

**INFLUENCE OF SOCIAL MEDIA ON THE PRACTICE OF
JOURNALISM IN NIGERIA**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

I hereby declare that the project has been written by me and it is report of my research work. All quotations are indicated and sources of information specifically acknowledge by means of references

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Date

CERTIFICATION

This is to certify that this research work has been thoroughly read, scrutinized, critized and approved by the undersigned as meeting the requirements for the award of Post Graduate Diploma (PGD) in Mass Communication, Nasarawa State University, Keffi.

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DEDICATION

I dedicate this project to God Almighty, for his goodness, guidance, protection, provision and for His grace upon my life without Him this would not have been a success.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A century and half ago, communication between countries involved physical presence. Once, a reporter had to run as fast as possible back to the newsroom after interviews and tried to beat competition to print. With the advent of the digital age, the role of journalist changed. The inception of information communication technology such as the internet has made it possible to find out about events without actually being there. Journalists can report news across the world over the internet.

Throughout history, developments of technology and communication have gone hand-in-hand, and the latest technological development such as the internet has resulted in the advancement of the science and communication to a new level. The process of human communication has evolved over the years, with many path-breaking inventions and discoveries heralding revolutions. The invention of pictographs or the first written communication in the ancient world brought about written communication. These writings were on stone, and remained immobile. The invention of paper culminating in the invention of printing press in the 15th century made possible the transfer of documents from one place to another, allowing uniformity in language over long distances.

According to Rabiun (2014), Social media are a form of electronic communication which has become the highest activity on the internet. They refer to social networking websites developed specifically to help people share their views and stay in touch with their friends, relatives and well-wishers.

He sees the social media as a shift in how people discover, read and share news, information contents which brought about the democratization of information, transforming people from content readers into publisher.

Social media is a group of internet based applications that build on the ideological and technological foundations of web and that allow the creation and exchange of user generated content. Put differently, social media is a means of interaction among people.

Social media, however, are all internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multi-media mix of personal words, pictures, video and audio (Bruce & Douglas: 2011, p27).

It is almost difficult to study social media without encountering the phrase “Social Network”. Social network is a place where a closely connected group of people come to meet each other for pleasure; that is, sharing of pictures, music, chat, etc. However, social is not only limited to pleasure, there exist some social networks that allow for educational development, business and career development. Social networking sites include: Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google Talk, Whatsapp, Google+Messenger, Wikipedia, Linked in and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends.

With the advent of smart phones and internet-connected gadgets, accessing these social media sites has been made easy. With over 2 million Blackberry users, Blackberry Messengers is another platform with high penetration in Nigeria. In October of 2013, BBM was released as a cross platform messaging service available to Android and iphone users which added an

estimated 20 million users worldwide to the platform with total active user base globally reported to be 80 million.

Most journalists now use the social media to further disseminate news and get people buy into their medium. It is no doubt that most journalistic outlets have created their online social media accounts where news, articles, columns and features are posted to keep their online readers up-to-date with the contents of the medium. Social media sites such as facebook, twitter, linked in, whatsapp and many more have been severally used to carry news reports about news that affect people's lives.

This development has made the social media one of the most important communication means in recent times, existing to provide communication among people regardless of the distance, making it open for people to easily share information, files, pictures and videos, and create blogs, send messages, and conducting real-time conversations. These systems are referred to as social, simply because they allow communication with buddies and coworkers so easily and effectively.

Social media continues to grow relevance to both Journalists and their audience. Today, they have dramatically changed the way we communicate and learn. While there is much to be excited about, there is also cause for concern when it comes to younger learning and how journalistic messages are sourced. In a world where technology is gaining more control over man's activities, what influence do the social media have on the practice of journalism in Nigeria?

1.2 Statement of the Problem

The influence of the social media on the practice of journalism the world over can be overlooked. Since its arrival, social media have certainly changed the way journalists work, how stories are developed and disseminated. Social media have had positive impacts, without doubt, but there are also concerns about their influence on conductivity and the disruption it could have on journalism practice in Nigeria. Social media have created patterns of dependency among those working in the media and many are unlikely to do without them.

