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ISSUES ON:

JOURNALISM AND COMMUNICATION, LINGUISTICS, LITERATURE AND SINO-NOM

24. AN ANALYSIS OF THE IMPACT OF GENDER-RESPONSIVE COMMUNICATION ACTIVITIES ON GENDER STEREOTYPES IN SMALL AND MEDIUM-SIZED ENTERPRISES IN VIETNAM (A CASE STUDY OF JONCKERS LLC, VIETNAM BRANCH)
Dang Thuy Linh, Nguyen Kieu Nga334
25. REPRESENTING THE ISRAEL-HAMAS CONFLICT IN THE MEDIA: A STUDY OF ONLINE NEWSPAPERS CNN, CHINA DAILY, AND SPUTNIK
Le Ngoc Thuy Duong.....346
26. CONSTRUCTING A COMMUNITY OF TIKTOK TRAVEL INFLUENCERS AS A MEDIATOR FOR TRAVEL DESTINATION MESSAGING (A CASE STUDY OF DESTINATION QUANG NINH, VIETNAM)
Nguyen Hoang Anh, Bui Ngoc Linh Chi357
27. THE IMPACT OF THE PLATFORM ECONOMY ON THE MEDIA MARKET ECOSYSTEM: CHALLENGES AND SUSTAINABLE DEVELOPMENT SOLUTIONS
Nguyen Thi Ha Giang374
28. THE THEME OF MENTAL HEALTH IN DANG HOANG GIANG'S WORKS
Pham Thi Huong.....394
29. FACTORS INFLUENCING JOURNALISM IN BUILDING THE CULTURAL ENVIRONMENT IN THE DIGITAL PLATFORMS
Tran Thi Phuong Nhung.....407
30. BEHAVIOR OF YOUNG VIETNAMESE IN RECEIVING JOURNALISTIC INFORMATION ON TIKTOK
Vu Thi Kim Hoa.....429
31. NOMINALIZATION OF CLAUSES IN SOCIAL SCIENCE TEXTS ENGLISH-VIETNAMESE COMPARISON: ANALYSIS BASED ON HALLIDAY'S SYSTEMIC FUNCTIONAL THEORY
Bui Thi Thuy.....447
32. DEONTIC MODALITY OF OBLIGATION IN ENGLISH AND VIETNAMESE MILITARY NEWS REPORTS A CONTRASTIVE PERSPECTIVE
Duong Huy Hiep.....462
33. LINGUISTIC STRATEGIES FOR REPRESENTING SEXUALITY IN IMPROVISATIONAL COMEDIES (A CASE STUDY OF *ƠN GIỜ, CẬU ĐÂY RỒI!*)
Nguyen Hai Ha476
34. SPEECH ACTS IN BUSINESS DISCOURSE: A LITERATURE REVIEW AND PRACTICAL APPLICATIONS
Nguyen Thi Huyen Trang500

FACTORS INFLUENCING JOURNALISM IN BUILDING THE CULTURAL ENVIRONMENT IN THE DIGITAL PLATFORMS

Tran Thi Phuong Nhung¹

Abstract: *Building the cultural environment in the digital platform is a significant mission for journalism. In reality, the activity of journalism is influenced by various factors, which determine the function and effectiveness of journalistic activities in constructing the digital cultural environment. This article's objective is to identify and evaluate the impact of key factors affecting journalism in this process. Employing qualitative methods through the survey and processing of data from 127 survey questionnaires, the study utilizes a linear regression model, with four models applied to four activities related to building the cultural environment in the digital platform. This approach enables the assessments and conclusions regarding the degree of impact of individual journalists, political-social factors, cultural factors, and technological factors on journalism in the process of participating in building the cultural environment in the digital platform.*

Keywords: *Journalism, digital platform, socio-political factors, technological factors, cultural factors*

1. PROBLEM STATEMENT

Culture constitutes one of the pivotal factors in the sustainable development process of numerous countries. “Culture is the spiritual foundation of society, serving as both the goal and the driving force for the nation’s sustainable development. Culture must be positioned on an equal footing with economics, politics, and society” (Resolution 33-NQ/TW). Every cultural phenomenon or activity necessitates an appropriate cultural environment. The cultural environment represents a stable aggregate of material and personality factors through which individuals mutually influence one another. These factors affect the exploitation and creation of cultural values, as well as individuals’ spiritual needs, interests, and value orientations. The cultural environment encompasses not only a synthesis of material cultural elements but also the individuals who embody their culture. (A.I.A.C - Non- Dop, 1981).

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The Fourth Industrial Revolution has precipitated the emergence of new terminologies related to digital society, digital economy, digital citizens, and, undoubtedly, digital culture. Culture in general, and the cultural environment in particular, formed based on digitization, exhibit distinctions compared to other stages of societal development (Bui Hoai Son, 2022). The Internet has established a space that gives rise to a novel cultural environment — the digital one. This environment is an artificial construct imbued with humanistic values created by humans. However, unlike the cultural environment in real life, the digital cultural environment is sustained by a spirit of innovation and creativity in science and technology. It entails transposing human behaviors, values, and activities from the physical realm into the digital environment, thereby presenting opportunities and favorable conditions for comprehensive human development (Nguyen Huy Phong, 2023).

