

ABSTRACT

RESISTANCE OR ACCEPTANCE: CONVERGENCE IN THE NEWSROOM

The current study utilized qualitative methods to examine the diffusion of convergence in three Central California newspaper newsrooms. Three newspapers in the San Joaquin Valley were contacted and 34 participants were interviewed about the impact of technology in the newsroom and what they believe is the future of the industry. Interviews were transcribed verbatim and the data were analyzed. Several themes emerged from the data, such as the influence of age on diffusion and the potential for hegemony and resistance to change. The results revealed that convergence is happening in the examined newsrooms and that the majority of the participants saw adapting to new technology as a means of survival in their field. In this struggle to continue in a changing industry though, there was discord and the potential for resistance.

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