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# TRANSPARENCY AND OTHER **JOURNALISTIC NORMS ON TWITTER**

The role of gender

Dominic Lasorsa

**■ Download citation ■ https://doi.org/10.1080/1461670X.2012.657909** 

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Translator disclaimer A growing argument in communication scholarship is that quality



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## **Abstract**

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information by being transparent, by revealing how information was obtained, so audiences can see through it to its origins and help correct errors. This study examined the extent to which female and male journalists differ in their use of Twitter and, specifically, their journalistic transparency on Twitter. Female journalists were found to differ little from male journalists in their Twitter presence, topics, opining or gatekeeping, but they were significantly more transparent. They revealed more about their jobs, personal lives and

everyday activities, and they linked more to external websites, all

indicators of greater transparency. While women working for

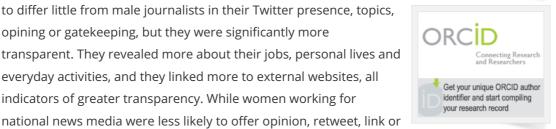
journalism online can distinguish itself from rumor and unchecked

tweet about themselves or their everyday lives than women working for less "elite" media—which would support a professional socialization perspective—none of these differences was statistically significant.

Keywords: gender, new media, norms, transparency, Twitter

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