

Social Actors

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The individuals, and the
organizations they work for,
are social actors in
journalism

Journalists



Source

Approaches to Defining Journalists

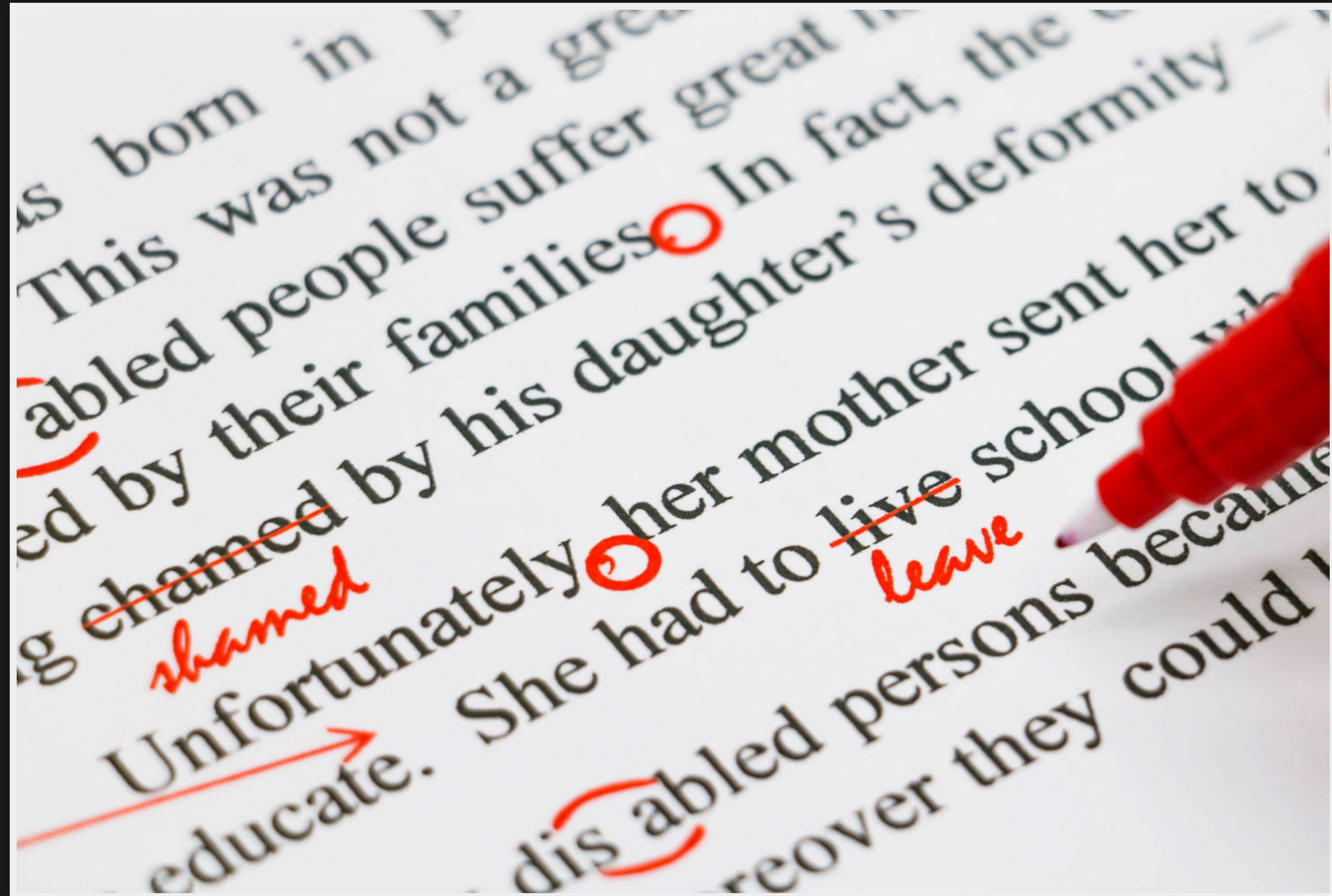
- Sociological approach
 - What does an individual do? How do they do it? What role do they play in shaping the profession?
- Normative approach
 - What values do they adopt and try to apply in their work? How do they think about their identity vis-a-vis other would-be Journalists?