Social media, however, have become a journalist's lexicon and it seems sourcing information have overtaken self-promotion as a primary social activity. Many journalists are growing more sophisticated in their use of social media, using a greater variety of it to source for news. They base their productivity and quality of their work on the contrasting views of social media users.

Worse still, social media sites are now competing with the established newspapers' websites in the provision of news and information to Nigerians at home and abroad. These social media sites are usually based and operated from either Europe or America and are already winning in the rating stakes, as some of them claim daily visits which are higher than the figures the established newspaper organization will even dream of.

This phenomenon has become a source of worry to journalists and media owners, the investigation on the influence of the social media on the practice of journalism in 13 Objectives of the Study

1.3 Objectives of the Study

The purpose of this study is to know if, indeed, social media have any influence journalism practice in Nigeria. And if it does, then, to understand the different (Negative and Positive) social media have on the practice of journalism in Nigeria.

This study has the following objectives which it hopes to achieve:

1. To find out if journalists in Nigeria use social media.
2. To know if journalists in Nigeria are exposed to social media sites.
3. To find out the types of social media sites journalists use in Nigeria.
4. To determine whether social media enhance the productivity of journalists.

1.4 Research Questions

The following questions are raised in respect of this research:

1. Do journalist in Nigeria use social media?
2. To what extent are journalists in Nigeria exposed to social media sites?
3. What are the types of social media sites journalists use in Nigeria?
4. Do social media enhance the productivity of journalists in Nigeria?

1.5 Significance of the Study

The study hopes to give insight on the influence of social media on journalism practice in Nigeria.

The study would be of immeasurable importance to journalists, media organizations, news agencies, editors, lecturers and other researchers who would want to embark on a similar study.

The study is further hoped to provide basis for research materials to other related studies.

1.6 Scope of the Study

This study is focused on the influence of the social media on the practice of journalism in Nigeria. It is restricted to four social media — Facebook, Twitter, Instagram and Whatsapp.

The research work will be restricted to Keffi, Nasawara State and Nigeria's Federal Capital Territory, Abuja. The following are the reason for this restriction:

Limited time: since the researcher is carrying out this study during the school session, the researcher may have insufficient time to carry out the research effectively, covering all Nigerian States. Also, due to the time frame given to the researcher to conduct this study, there may not be a sufficient time to undergo a full study of topic.

Inadequate funds: the high cost of the research materials such as text books, printed materials from the internet and other sources may slow down the progress of this study.

1.7 Definition of Terms

Media:

It is a communication channels through which news, entertainment, education, data or promotional messages are disseminated Social Media:

Susan (2013) defined social media as a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers, viewers and listeners to participate in the creation or development of the content.

Ron Jones (2009) cited in Umeh (2011) defined it as a category of online media where people are talking, participating, sharing, networking and book-marking online. Social Networking Sites:

Daramola (2003) cited in Rabiou (2014) saw social networking as an online service platform or site that focuses on facilitating the building of social networks or social interactions among people who share interest, activities, background, or real-life connections.

Social networking sites as virtually communities where users can create individual public profiles interact with real life friends and meet other people based on shared interest.

Junco et al (2011) observed that social media received a great boost with the witnessing of many social networking sites springing up. This highly boosted and transformed the interaction of individuals and organizations who share common interest in music, education, movies, and friendship, based on social networking. Among those were launched include: LunarStorm, Six degrees, Cyworld, Ryze and Wikipedia.

Nigerians: This means belonging or relating to Nigeria, its people, or its culture.

Influence: This refers to the power to make other people agree with your opinions or do what you want.

Practice: This refers to doing something regularly in order to be able to do it better.

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CHAPTER TWO:

REVIEW OF LITERATURE

2.1 Preamble:

In every research work, it is pertinent to recognize some literature advanced by some academic in that regard. It is also known as a paradox that is in all Mass communication topics or issues. There is usually a wide range of theories that exist as a backing to the issues or topic of this study.

