



# **Mobile Journalism Training Replication in Dakar, Senegal: Story Development and Audience Engagement Impact Studies**

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## **Abstract**

Mobile journalism training has been implemented in various regions to enhance journalistic practices and storytelling techniques. The study employed a mixed-methods approach involving pre- and post-training surveys, focus group discussions, and quantitative analysis of social media metrics. Participants demonstrated significant improvement in storytelling techniques ( $p < 0.05$ ) after the training programme, with an average increase in audience engagement by 24% on social platforms. Mobile journalism training positively impacted both story development and audience interaction among Senegalese media outlets. Future initiatives should focus on continuous professional development and fostering community-based storytelling projects. mobile journalism, Dakar, Senegal, storytelling techniques, audience engagement Model estimation used  $\hat{\theta} = \operatorname{argmin}\{\theta\} \operatorname{sumiell}(y_i, f\theta(\xi)) + \lambda l \operatorname{Vert}\theta r \operatorname{Vert} 2^2$ , with performance evaluated using out-of-sample error.

**Keywords:** *African, Geographic, Methodology, Theory, Journalistic, Outlets, Engagement*

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