Editorial Actors



Source

Editorial Actors



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Editorial Actors



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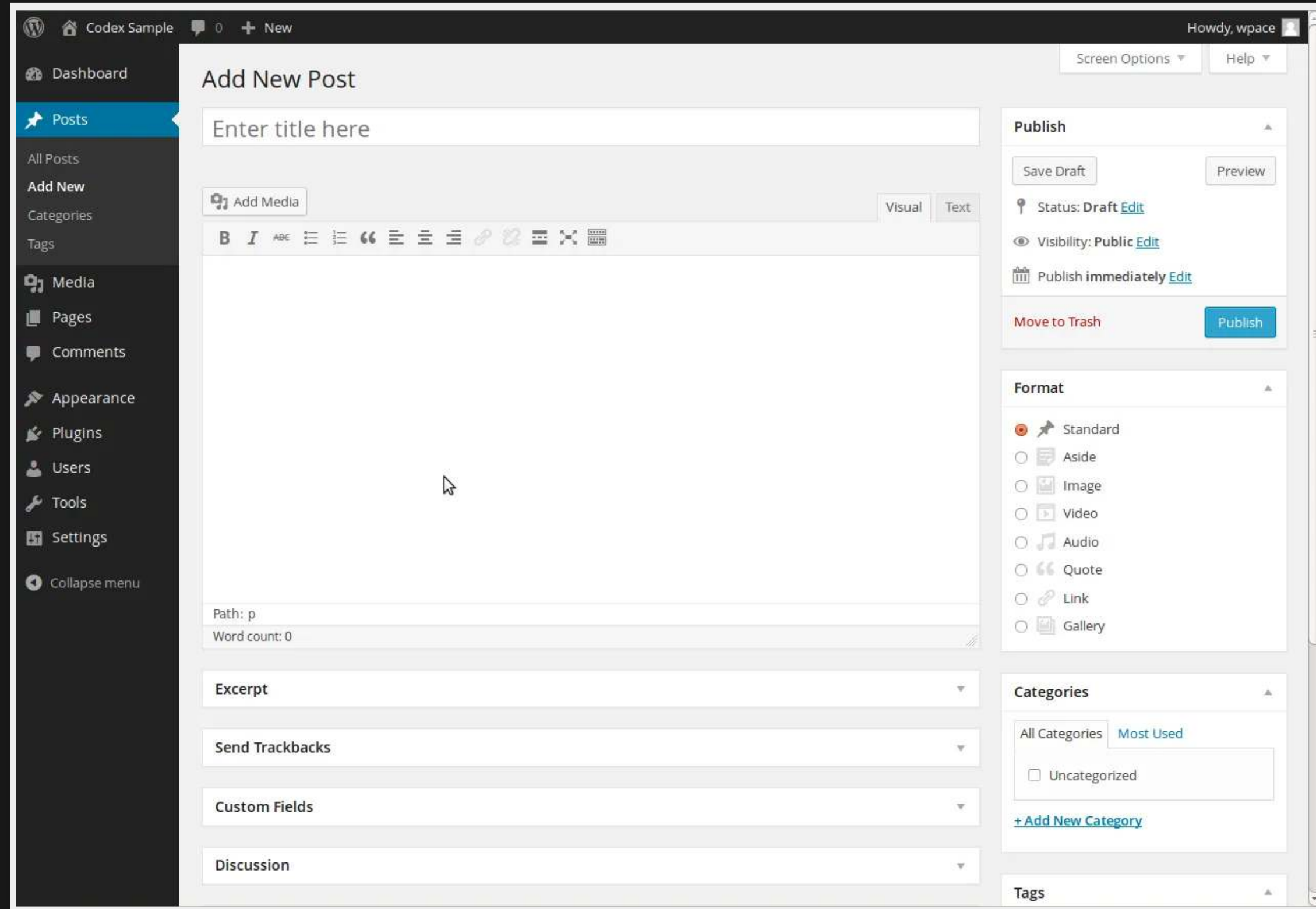
Economic and Technical Actors

- Economic actors
 - Examples:
 - Managers, who define and implement business strategies
 - Proprietors, who own news organizations
 - These actors often take a hands-off approach, but may also be involved in day-to-day decision-making
- Technical actors
 - Examples:
 - Camera operators, who film the broadcasts
 - Web developers, who ensure the website and CMS work
 - Essential to operating the technologies needed to create and distribute news products

Social actors can operate
inside and outside of
newsrooms

(or the news industry altogether!)