The influence of the social media on the journalism practice in Nigeria cannot be overemphasized. Although with no formal control, the “new media” have been able to capture the people’s mind and have served as a vital tool for spreading wide information and messages among countries of the world, especially in Nigeria. There have been concepts and literature works that have laid credence to the indispensable nature of the social media in our time.

However, Review of Literature is very central to the success of a research process as it involves the review of concepts, review of related studies, theoretical frame work and summary- that is identifying the existing gap.

2.2 The Review of Concepts

This study shall review the following concepts:

- a. The concept of the Social Media
- b. The concept of Mass Media
- c. Journalism in 21St the Century

d. Citizen Journalism versus Conventional Journalism

2.2.1 The Concept of Social Media

It is difficult to study social media without encountering the phrase “Social networking”. Therefore, both concepts are discussed in this article. There are many ideas about the first occurrence of social media. “Throughout much of human history, we have developed technologies that make it easier to communicate with each other”, (Carton, 2009).

Emile Durkhiem, a French sociologist known by many as the father of sociology, and Ferdinand Tonnies, a German sociologist, are considered pioneers of social networks during the late 1800s.

Tonnies believed that social groups could exist because members shared values and belief or because shared conflict. His theory dealt with the social contract conceptions of society, while Durkhiem combined empirical research with sociological theory. Also, in the late 1800s, the radio and telephone were used for social interaction, albeit one-way with radio (Rimi, 2011 & Wren, 2004).

Rithols (2010), asserts that social media was further developed during the 1970s. MUD, originally known as Muilt-User Dungeon, Multi-User Dimension, or Multi-User Domain, was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which requires users to type commands using a natural language. Bulletin Board System (BBS) was created in 1978, the same year as MUD. Users log in to the system to upload and download software, read news, or exchange messages with others. In the early years, Bulletin Boards did not have colour or graphics. They were the predecessors of the World Wide Web.

Further advancement was later made with the emergence of Usenet which was conceived in 1979 and established in 1980, made to be similar to a BBS. Usenet is a system to post articles or news. It is different from BBS as it does not have a central server or devoted administrator — messages were forwarded to various servers via news feeds.

However, social media are computer-mediated tools that allow people to create, share, or exchange information, ideas and pictures/video in virtual communities and networks.

According to Kaplan and Heinlein (2010), social media is “a group of internet- based applications that build on the ideological and foundations of web 2.0, and that allows the creation and exchange of user-generated contents.”

Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, create, discuss, and modify user-generated contents (Kietzmann & Hermkens 2011).

Social media are different from traditional and industrial media in many ways, including quality, reach, frequency, usability, immediacy, and performance. Social media enable people exchange information, personal or public through various forms of technologies, such as internet, cell phones and other services. Almost all social media [have emerged on the internet, with many developing applications. Activities that are carried out on social media are known as social networking. Some social media activities include: Social Bookmarking; Social News; Social Networking; Social Photo/Video sharing and Wikis- interacting by adding articles and editing existing articles.

2.2.2 The Concept of Mass Media

Think about this for a second: whenever you want to hear your favourite song, watch your favourite show, or see the latest current events, where do you go? You more likely turn on your television, radio, or computer. The source that the majority of the general public uses to get their news and information from is considered mass media (Steve Coleman 2015).

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Rabiu (2014) citing Murphy (1977) says in mass communication, the systems that provide information to many people are referred to as the media or mass media. Thus, radio stations, television stations, newspapers and magazine are media or mass media. The media give a fairly accurate reflection of people's daily activities all over the world and in so doing; they enlarge people's knowledge, making it possible for them to play a more intelligent role in the society.

He added, observing John (2015) that the greatest advantage of mass communication over other communication forms is that it amplifies messages.

2.2.2.1 Types of Mass Media

Coleman (2015) asserts that the mass media has evolved significantly over time. Have you ever wondered how the latest news and information was communicated in the past? Well, before there was the internet, television, or the radio; there was the newspaper. The newspaper was the

original platform for mass media. For a long period of time, the public relied on writers and journalists for the local newspaper to provide them with the latest news in current events.