Given the diverse and prosperous development of the current cultural environment, the mission of constructing the cultural environment in general, and the cultural environment in the digital platform in particular, is accorded significant emphasis by the Party and the State. At the National Cultural Conference in 2021, the late General Secretary Nguyen Phu Trọng explicitly stated: *“Building a digital cultural environment that aligns with the digital economy, digital society, and digital citizens enables culture to adapt and regulate the sustainable development of the country within the context of the Fourth Industrial Revolution. There is an urgent need to develop cultural industries and establish a healthy cultural market.”*

Journalism is critical in shaping and reflecting social culture in the current digital era. The transition to the digital platform has unveiled numerous opportunities while posing substantial challenges for press agencies. Within this context, constructing a positive cultural environment in the digital platform, with the support of journalism, emerges as a vital issue to ensure a healthy information society and sustainable development. Thus, the questions arise: What factors influence journalism in this activity, what are their impacts, and how do the relationships among these factors affect journalists - the individuals directly responsible for creating journalistic content?

The research objective outlined in this article is to analyze the factors influencing journalism, focusing on journalists - the individuals who directly create journalistic content - within the process of participating in building the cultural environment in the digital platform. To fulfill this objective, the article will address the following research questions:

1. *What factors influence journalism in the process of participating in building the cultural environment in the digital platform?*
2. *Which journalism activities do these factors impact in participating in building the digital cultural environment?*
3. *What are the degree and effectiveness of their impacts?*

2. RESEARCH METHODOLOGY

To implement this study, the research is divided into two steps:

Step 1: Constructing a theoretical framework concerning the factors influencing journalism in the process of participating in building the cultural environment in the digital platform, with a specific focus on the factors affecting journalists - the creators of journalistic works. This study has adjusted and supplemented certain statements within the measurement scale to align with the research context of press agencies in Vietnam. Specifically,

- As proposed by Shoemaker & Reese (1996), the scale for individual journalist factors comprises 5 observed variables: values of individual journalists, professional experience, political views, personality characteristics, and relationship with the community.

- The scale for political-social factors, also by Shoemaker & Reese (1996), includes 4 observed variables: the influence of legal regulations, government communication policies, the impact of public opinion, and internal policies of press agencies.

- The scale for cultural factors, developed by Inglehart (1977), encompasses 5 observed variables: traditional values, community orientation, conservation values, acceptance of cultural diversity, and influence of social movements.

- The scale for technological factors, based on the Technological Acceptance Model (TAM) by Fred Davis, consists of 5 observed variables: technology acceptance, usefulness of technology, ease of use, influence of social media, and impact of technology on reader interaction.

Step 2: Conducting surveys and measurements

Research subjects: The study targets reporters and journalists from news agencies and press organizations across Vietnam, spanning three regions: the North (from Ninh Binh northward), the Central region (from Thanh Hoa to Binh Thuan), and the South (from Binh Phuoc southward) — implementation period: November 2024.

Research method: The study is conducted in three steps, supported by the SPSS statistical software, comprising:

- Construction of the measurement scale,
- Collection of primary data,
- Data analysis.

The measurement scale and the reliability of the observed variables are assessed using Cronbach's alpha coefficient and the Exploratory Factor Analysis (EFA) method. For the scale to be deemed acceptable, variables with an item-total correlation coefficient

less than 0.3 and a Cronbach's alpha coefficient below 0.6 are eliminated. Furthermore, in the EFA, variables exhibiting a factor loading less than 0.5 are excluded from the scale due to their weak correlation with the latent factor (the measured concept). The final step involves testing the model using multiple regression analysis at a 5% significance level.

Accordingly, the general rule for the minimum sample size in exploratory factor analysis is five times the number of observed variables, and the appropriate sample size for multiple regression analysis similarly requires five times the number of observed variables (Hair et al., 2010). This research model incorporates 19 observed variables, resulting in a minimum sample size of 95. Primary data from 127 valid samples are utilized for this research topic, satisfying the required standard. A Likert scale, ranging from 1 to 5, is employed to measure the perceptions of survey respondents regarding the impact of various factor groups on journalism in building the cultural environment in the digital platform.

Data sources: The data is comprised of both secondary and primary sources. Secondary data are sourced from books, newspapers, the Internet, and similar references. For primary data, questionnaires are distributed directly to approximately 127 respondents, consisting of reporters, journalists, and press collaborators from press agencies in Vietnam.

3. THEORETICAL FRAMEWORK AND RESEARCH MODEL

3.1. Culture, cultural environment, and cultural environment in the digital platform

The concept of "culture" was initially considered in relation to society as a narrower phenomenon - one of the social institutions of a specific social group or the level of civilization (culture of society). Since the 20th century, culture has begun to be examined broadly - as a phenomenon related to society. The concept of "socio-culture" is now widely used by representatives of various scientific disciplines and is understood as the cultural dimension of society in all its aspects. Thus, in any social phenomenon, the cultural component plays a significant role (Putsiata Iryna et al., 2023).

Subsequently, the concept of culture has been viewed by researchers from various perspectives, such as philosophy, anthropology, and sociology. Culture is understood as an organic system of material and spiritual values accumulated by humans through practical activities in the interaction between humans and the natural and social environments (Tran Ngoc Them, 1997).

