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Background

Social media have been indispensable communication channels for sharing and consuming news. The evolution of social media platforms has boosted digital journalism practice globally.

Objective

This study intends to examine factors influencing social media engagement to practice citizen journalism by adopting a prominent technology adoption model unified theory of acceptance and use of technology (UTAUT).

Methods

The researchers designed online survey questionnaires and distributed them among university students through Google Forms to collect data, where 301 valid samples were collected. The structural equation modelling (SEM- PLS) approach was utilized to ascertain the presented model based on the empirical data found from respondents.

Findings

The findings show performance expectancy, effort expectancy, and social influence significantly affect social media users' practice of citizen journalism. The results indicate that social media engagement significantly influenced citizen journalism practice.

Significance

This study is of great significance to scholars and practitioners, especially digital journalists, and content creator emphasized limitations and suggestions for future research.

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