

Behavior of Vietnamese journalists when using social media today

Hoang Thi Nga

Abstract: This topic aims to provide an overview of the behavior of Vietnamese journalists when using social media (SM) and analyze the challenges as well as opportunities that SM brings. The main objective is to identify the role of SM in modern information and communication activities, while proposing an appropriate approach to enhance the digital capacity of journalists. The research method combines theory with experimentation to assess the actual impact of SM on journalists' work. The expected outcome is to contribute to the understanding of the digital transformation process in the media industry, while providing suggestions for relevant policies and regulations.

Keywords: Journalistic conduct, Social media, Digital transformation, Mass media, Skill enhancement