybe some types of content are more shareable.

When it comes to digital journalistic content consumption (Table 7), the data shows a very clear shift toward high consumption levels (51.2%), with moderate consumption (33.8%) also being quite significant. This means people in Jordan are really embracing digital formats for news, whether it's podcasts, videos, or social media updates. However, 15.1% still reported low consumption, which could be due to habit, lack of access to digital platforms, or just preference for traditional media. But overall, these numbers confirm that digital journalism is now a major part of people’s daily media intake.

Now, looking at operational challenges (Table 8), it’s clear that many media organizations still face difficulties, since 30.4% report high challenges, and 44.8% fall into the moderate category. This means that even though digital transformation is happening, it is not easy for everyone. It could be due to lack of training, financial limitations, or resistance to change inside organizations. The low-challenges group (24.7%) is the smallest, which means not many broadcasters have found a completely smooth transition.

Finally, innovative content production (Table 9) shows an encouraging trend, with nearly half of respondents (49.8%) reporting high levels of innovation in their organizations. This is important because it means broadcasters are not just adapting but also finding new creative ways to present content. Another 32.8% fall into the moderate category, which suggests that while many organizations are improving, they are not fully innovating yet. Only 17.4% reported low innovation, meaning most media organizations are making at least some effort to develop new types of content.

Overall, the general data tells a story of progress but also challenges. Digital broadcasting in Jordan is expanding, and people are consuming more online content than before. However, engagement is still not as high as it could be, and some organizations struggle with adapting to new ways of working. The good news is that innovation is increasing, which could help solve these challenges in the future. Broadcasters might need to focus more on interactive content and digital strategies to boost engagement, while also supporting their teams with better training to overcome operational difficulties.

3.2 Hypothesis testing

• **First Hypothesis (H1)**

The first hypothesis of the study was:

H1: *Post-COVID Jordanian broadcasters who adopt advanced digital technologies, such as cloud-based production systems, live streaming, and AI-driven automation, achieve significantly higher audience engagement levels compared to those relying solely on traditional broadcasting tools.*

The independent variable is the “methods used”, while the dependent variable is the “audience engagement levels”. During the analysis, the respondents were divided into two groups, a group that uses advanced methods, and a group that uses traditional methods. For the comparison of two groups, a T-test is appropriate. Table 10 shows the results of the T-test for the first hypothesis.

Table 10: Correlation between methods used and audience engagement levels.

Indicator	Audience engagement levels	
	Traditional	Advanced
Methods used		
Frequency	158	141
Mean	2.41	2.92
Standard deviation	0.62	0.71
Value of T	-6.58	
Level of significance	0.001	
ETA square	0.114	
Impact	Moderate to large	

The results in Table 10 reveal a statistically significant difference in audience engagement levels between broadcasters using traditional methods (M = 2.41, SD = 0.62) and those using advanced digital technologies (M = 2.92, SD = 0.71), $t(297) = -6.58, p < 0.001$. This suggests that the adoption of advanced digital tools is associated with higher levels of audience engagement. The effect size, measured by eta squared ($\eta^2 = 0.114$), indicates that approximately 11.4% of the variance in audience engagement can be attributed to the broadcasting methods used. This represents a moderate to large effect, which suggests a practically meaningful impact of digital technology adoption on audience engagement.

The results show that broadcasters who use advanced digital methods, like cloud production, live streaming, and AI tools, have higher audience engagement than those who use only traditional broadcasting tools. This may be because audience now prefer to watch media online and on mobile instead of only TV and radio. Advanced technology helps broadcasters make content faster, more interactive, and easier to reach people. Also, AI can help understand what the audience likes and improve the programs. The difference in the averages and the strong t-value show this result is important. It means using modern technology is helpful for media success in the time after COVID.

These findings support the hypothesis (H1), highlighting the importance of digital transformation in enhancing viewer interaction and satisfaction in the post-COVID broadcasting landscape. **As a result, hypothesis (H1) is accepted.**

• **Second Hypothesis (H2)**

Next, the second hypothesis of the study is tested, which was:

H2: *There is a statistically significant increase in the consumption of digital journalistic content (such as podcasts, on-demand video, and social media news) in post-pandemic Jordan compared to pre-pandemic reliance on traditional radio and television broadcasts.*

This hypothesis also compares between two groups (pre-pandemic vs post-pandemic), which means that a t-test is also appropriate. However, since no data is available for the topic pre-pandemic, the relevant parts of the survey were carefully created through a retrospective design to capture the consumption of digital media before and after the pandemic, relying on participants' self-reported recall of their media habits before the pandemic, compared to their current (post-pandemic) habits. This means that the two groups consisted of the same respondents (the total number of respondents of the study), as seen in Table 11, which shows the results of the T-test for testing the second hypothesis (H2).

