BREAKING NEWS NORMS AND FORMATS: An Analysis of *Patrol ng Pilipino*'s Integration of Short Form Vertical Videos in News Content Creation on TikTok

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ABSTRACT

In response to the looming necessity to adapt to the changing media landscape, Patrol ng Pilipino emerged as one of the Philippines' pioneering online media outlets consistently producing short-form vertical videos. Drawing from the principles of the Diffusion of Innovations (DOI) theory, this paper examines how Patrol ng Pilipino integrated short-form vertical videos into its news content creation on TikTok. Through a thematic analysis of semi-structured interviews with seven participants (two news authorities and five reporters) and Patrol ng Pilipino's five most-viewed TikTok videos (April 2023 - March 2024), this research found that Patrol ng Pilipino recognizes short-form vertical videos' adaptability to evolving news consumption habits and audience preferences. This highlights a distinct contrast to traditional media and underscores the need for a journalistic presence on TikTok. Additionally, the ABS-CBN franchise loss and traditional media consumption decline prompted the organization to integrate short-form vertical videos in news content creation. With this, Patrol ng Pilipino implemented a measured approach to establish a journalistic presence, prioritizing journalistic integrity while leveraging TikTok's affordances for audience engagement. The study also revealed advantages and disadvantages associated with integrating new media formats into journalistic practice, suggesting the dual nature of TikTok. Lastly, the findings highlight the complex opportunities short-form vertical video platforms present for news production. News organizations must adapt to this changing landscape, where news consumption habits increasingly favor digital formats. However, this adaptation necessitates a careful balancing act: journalists must uphold core journalistic ethics while embracing the demands of new platforms.