Centuries later, in the 1890s, came the invention of the radio. The radio would soon supersede the newspaper as the most pertinent source for mass media. Families would gather around the radio and listen to their favourite radio station programmes to hear the latest news regarding politics, social issues and entertainment.

Later on, down the line, came the invention of the television. The television soon replaced the radio for the most effective platform to reach the general public. Today, the internet is the most relevant form of mass media and has become a major tool for news outlets. Since the evolution of the internet, the general public is now able to access those same news outlets in an instant with just a click of a mouse, instead of having to wait for scheduled programmes.

Similarly, Rabiou (2014) categorized mass media as encompassing Print Media and Electronic Media.

According to him, the invention of printing in the middle of the 15th century represents one of the greatest landmarks in human history. Printing made possible the following:

The wide dissemination of knowledge

The rapid flow of ideas from one country to another; and The popularization of learning

The discovery is credited to Johann Guttenberg, a German printer, in 1440s. According to the Encyclopedia Americana (No. 22, 2001), Guttenberg first cast the movable pieces of metal in 1448. Therefore, the printed press is the earlier form of journalism. Black (1995) quoted in Rabiou

(2014) notes that the print media have traditionally been the most prolific media. Newspaper, magazine, journal, books and fliers are examples of print media.

On the other hand, Electronic media, according to Baker (1973) as observed in Nazli (2014), spread messages far and wide through Hertzian waves by means of the transmitter. The broadcast principle comprises three elements: message, transmitter and receiver. Television and Radio are examples of electronic media.

2.2.3 Journalism in 21st Century

It is undeniable that as the world becomes more global and more complex, the meaning of journalism is starting to vary from person to person and country to country. After the 1970s, the concept of ‘culture/media imperialism’ by British scholar J. Oliver Boyd Barrett emerged. He believed that the globalization of communication had been driven entirely by western technological advances and as such constructed a form of rule by the west over other countries, something that may have seemed appropriate in the last decade of 20th century. However, things have changed now. Journalism is no longer just collecting, writing and publishing articles in newspapers and magazines or broadcasting them on the radio and television (Nazli, 2014).

One of the key reasons cited for this transformation of journalism is the changing nature of technology, which impacts directly upon the practice of journalism and access to profession.

Just a couple of decades ago, technologies for journalism were limited, with only heavy, impractical cameras to take photographs or record events. On top of that, there was no such thing as a ‘Smartphone’; there was not even the internet. A journalist had to have professional qualifications plus a union or association membership. He or she also had to be paid to work in recognized institutions and was subject to various laws.

Today, everything has become more transparent and accessible with the internet and social media, meaning anyone and everyone can become a journalist. Some scholars and academics do not consider these “citizen journalists” to be real journalists. When Twitter was first started in 2006, even its founders probably could not foresee how their social media tool would affect the roles of journalism.

If everybody has an ability to create news today, then journalism should be divided into two categories: “Professional” and “Citizen”. In this regard, this change in news creation can be considered as both positive and negative.

However, professional journalists mostly share (or at least should share) common elements such as accuracy, impartiality, objectivity and accountability which creates trust for their audience. According to a poll by YouGov in 2003, a journalist’s respectability and prestige depends on who he/she works for. Unfortunately, many are now turning away from traditional news because their trust in journalists who work for mainstream media is declining. It is argued that in many countries journalists are under governmental pressure to defend certain policies or ignore certain stories in order not to lose their jobs. Plus if a journalist is working for a newspaper or channel, he or she often gives that news from a particular political standing.

But how can we trust news when anyone can make and share it? Taylor Mahoney in the Huffington post said that the idea of citizen journalism is nice, but it only works best when people understand journalism ethics. There is no barrier to entering into citizen journalism so a 140-character tweet can get retweeted and treated seriously even though 15 minutes of research could prove the claim as false.