Regarding the "Cyber Culture," concept, Kayisli (2012) argues that this culture may be purely online or span between the virtual and real worlds. Cyber Culture (CyC) is a culture characteristic of online communities; it is not merely a culture arising from using computers but a culture directly mediated by computers. Another way to envision CyC is as the electronic connection between like-minded individuals who may be geographically distant (or physically disabled and thus less mobile).

With the development of science and technology and the widespread application of the internet globally today, the cultural environment not only exists in the actual living space of humans but is also formed in the digital platform. According to Sunny Sui-kwong Lam (2020), in this cultural environment, vibrant cultural activities are taking place, cultural and artistic products are being rapidly disseminated, and the forms of cultural enjoyment are open and diverse. However, alongside the positive impacts on human lifestyles, it also leads to several issues and social consequences arising in this new cultural environment in the digital platform, necessitating intervention and the promotion of the role, function of supervision, and social management of journalism.

Therefore, culture is the totality of values, beliefs, customs, habits, language, art, religion, and other forms of expression that a community, society, or nation shares and passes down through generations. Culture manifests not only in human behavior and lifestyle but also in intellectual and artistic creations.

The cultural environment is the totality of cultural factors influencing human behavior, thinking, and perception within a community, society, or organization. It includes material and immaterial factors such as values, norms, beliefs, attitudes, and customs. The cultural environment profoundly influences how people interact with each other, how they perceive the world, and how they solve problems in life.

The cultural environment in the digital platform (also known as the digital cultural environment) is a space or context in which cultural values, communication activities, and human interactions are realized through digital technologies and digital media. This environment is primarily built on the foundation of the Internet, social networks, mobile applications, and other digital tools. It strongly influences how people receive, share, and create cultural values.

The characteristics and components that constitute the digital cultural environment include: technology and communication techniques, cultural diversity, user interaction, and content creation in the digital platform, changes in communication methods, the speed of dissemination, and strong influence of content in the digital platform, globalization, and cross-border connections, the influence of data and algorithms, and the impact on social values and norms.

3.2. Building the cultural environment in the digital platform and the role of journalism

Building the cultural environment is one of the essential tasks in constructing an advanced Vietnamese culture imbued with national identity. The Communist Party of Vietnam (2021) affirmed in the Documents of the 13th Party Congress, page 262: *“Comprehensively building the cultural environment in families, schools, residential communities, in Party agencies, state agencies, mass organizations, and enterprises*

so that culture truly becomes the driving force and breakthrough for economic, social development, and international integration.”

Compared to the long-standing cultural environment formed and undergoing historical vicissitudes, the cultural environment in the digital platform has a relatively short history, accompanying the historical development of the internet. However, with the increasing number of internet users worldwide as well as in Vietnam (statistics from early 2023 by We Are Social show that Vietnam has 77.93 million internet users, accounting for 79.1%), the cultural environment in the digital platform is increasingly expanding and giving rise to many phenomena and issues. The rise of cyberculture in recent decades has brought about a cultural revolution, notably the maturity and widespread application of technology in cultural production. However, alongside the positive aspects and humanistic values, the digital cultural environment is currently being “polluted” by uncivilized behaviors, distorted and one-sided perceptions of many users, and even the plots and calculations of hostile forces seeking to exploit the digital environment and space to poison and destroy human personality, seriously threatening human safety and national security (Nguyen Huy Phong, 2023).

According to Kayisli (2011), as a continuous communication tool, the Internet forces us to change our lifestyles, cultural habits, values, and attitudes in positive or negative ways. This compels us to adjust the habits we have formed in traditional lifestyles significantly. At this point, we are faced with two values: first, cyberculture; second, internet journalism, an important element in the structure of cyberculture.

Although technologized, cultural production still relies on human content and humanistic spirit. Building the cultural environment in the digital platform must be based on codes of conduct and ethical standards. With its pioneering role on the cultural-ideological front, journalism has greatly contributed to building, preserving, promoting, and disseminating culture in general and the traditional cultural values of the nation. Journalism, in general, has begun to play an important role — the role of a navigator in the digital world (V. Boguslavsskaya, 2019). However, journalistic activities in the digital platform are also influenced by many different factors. These factors can regulate the scope, function, and journalistic activities in building the cultural environment in the digital platform in Vietnam today.

The activities of building the cultural environment in the digital platform focus on the following tasks: First, promoting digital transformation in the cultural sector. Second, building digital cultural heritage. Third, promoting the application of technology to develop cultural industries. Fourth, building digital-era humans, digital citizens, and cultural behavior in the digital environment. Fifth, strictly implementing the 2018 Cybersecurity Law and related legal regulations in cyberspace (Nguyen Duy Bac, 2021).

Based on the tasks and solutions proposed for building a healthy and positive digital cultural environment in our country today, in comparison with the functional system of journalism, hypotheses about the role of journalism in the process of building the cultural environment in the digital platform can be put forward as follows: Firstly, providing cultural information in the digital platform. Secondly, promoting social dialogue in the digital environment. Thirdly, cultural values should be formed on the digital platform. Fourthly, propaganda, education, raising awareness, and contributing to perfecting legal regulations on building the digital cultural environment.

