Mobile journalism is a fast-growing area of journalistic innovation that requires new skills and work practices. Thus, a major challenge for journalists is learning not only how to keep up with new gadgets but how to advance and develop a *mojo mindset* to pursue their interests and solidify future work options

The analysis of the gathered data material provides a rich picture of the role of the mojo community as an agent in journalism innovation. It emerged from the data that a main motive for the informants’ engagement with the mojo community was *to develop the mojo mindset.* The need for developing the mojo mindset is rooted in a shared belief in mobile technology as the most important, disruptive tool of journalism. The shared belief in mobile technology is not only a basic connection that links a diverse group of people together—it also influences their interests, point of attention, and worldview. The informants are subsequently attracted to the mojo community by the following motives: (1) a need for belonging and unity with likeminded colleagues, (2) perceived resistance against mobile journalism in traditional Western TV newsrooms, (3) a need for orientation, knowledge extension, and support, and (4) sustainable protection of jobs. The identified themes are not meant to be exhaustive and can be partly overlapping. They are meant to characterize the reasons for participation and the value of the engagement in the community seen from the perspective of the participants. The motives are the reasons and contextual factors that provide a rationale for our informants’ participation in the community. They are closely interrelated, and in the following we will explain the four identified motives in more detail.

[Full article: “We in the Mojo Community” – Exploring a Global Network of Mobile Journalists (tandfonline.com)](https://www.tandfonline.com/doi/full/10.1080/17512786.2020.1742772?src=recsys)