Abstract

Rapid development of technologies has changed the media landscape and challenged journalism education across the world. Media professionals, as well as media scholars are criticizing journalism educators for their slow response to these changes. This cross-sectional exploratory research studies adoption of innovation among journalism educators in post-Soviet Georgia. All journalism faculty members from 16 journalism programs were surveyed to understand the extent of innovation adoptions. This research employs diffusion of innovations theory and a network analysis perspective, first to conduct complete network analysis of journalism educators, and second, to study network effects on adoption behavior.

Keywords: journalism education, Georgia, network analysis, diffusion of innovations, innovation adoption