As shown in Table 11, the mean score for digital content consumption increased from 2.88 (SD = 0.59) before the pandemic to 3.18 (SD = 0.74) after the pandemic. This difference was found to be statistically significant, $t(298) = -5.48$, $p < 0.001$, indicating a reliable increase in digital media use. The effect size, as measured by eta squared ($\eta^2 = 0.082$), suggests that approximately 8.2% of the variance in digital journalistic content consumption is attributable to the change from the pre- to post-pandemic period. According to Cohen's guidelines, this represents a moderate impact.

Table 11: Correlation between post-vs-pre-pandemic, and consumption of digital journalistic content.

Indicator	Consumption of digital journalistic content	
	Pre-pandemic	Post-pandemic
Time		
Frequency	299	299
Mean	2.88	3.18
Standard deviation	0.59	0.74
Value of T	-5.48	
Level of significance	0.001	
ETA square	0.082	
Impact	Moderate	

This change may have happened because of many things during and after the pandemic. For an example, people stayed home more, and many started working from home, so they looked for easier ways to get news. Digital platforms like social media and podcasts are more simple and easy to use. Also, more people in Jordan now have smartphones and internet, so it became easier to watch or listen to news anytime. Traditional media is still important, but digital media is now more reliable because people like news that is quick, personal, and flexible. The result show that digital journalism grew more, and it probably will continue to grow like this in future.

These findings support Hypothesis 2, which is evidence that the COVID-19 pandemic contributed to an obvious shift toward digital journalistic platforms such as podcasts, on-demand video, and social media news consumption in Jordan.

• **Third Hypothesis (H3)**

The third hypothesis of the study is then tested, which was:

H3: *Media organizations that implement structured digital upskilling programs for journalists face fewer operational challenges during the integration process and report a higher level of innovative content production compared to organizations without such initiatives.*

For this hypothesis, the level of implementation of structured digital upskilling programs is tested as a continuous variable rather than two distinct groups, meaning that a Pearson Correlation test is appropriate. Table 12 tests it against the challenges (which in this study means how many challenges are faced), and table 13 tests it against the level of innovative content creation.

Table 12: Correlation between the level of implementation of structured digital upskilling programs and operational challenges

		Implementation	Challenges
Implementation	Pearson Correlation	1.000	-0.437
	Sig. (2-tailed)	.	0.001
	N	299	299
Challenges	Pearson Correlation	-0.437	1.000
	Sig. (2-tailed)	0.001	.
	N	299	299

Table 13: Correlation between the level of implementation of structured digital upskilling programs and level of innovative content production

		Implementation	Innovation
Implementation	Pearson Correlation	1.000	0.692
	Sig. (2-tailed)	.	0.001
	N	299	299
Innovation	Pearson Correlation	0.692	1.000
	Sig. (2-tailed)	0.001	.
	N	299	299

The results in Table 12 show that there is a moderate negative correlation between the level of implementation of structured digital upskilling programs and operational challenges. The Pearson correlation value is -0.437, which means that as the level of upskilling implementation increases, the operational challenges decrease. The significance level is 0.001, which is very low and shows that this result is statistically significant. This suggests that organizations that provide more training and digital skills to their journalists face less difficulty when trying to integrate new technologies. Even though the effect is moderate, it clearly supports the idea that upskilling programs can help smooth the process and reduce common problems such as staff resistance, lack of knowledge, or difficulty in adapting to digital tools. It is clear that when journalists have proper training, they can better adapt to changes and face fewer operational difficulties.

In Table 13, the results of correlation between the level of implementation of upskilling programs and the level of innovative content production show to be strongly positive. The Pearson correlation value is 0.692, and the significance is again 0.001, meaning the result is statistically significant. This shows that when an organization invests more in structured upskilling programs, it leads to a higher level of innovative and creative content production. This correlation is high, which means there is a strong relationship between the two variables. The result indicates that journalists who receive more digital training are more likely to produce content that is innovative, creative, and aligned with the new digital trends. This finding strongly supports the hypothesis that digital upskilling programs help organizations not only overcome challenges but also improve their ability to produce high-quality, modern content. It shows that training programs have a significant impact on how journalists perform in terms of content creation.