3.3. Factors influencing journalism in the process of building the cultural environment in the digital platform

In the current digital era, journalism not only faces technological development but also confronts many complex influencing factors. In particular, factors directly affecting journalists - the creators of journalistic content - determine the quality and effectiveness of the information conveyed. As McQuail (2010) emphasized, journalism is not only a means of transmitting information but also a tool for reflecting and building cultural and social values. Journalists, who directly create journalistic content, cannot be separated from the influencing factors from the surrounding environment. The individual factors of journalists, such as professional competence and professional ethics, play an essential role in ensuring the quality and reliability of information (Merrill, 2000). At the same time, as Castells (2009) pointed out, the socio-political and cultural environment also has a profound influence on the methods and content that journalists choose to convey to the public, especially in today's diverse and multifaceted society. Clearly, in building the cultural environment in the digital platform, journalism must confront many influencing factors from both internal and external sources. Below are the factors that this article focuses on researching and discussing.

Individual factors of journalists

One of the earliest studies on the function and factors influencing journalism is White's (1950) research on the role of the gatekeeper. White's study, after observing the activities of an editor for a week, concluded that the news editor acts as a gatekeeper, deciding which news will be included or excluded from the newspaper the next morning, and the study also indicated "the highly subjective nature, based on the gatekeeper's own set of experiences, attitudes, and expectations, of what 'news' actually is" (Peter Bro, 2018). Throughout the 20th century, researchers increasingly focused on the values that could influence journalists. Some studies mainly concentrated on the personal backgrounds of journalists, including their political views, as they appeared in personal, organizational, national, or international contexts (Siebert, Peterson, and Schramm 1956; Hallin and Mancini 2004).

Thus, individual factors play a crucial role in determining the content and orientation of information in journalistic activities. Therefore, issues such as skills, political attitudes, and professional ethics of journalists also significantly impact their activities in the digital cultural environment. In the activity of social supervision and criticism, journalistic ethics play a decisive role in choosing the direction of the work. The public will trust a reputable journalist with professional ethics. These are also advantages that help them have more motivation to better fulfill their mission (Nguyen Thi Truong Giang, 2022).

In addition, journalists operating in the digital cultural environment are also Internet users; therefore, equipping digital skills is one of the important requirements to help journalists filter information in the digital environment, thereby reflecting it most effectively to readers. According to Kayisli (2011), digital literacy is one of the prominent concepts in the effective use of Internet journalism. Individuals with basic digital literacy skills can easily use Internet journalism and grasp positive or negative concepts related to cyberculture in their lives.

Socio-political factors

Journalism today is considered by many researchers as a social institution. Journalistic practice is associated with the activities of many social institutions, allowing for the observation of the characteristics of mutual influence between society and journalism. Related to journalistic practice, many areas of public life are addressed, including politics, economics, culture, science, and law (Putsiata et al., 2023).

Kost (2019) examines journalistic activities as a social organization, highlighting current trends and issues in its development from the perspective of the socio-cultural context. He emphasizes that any changes in journalism need to be considered not only within the system of technological development but also within the system of political and spiritual values.

Thus, it can be seen that the socio-political organization of society, depending on the current government regime (authoritarian, totalitarian, democratic), establishes the political and legal foundation, framework, and conditions for the operation of the journalistic system within a specific social system of a given society. It is this factor that determines the degree of freedom/unfreedom of the press and the nature of its relationship with the state and society (Putsiata et al., 2023). Therefore, socio-political factors and the socio-political views of journalists have a significant impact on journalism in the process of building the cultural environment in the digital platform.

Cultural tradition factors

The concept of “culture” was initially considered in relation to society as a narrower phenomenon - one of the social institutions of a specific social group or the level of

civilization (culture of society). Since the 20th century, culture has begun to be examined broadly - as a phenomenon related to society. The relationship between journalism, culture, and society is reciprocal. Journalism influences culture, but at the same time, it is also influenced by culture. And journalism itself can be considered part of culture. The influence of journalism on culture and society has been fully addressed in scientific literature. Conversely, the influence of culture and society on journalism has been less studied. When considering the influence of the media system, attention often focuses on political and economic components. However, cultural influences also provide insights into the differences in journalistic practices between countries (Putsiata et al., 2023).

In Vietnam, author Truong Thi Kien (2023) affirms that journalism is a constituent part of the culture, nurtured and developed on the fertile cultural ground and a creative factor with a substantial impact on contemporary cultural life. Culture is the factor that builds the identity of press agencies, helping journalists adhere to ethics and the law. Speaking of culture is about values, beauty, standards, brands, and reputation.

Cultural factors, especially the orientation towards cultural values of journalists, always have certain impacts on journalistic activities in general and journalistic activities in building the cultural environment in the digital platform in particular. Culture sets values, ethical standards, and lifestyles for journalism to build cultural models in the digital platform. As content creators, journalists' views on beliefs and cultural values greatly influence the process of participating in building the current digital cultural environment.

Technological factors

In journalism science, the definition by H. Jenkins is often used: "*Changes in technology, industry, culture, and society in the circulation of media in our culture... This is the flow of content between different media platforms, seeking new structures... funding for media.*" Kost (2019) also points out that digital technology has contributed to the emergence of convergence: "*Media convergence refers to a situation where different media systems coexist, and media content moves directly between these systems*" (Jenkins, 2006; Kost, 2019). Convergence is manifested through forming a new type - the versatile journalist, who must be capable of multifunctional activities within one medium and ready to work in other media. Leen d'Haenens, Wai Han Lo, & Martin Moore (2022) affirm that technology has always been the driving force for changes in journalistic methods, news production, and distribution.