Example: The CMS

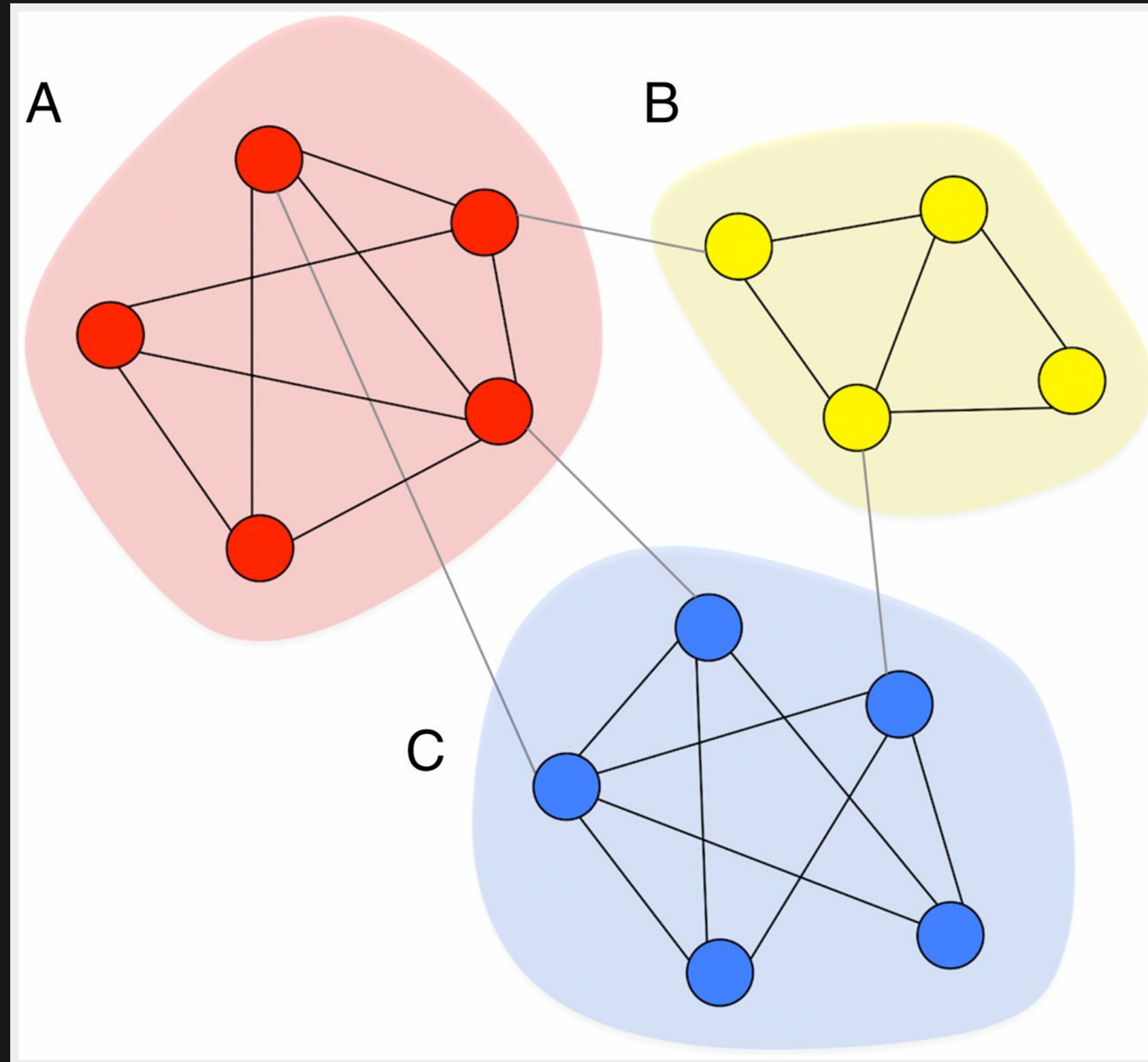


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Interlopers

- Individuals who participate meaningfully within one area (e.g., journalism) but typically operate in a different area (e.g., general app developer)
 - Many aim to impact journalism but don't seek recognition as journalistic actors
- Interlopers challenge orthodoxies
 - Sometimes through explicit critique
 - Often by unintentionally introducing new logics and processes
- Some do seek recognition as journalistic actors
 - But those efforts may not be successful

Networks of Actors



Source

Producing news is rarely a
solitary endeavor

Social actors can move away
from, and closer to, the
centers of networks

(which impacts the reputation and social credit they receive
within those networks)

Key Takeaways

- Social actors refer to the humans and organizations within a given social space
- There is a wide range of editorial, economic, and technical actors in journalism
- In addition to traditional actors, there are also interlopers
- Journalistic spaces are shaped by the interactions among those in the network
- Networks are fluid; social actors can move around