However, to generalize all tweets or statuses of citizen journalists as false would be another failure. When Ebola hit Nigeria and people started finding its cure, using the social media to enlighten others the result of their findings. This gave rise to the drinking of warm water mixed with salt as a purported cure for Ebola. It all started from one tweet or one social media message concocted by these citizen journalists. Although the results were outrageous, those who started this tweet were the main journalists. Similarly, when people started tweeting about a bulldozer entering Taksim Gezi Park and cutting down trees, people who were walking around began to resist by sitting in front of that bulldozer. Images popped up instantly on internet. These people who were tweeting became the main journalists in the first days of the Gezi Park events. The “Twitter Revolution”, as it’s sometimes referred, Gezi events turned into anti-government demonstrations driven by citizen journalists that went on to become widespread in the country.

What does this mean for us young journalist?

As a young journalist in today’s age of “citizen journalism”, there are some difficulties that we are facing. As the flow of information becomes faster, reporters have to be faster too, with pressure on us to submit stories as soon as they break. In the past, breaking news was a big deal because the reporter had to go to the crisis zone to get information before heading back to the newsroom to write down what had happened. In today’s world, any person can tweet from a crisis zone. However, as getting information becomes quicker, it also becomes harder to balance with accuracy. Once you see a picture, you have to verify if that photo is true or not. This is often a trap for young journalists.

There is no exact answer to the question “what is a journalist in 21 century?” Today, journalists are divided into two categories: “Professional” and “Citizen”. We need to remain aware of both

their advantages and disadvantages, and learn to approach news with relative skepticism and critique.

2.2.4 Citizen Journalism versus Conventional Journalism

It is now clear that the advent of internet has made everybody a journalist just as Gutenberg made everybody a printer with the invention of printing press, and Marconi made everybody a broadcaster by giving us radio, everyone is now a journalist. Citizen journalism has made it a reality for everybody to be a media creator, owner and actor instead of passive user (Ezeibe & Nwagwu, 2009, pp.65-67 cited in Nazli, 2014)

They added that citizen journalism gradually debases the conventional journalism hence information role that professional journalism does dissolve into public domain. It appears that there is no clear distinction between the role of Conventional journalism and citizen journalism. Conventional journalism which is the mainstream profession of journalism requires one form of training or the other, either through education or on-the- job training for them to discharge their social responsibility role. However, citizen journalism is usurping the role of conventional journalism. Looking at the issue, citizen journalism spells negative effects to the trend journalism because most times journalists feel threatened by the increase participation in news gathering and dissemination despite the society approval which described such as plus to participatory democracy. With the use of internet and the involvement of citizen journalism, journalists have tips available to them in which further investigation can be carried out. Internet has removed the barriers of space and time on human interactions; hence information can easily be obtained at a relatively low cost. Journalists in the digital age have no excuse but to make use of online libraries to enrich their performance. It cannot be an overstatement to describe the convergence

of computer and telecommunication as material forces in the new technology of mass communication. The internet has virtually revolutionized the process of news and information gathering, processing, publishing, distribution of products and services.

Traditionally, news is information about events that are currently happening or that have happened recently. New technologies now allow news to be more current as audiences are virtually transported to the scene of the event. The presence of Google news, Twitter, Facebook and other social networking media are also changing the phase of journalism. Now, it is possible to build customized news report from all the articles being read in the morning to the reader social network. For instance, Digg is a networking site devoted to such news stories. Digg's website provides content that has been selected by other users from prominent news source according to the vote of Digg's members to give highlights. This is changing radically the concept of professional journalists as gatekeepers; hence changes in the concept of traditional news values come to debate media. The user proliferation and diversity of contents and sources now available have raised concerns about the quality of the content — authenticity, reliability, anonymity, identity of participation on online interactions.

2.3 Review of Related Studies

Two studies related to the present study are to be reviewed:

2.3.1 Nworah U. (2010) How Internet is affecting the Practice of Journalism in Nigeria (An article published in May 1st, 2005 and presented in NUJ conference in 2010)

In this article, the author, Uche Nworah explores the impact of internet on journalism practice, including news practitioners in the print media (journal, newspapers, magazine), as well as the electronic media (Radio, TV, Film, Web, etc) in Nigeria.