For journalists, transitioning from a world of information scarcity to a world overflowing with information is challenging. How can a journalist or a group of journalists

filter through the vast amount of video, audio, images, and text published every minute on the internet and determine what is important and worth reporting? Or monitor and evaluate their accuracy? Or detect anomalies in a massive amount of data? Without technological assistance, performing any of these in a virtual environment quickly would be nearly impossible.

Therefore, journalists must rely on software to filter user-generated content, automatically tag content with metadata, and perform preliminary analyses. Journalists use natural language processing tools, artificial intelligence, and machine learning to select data, monitor organizations and public figures, and support investigations (Beckett, 2019).

The role of technology in the news field can be divided into three areas: supporting journalists in their work; empowering the public, providing them with access to relevant content and allowing them to contribute to the news process; and helping media outlets produce, edit, and promote content as well as generate revenue (Leen d'Haenens, Wai Han Lo, & Martin Moore, 2022). In this article, we focus on the role of technology in supporting journalists in their specific work of building the cultural environment in the digital platform. Making good use of technology can help journalists save time in filtering and synthesizing information to limit the spread of fake news and misinformation on digital platforms.

The formation and development of journalism have always been associated with the development of science and technology; therefore, technological factors are extremely important in journalistic activities in general. For journalistic activities in the process of building the cultural environment in the digital platform, technology is the factor that creates this cultural environment; the digital skills of journalists in particular and digital platform users in general also determine many issues in behavioral culture and the establishment of the cultural environment in this space. In addition, large technology companies also create their own "rules of the game" in this environment. For example, Facebook or TikTok have community standards for users, and violations of these standards will result in penalties. Therefore, technological factors, especially journalists' views on technology applications, significantly impact journalism in building the cultural environment in the digital platform.

From the above analyses, we propose a theoretical framework on the factors influencing journalism in the process of participating in building the cultural environment in the digital platform as follows:

Table 1. The theoretical framework of influencing factors

No.	Target Factor	Influencing Factors	Relationship Between Factors
1	Journalism in the process of building the cultural environment in the digital platform	- Individual factors - Socio-political factors - Cultural factors - Technological factors	- Causal relationship - Mediating relationship
2	Journalism participating in building the cultural environment in the digital platform	- Providing cultural information in the digital platform. - Promoting dialogue on cultural issues in the digital platform. - Forming cultural values in the digital platform. - Propaganda, education, raising awareness, and contributing to perfecting legal regulations on building the digital cultural environment.	- Correlational relationship - Mediating relationship

This theoretical framework has been used to construct a questionnaire and survey journalists, reporters, and press collaborators in Vietnam. After processing the data, the article provides evaluations and discussions.

4. RESEARCH RESULTS

The study was conducted using a quantitative method by collecting data through questionnaires from reporters and journalists of news agencies and press organizations in Vietnam in November 2024. The sample was accessed using non-probability sampling through snowball and convenience sampling techniques. The survey collected information from 127 participants.

Table 2. Description of observed data

Variable	Value	Number	Percentage
Gender	Male	51	40.2
	Female	76	59.8
Age	Under 30	39	30.7
	30 to 40	75	59.1
	Over 40	13	10.2
Journalistic Qualification	No journalism major	8	6.3
	Intermediate/College	7	5.5
	University	99	78.0
	Postgraduate	13	10.2
Place of Residence	Northern Region	27	21.3
	Central Region	68	53.5
	Southern Region	32	25.2

The questionnaire content was designed to include activities related to building a cultural environment in the digital platform and journalists' perspectives on the influence of political-social factors, cultural orientation, and technology. Specifically, the activities of building the cultural environment in the digital platform were measured by observed variables clarifying the activities of (1) providing cultural information in the digital platform; (2) promoting dialogue in the digital platform; (3) participating in the process of forming cultural values in the digital platform; and (4) educating to raise awareness and participating in contributing to the improvement of legal regulations on building the cultural environment in the digital platform.

Table 3. The reliability of the measurement scales for journalism activities in building the cultural environment in the digital platform

Activity	Cronbach's Alpha	Smallest Item-Total Correlation
Providing cultural information in the digital platform	0.828	0.726
Promoting social dialogue in the digital platform	0.853	0.862
Forming cultural values in the digital platform	0.902	0.816
Raising awareness and contributing to the improvement of legal regulations in the digital platform	0.911	0.828

Table 4. Level of participation of journalism in activities of building the cultural environment in the digital platform

Activity	Mean	Standard Deviation
(1) Providing cultural information in the digital platform	3.71	0.79
(2) Promoting social dialogue in the digital platform	3.93	0.71
(3) Forming cultural values in the digital platform	4.03	0.68
(4) Raising awareness and contributing to the improvement of legal regulations in the digital platform	4.14	0.68

The measurement scales for individual journalist factors by Shoemaker & Reese (1996) include 4 observed variables: professional experience, level of political interest, level of personal openness, and level of willingness to participate in community support. The measurement information for the variables on individual factors is presented in the table below:

Table 5. Measurement information for variables on individual journalist factors

No.	Variable	Measurement	Mean	Min	Max	Standard Deviation
1	Assessment of experience level	Ordinal scale from 1 – almost no experience – to 5 – very experienced	3.16	1	5	0.79

2	Level of interest in political issues	Ordinal scale from 1 – completely not interested – to 4 – very interested	3.40	1	4	0.72
3	Level of openness/ approach to new trends	Scale from 1 to 10	8.12	5	10	1.25
4	Level of willingness to participate in community support work	Ordinal scale from 1 – completely unwilling – to 4 – very willing	3.37	1	4	0.55

Information on the measurement and reliability testing of the scales for political-social, cultural, and technological factors is presented in the table below:

Table 6. Reliability of the measurement scales for political-social, cultural, and technological factors

Factors	Cronbach's alpha	Smallest Item-Total Correlation
Political-Social	0.82	0.728
Cultural	0.87	0.795
Technological	0.85	0.796

Table 7. Measurement information for variables on political-social, cultural, and technological factors

Factors	Mean	Standard Deviation
Political-Social	4.05	0.70
Cultural	3.78	0.79
Technological	3.80	0.76

This study uses Cronbach's alpha coefficient to test the consistency and reliability of the observed variables used to measure the aspects of activities in building the cultural environment in the digital platform, as well as the observed variables measuring the factors reflecting journalists' perspectives on the influence of political-social, cultural orientation, and technological impact on journalistic activities in the digital platform.

The indicators reflecting journalists' perspectives on political-social influence, cultural orientation, and technological impact on journalistic activities in the digital platform are structured similarly. To investigate the influence of political-social, cultural, technological perspectives, and individual journalist factors on activities in the digital platform, this study applies a linear regression model, with four linear regression models applied to four activities of building the cultural environment in the digital platform, specifically: (1) providing cultural information in the digital platform; (2) promoting dialogue in the digital platform; (3) participating in the process of forming cultural values in the digital platform, and (4) educating to raise awareness and participating in contributing to the improvement of legal regulations on building the cultural environment in the digital platform.

Table 8: Correlation between political-social, cultural, technological, and individual factors and activities of building culture in the digital platform

Variables	1	2	3	4	5	6	7	8
1. Individual factor (experience)	1							
2. Political-Social factor	0.032	1						
3. Cultural factor	-0.066	0.685**	1					
4. Technological factor	-0.001	0.685**	0.773**	1				
5. Providing cultural information in the digital platform	-0.023	0.593**	0.620**	0.688**	1			
6. Promoting social dialogue in the digital platform	-0.010	0.641**	0.674**	0.717**	0.776**	1		
7. Forming cultural values in the digital platform	-0.059	0.680**	0.703**	0.680**	0.607**	0.768**	1	
8. Raising awareness and contributing to the improvement of legal regulations in the digital platform	-0.015	0.673**	0.686**	0.684**	0.635**	0.760**	0.856**	1

Table 9. Regression table
Dependent Variable: Providing cultural information in the digital platform

Dependent Variable		Unstandardized Coefficients		Standardized Coefficients			Multicollinearity Statistics
		B	SE	Beta	t	p-value	VIF
Constant		0.427	0.458		0.933	0.353	
Individual factors	Experience level	-0.032	0.066	-0.032	-0.480	0.632	1.063
	Level of political interest	0.07	0.079	0.64	0.895	0.373	1.269
	Level of openness	0.003	0.045	0.005	0.064	0.949	1.246
Political-Social factor		0.198	0.104	0.178	1.901	0.060	2.170
Cultural factor		0.146	0.108	0.145	0.1348	0.180	2.843
Technological factor		0.466	0.111	0.450	4.192	0.000	2.837
$R^2 = 0.513$, $F = 21.095.022$, $p\text{-value} (F) = 0.000$							
Dependent Variable: Promoting social dialogue in the digital platform							

Independent Variables		Unstandardized Coefficients		Standardized Coefficients			Multicollinearity Statistics
		B	SE	Beta	t	p-value	VIF
Constant		0.465	0.382		1.218	0.226	
Individual factors	Experience level	0.002	0.055	0.003	0.045	0.965	1.063
	Level of political interest	-0.033	0.066	-0.033	-0.497	0.620	1.269
	Level of openness	0.074	0.037	0.130	1.992	0.049	1.246
Political-Social factor		0.215	0.087	0.213	2.466	0.015	2.170
Cultural factor		0.196	0.090	0.215	2.175	0.032	2.843
Technological factor		0.359	0.093	0.382	3.869	0.000	2.837
R2 = 0.587, F = 28.391, p-value (F) = 0.000							
Dependent variable: Promoting social dialogue in digital platform							

Independent Variables		Unstandardized Coefficients		Standardized Coefficients			Multicollinearity Statistics
		B	SE	Beta	t	p-value	VIF
Constant		0.663	0.361		1.838	0.69	
Individual factors	Experience level	- 0.052	0.052	-0.059	-0.994	0.322	1.063
	Level of political interest	0.050	0.062	0.052	0.809	0.420	1.269
	Level of openness	0.051	0.035	0.093	1.444	0.151	1.246
Political-Social factor		0.289	0.082	0.298	3.515	0.001	2.170
Cultural factor		0.277	0.085	0.316	3.253	0.001	2.843
Technological factor		0.192	0.088	0.213	2.196	0.030	2.837
R2 = 0.77, F = 30.375, p-value (F) = 0.000							
Dependent Variable: Forming cultural values in the digital platform							