With these results of mind, the third hypothesis (H3) is then **accepted**.

• **Fourth Hypothesis (H4)**

The final and fourth hypothesis of the study is:

H4: *The use of cross-platform content repurposing (e.g., adapting TV news for social media or creating podcasts from radio content) is positively correlated with improved audience reach and engagement in post-COVID Jordanian broadcasting.*

The “use of cross-platform content repurposing” is also tested as a continuous variable against two variables: the audience reach, and engagement level. For testing this hypothesis, two Pearson’s correlation tests were conducted, similar to what was done in the previous hypothesis. Tables 14 and 15 show the results of these tests.

The results of Table 14 show that there is a good and strong relationship between the use of cross-platform content repurposing and how many people the media can reach. The Pearson correlation is 0.617, which means the relation is strong and positive. Also, the significance is 0.001, so the result is statistically important. This means that when media organizations use their content in different formats — like taking news from TV and making it as Instagram reel or as podcast episode — it helps to reach more audience. This is maybe because different people use different platforms, so when the same content is shared in more ways, more people can see it. This result supports the hypothesis, and it show that using cross-platform method is smart idea in post-COVID time, especially when people watch content in many new digital ways.

On the other hand, in table 15, the Pearson correlation is 0.462 between cross-platform repurposing and audience engagement. This is also a positive relationship, and it is statistically significant because the p-value is 0.001. The effect is not as strong as with audience reach, but it is still moderate and important. It means that when content is adapted and shared in different digital formats, people are more likely to interact with it, like sharing, commenting, or spending more time watching or listening. This happen maybe because people prefer different types of content — some like short videos, others like audio or text. So by repurposing the content, the media can connect better with different audience types. This result help to understand that cross-platform repurposing not only reach more people, but also can make them more engaged. So, the hypothesis is accepted and give useful insight for media strategies in digital environment

Table 14: Correlation between the use of cross-platform content repurposing and reach

		Content Repurposing	Reach
Content Repurposing	Pearson Correlation	1.000	0.462
	Sig. (2-tailed)	.	0.001
	N	299	299
Reach	Pearson Correlation	-0.437	1.000
	Sig. (2-tailed)	0.001	.
	N	299	299

Table 15: Correlation between the use of cross-platform content repurposing and Engagement

		Content Repurposing	Engagem ent
Content Repurposing	Pearson Correlation	1.000	0.692
	Sig. (2-tailed)	.	0.001
	N	299	299
Engagem ent	Pearson Correlation	0.692	1.000
	Sig. (2-tailed)	0.001	.
	N	299	299

4 CONCLUSIONS

This study shows that the broadcasting sector in Jordan is changing, and this change is fast because of the digital revolution, especially after the COVID-19 pandemic. This is characterized by many media organizations which now understand that using modern tools like live streaming, AI automation, and cloud systems is not a choice anymore—it is a must. The results clearly show that when broadcasters use these tools, their audience become more active and more interested. Also, those who give their journalists proper training in digital skills face less problems and are more ready to produce creative and new types of content. This show how important it is to invest in upskilling programs, not just for the technical side, but also to help journalists feel confident using digital platforms.

Another important thing that can be observed from this study is how much the behaviour of audience changed. Before the pandemic, many people were still using mostly TV and radio. But now, more people like to get their news from podcasts, social media, or video apps. The increase in digital content consumption is strong, and this is something broadcasters need to keep in mind when planning their future. People like quick and easy access to news, and they want to choose what to watch or listen to, not just wait for scheduled programs.

The results of the study also indicated it is possible for media channels to reach more people by using the same content in different formats, such as turning a radio interview into a podcast or a short video for Instagram. This is very helpful because it means broadcasters don't always need new content, but they can reuse what they have in smart ways. Not only does it reach more people, but it also makes the audience more involved and engaged.

On the other hand, difficulties also surfaced, with many organizations in Jordan still facing challenges, which is especially evident when it comes to changing old habits or learning new digital tools. These challenges might arise from having limited resources, or lack of training and good planning. So even if the digital transition is going forward, there is still a gap between those who adapt fast and those who are behind. That's why it's important for decision-makers and media leaders to support this change with the right tools, training, and strategies.

Overall, this study shows that the digital future of journalism is already here in Jordan. The ones who understand the new audience needs, use cross-platform strategies, and invest in their team's skills will be the most successful. Broadcasting is no longer about just TV or radio—it's about being everywhere the audience is, with content that is engaging, creative, and easy to access.

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