Independent Variables		Unstandardized Coefficients		Standardized Coefficients			Multicollinearity Statistics
		B	SE	Beta	t	p-value	VIF
Constant		0.756	0.364		2.078	0.040	
Individual factors	Experience level	-0.016	0.052	0.018	-0.305	0.761	1.063
	Level of political interest	-0.056	0.062	0.059	0.888	0.376	1.269
	Level of openness	0.043	0.035	0.079	1.207	0.230	1.246
Political-Social factor		0.278	0.083	0.290	3.352	0.001	2.170
Cultural factor		0.240	0.086	0.277	2.794	0.006	2.843
Technological factor		0.227	0.088	0.254	2.567	0.011	2.837
R2 = 0.566, F = 28.354, p-value (F) = 0.000							
Dependent Variable: Raising awareness and contributing to the improvement of legal regulations in the digital platform							

Based on the survey data, the following results can be drawn:

Firstly, based on the regression models, all factors have a certain influence on journalism activities in the process of participating in building the cultural environment in the digital platform.

Secondly, the degree of impact of the variables within the factors on journalistic activities in this process is not the same; within a factor, some variables positively impact one activity model but have little to no impact on another. Only the political-social factor and the technological factor positively impact all four activity models. This differs from the initial hypotheses of the article, which state that all factors have an equally positive impact on journalism's participation in building the cultural environment in the digital platform.

Thirdly, the specific degree and effectiveness of the impact are as follows:

For the individual journalist factor, only the level of personal openness of the journalist positively influences the activities of building the cultural environment in the digital platform in models (2), (3), and (4). This indicates that the more open journalists are to new trends, the more active they are in (2) promoting dialogue, (3) participating in the formation of cultural values, and (4) educating to raise awareness and contributing to the improvement of legal regulations on building the cultural environment in the digital platform.

Conversely, the number of years of journalistic work has a negative influence on these activities. This means that journalists with more experience are less active in (2) promoting dialogue, (3) participating in the formation of cultural values, and (4) educating to raise awareness and contributing to the improvement of legal regulations on building the cultural environment in the digital platform. Their activities mainly focus on providing cultural information in the digital platform. This issue is worth discussing, as experienced journalists are crucial in shaping the cultural environment in the digital platform.

For the political-social factor, it is not surprising that this factor influences all journalistic activities in the digital platform. For journalists in general and in Vietnam in particular, the attitude and orientation regarding political-social aspects have a significant impact on their professional activities.

For the cultural factor, this factor positively influences models (2), (3), and (4) of journalistic activities in the process of building the cultural environment in the digital platform. This means that journalists truly value cultural values in the process of participating in (2) promoting dialogue, (3) participating in the formation of cultural values, and (4) educating to raise awareness and contributing to the improvement of legal regulations on building the cultural environment in the digital platform.

However, the data indicate that cultural factors do not significantly influence the activity of providing cultural information on digital platforms. This suggests that providing

cultural information is only influenced by the journalist's experience, as well as political and technological factors.

For the technological factor, this factor impacts all four journalistic activity models in building the digital platform's cultural environment. This is understandable because the nature of the digital platform is governed by technology. Therefore, journalists operating on this digital platform are also influenced by this factor.

5. DISCUSSION

The survey results indicate that political-social, cultural, technological, and individual factors all have a clear impact on activities related to building a cultural environment in the digital platform, but the degree of influence of each factor differs across the research models.

Regarding the impact of individual journalist factors on journalism in the process of participating in building a cultural environment in the digital platform, it shows that journalists who are more open and embrace new trends are more active in building the digital cultural environment. This indicates a connection between flexibility in thinking and the ability to engage in innovative and creative activities on the digital platform. The proactiveness of journalists is crucial in this activity, as they are directly involved in creating journalistic products in the digital environment, interacting, discussing, guiding the public, and providing accurate suggestions to functional agencies in building the cultural environment in the digital platform. This aligns with studies on the relationship between personal values and the role of journalists by Plaisance and Skewes (2003): Journalists often recognize how their values and perspectives influence their professional lives. Core personal values are closely tied to their professional behavior. Through a survey of over 600 journalists, Plaisance and Skewes also pointed out that the way a reporter approaches a story and the series of decisions they make about what information is noteworthy and what can be overlooked - her "bias," as some would say - is "the inevitable consequence of each person's combination of experience and innate nature." Thus, it can be seen that individual factors greatly influence journalists' choices of content and reporting methods, including their participation in building the cultural environment in the digital platform.

However, the survey also indicates that journalists with many years of experience in the journalism industry tend to be less active in promoting dialogue, forming cultural values, raising awareness, and contributing to improving legal regulations in the digital platform. This can be explained by various reasons, such as the fact that experienced journalists often have less interest and are slower in grasping social issues in the digital environment than younger journalists due to their less frequent access to new media. The topics and fields that veteran journalists focus on are often less centered on this

theme. Alternatively, this can be explained by the reason Hanitzsch (2005) presented in his study conducted in Indonesia: experienced and older journalists in this country see themselves as neutral and objective news disseminators rather than political actors. They rarely engage in challenging journalistic situations. Journalists mostly do not make independent decisions in uncertain situations because their media organizations belong to the government - directly or indirectly. Hanitzsch (2005) notes that although his research focuses mainly on Indonesia, this analysis extends beyond national borders in Asia. Therefore, experienced journalists tend to focus only on providing information in the digital cultural environment without actively engaging in dialogue, discussion, and participation in forming cultural values because they do not feel entirely confident about these issues. This issue needs consideration and intervention from journalism managers to encourage experienced journalists to participate more actively, providing timely guidance to achieve the best results.

The survey results show that the political-social factor is considered to have a positive influence on activities in all four survey models. The political-social environment is important in guiding and promoting cultural activities on the digital platform. Journalists are aware of the impact of political-social factors on providing cultural information, promoting dialogue, participating in the formation of cultural values, and raising community awareness through legal activities. This is consistent with many previous studies, particularly the research by Shoemaker and Reese (1996), who grouped influencing factors into "a few categories," in which, besides individual factors, the most significant influence on journalists' decisions is social institutions and social systems.

Shoemaker and Reese may not be the first researchers to attempt to model the diverse factors influencing journalism - and they are not the last. Among other notable efforts is Brian McNair's five "social determinants of journalism" (2001/1998, 13). According to McNair, these factors are professional culture and organization, the political environment, the economic environment, the technological environment, and the society of sources.

According to the survey of this study, the cultural factor, especially the cultural value orientation of journalists, only positively influences the formation of the digital platform in terms of being more active in promoting dialogue in the digital platform, participating in the process of forming cultural values in the digital platform; and educating to raise awareness and participating in contributing to the improvement of legal regulations on building the cultural environment in the digital platform. This result suggests that cultural values in society do not significantly impact the provision of information but are applied and used as standards in the process of discussion, education, formation, and improvement of the cultural environment in the digital platform through journalistic activities. Therefore, there will be a certain cultural similarity between the real cultural environment and the digital cultural environment in each country. This is similar to many

previous studies on the impact of cultural values on journalistic practice. In the 1980s and 1990s, political leaders in Singapore and Malaysia argued that Asian countries should rely on their traditional beliefs and values to build modern societies and strong economies (Massey and Chang 2002, 992). According to this approach, journalism should also be based on Asian values, such as respect for authority, group motivation, and an emphasis on community (collectivism) rather than focusing on individualistic values (Xu 2005). Hanusch's (2013) study, after conducting in-depth interviews with 20 journalists, concluded that culture and cultural values influence how journalists think and practice their work. Culture provides templates and frameworks that guide journalists' actions.

Finally, the technology factor is also identified as having a positive influence on all models, which affirms the indispensable role of technology in promoting journalistic activities in the digital platform. Journalists are aware of the impact of technology on activities such as providing information, dialogue, forming cultural values, and raising community awareness. The technology factor affects the operation process of journalists in the digital environment as well as the formation and control of public discussion spaces on the internet, thus requiring digital skills from both journalists and the public in producing and consuming information in today's digital environment. This result is consistent with the study by Leen d'Haenens et al. (2022), which states that digitization is causing a shift in the media market, with five giants (Google, Facebook, Amazon, Apple, and Microsoft) dominating the online world. Journalists must be able to adapt to these platforms or find new media formats to surpass them without losing their audience. Innovation and diversity in news formats are crucial for this.

The results of this study have shown that political-social, cultural, technological, and individual factors all have a positive influence on activities related to building culture in the digital platform, although each factor has a strong impact at different levels and models. These findings not only help clarify the factors influencing journalistic activities in the digital platform but also open up further research directions on improving the cultural environment in the digital age.

6. CONCLUSION

The study has identified and analyzed the factors influencing journalism in building a cultural environment in the digital platform in Vietnam, including individual journalist factors, political-social, cultural, and technological factors. Among these, political-social and technological factors have the most decisive influence, playing a guiding and promoting role in journalistic activities such as providing information, promoting social dialogue, forming cultural values, and raising legal awareness in the digital platform. The cultural factor, especially the value orientation of journalists, positively contributes to maintaining cultural standards and building values in the digital environment. Meanwhile, the openness and adaptability of journalists are also important factors, but long-tenured

journalists tend to participate less in innovative activities on the digital platform. This is a noteworthy issue, as experienced journalists are mainly those with credibility and significant influence on the public; their active participation will contribute significantly to successfully constructing the cultural environment in the digital platform.

However, the study still has some limitations. First, the survey sample is limited in scale and scope, not ensuring diversity in demographic characteristics, regions, and fields of activity of journalists. Second, the study mainly focuses on quantitative data and has not exploited deeper qualitative data such as in-depth interviews.

In the future, the research can be expanded toward comparative analysis between countries or regions to better understand the differences in the role of journalism in building a digital cultural environment. At the same time, further studies can focus on enhancing the digital capacity of journalists through training programs, especially for long-tenured journalists, to encourage them to participate more actively in activities on the digital platform. More profound research on the influence of technology, such as big data and artificial intelligence, on journalistic activities is also a promising direction, helping journalism optimize its role in building a sustainable and positive digital cultural environment.

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