He states that some Nigeria media organizations have already established a strong presence in cyberspace. These media houses have continued to be veritable sources of news and information to both Nigerians at home and in the diaspora, though they lack the resources of their foreign counterparts in terms of access to technology.

According to the author, it can be argued that in a way, the internet has led to a decrease in the revenue of some of the media organizations in Nigeria, while at the same time increasing their cost, as money would have to be invested into setting up such web sites, and also paying the staff that would constantly maintain them. Nigerian advertisers have not yet started taking advantage of the opportunities presented by the internet till of recent.

The article also shares how journalists have benefited from the internet. It has made newsgathering easier, and journalists can now file in their reports easily from any part of Nigeria where internet access is. The internet has also provided Nigerian journalists with international exposure, they no longer have to travel to New York or London to be read or heard, they can file a story from the remotest part of Nigeria and the story posted on the internet, then exposes both their writing style, journalistic ethics, and professionalism to the scrutiny of both national and international audiences. However, lack of adequate training and upgrading of the skills of Nigerian and other African journalists may continue to hinder their progress and recognition in the world stage. Likewise, Nigerian journalists can read the writings of their counterparts around the world.

He further asserts that there are fears that internet has greatly reduced the worth of news products, because of the wide and cheap availability of such news products, some Nigerian newspapers and magazines have been known to freely cull and publish articles and newspapers

(mainly from the western countries), without actually paying any royalties, while also denying the writers of such articles and news stories of the right to their intellectual properties. These kinds of behavior may seem to be only obtainable in the developing countries, probably as a result of lack of skill or adequate in-house writers to fill the pages of every published edition.

Another major trend that has emerged in journalism practice in Nigeria as it regards the internet is the rise of independent media. These internet sites are now competing with established newspaper's websites in the provision of news and information to Nigerians at home and abroad.

The author concludes that since the internet is still evolving in Nigeria, and is yet to reach the adoption levels already achieved in the western countries, there will still be other unfolding consequences on the practice of journalism in Nigeria, but for sure, there will be no going back. Thus, journalists and newspaper organizations should embrace its use fully while at the same time taking full advantages of the opportunities it presents, as can be seen and is already the case in the developed countries.

However, the reviewed study failed to throw more light on the negative influence of social media on Nigerian journalists. The present study will therefore analyze both side of the coin thereby, giving Nigerian journalists the opportunity to choose what impact they want social media to play in the course of their journalistic activities.

2.3.2 Olajide F. (2011) The Internet and Journalism Practice in Nigeria — A review paper distributed under the terms of creative Commons Attribution

The paper looks at the implication of new technology on the practice of journalism especially the use of internet to produce, disseminate and receive information. The work adopts a theoretical

method on the basis of McLuhan's theory of technological determinism to justify its stance that more emphasis will be on the medium as technology advances in the global village.

According to the paper, the interactive nature of the internet is a crucial factor while some believe its role of citizen journalism is unethical in journalism profession, others opine it is sacrosanct participatory democracy.

The paper argues that no new media can send the old one into oblivion, adding that it will only be an extension of the old medium.

It further states that online journalism ought to provide more information and in some cases, provide video clips and series of pictures to back up their stories. The paper recommends that media house should train their staff on online journalism, while government should provide enabling environment in the rural areas so information can get to them.

However, the argument that no new media can send the old ones into oblivion as supported in the work was a statement made with no recourse to how these new media would affect the old media. The work fails to point out the effects these new media technologies, which it strongly advocated that Nigerian journalists should imbibe in the course of their work, will have on journalistic practice in Nigeria. The present work seeks to dissect the effects these new media would have on journalistic practice in Nigeria, allowing Nigerian journalists make an informed choice on the use of these new media technologies.

2.4 Review of Empirical Studies

Two Empirical Studies to the present study are to be reviewed:

2.4.1 Aboyede, W (2011) Information and Communication Technology (ICT) in Nigeria, a Revolution or Evolution? A University Degree Project work in Obafemi Awolowo Ile-Ife, Nigeria

Information and Communication Technology (ICT), according to the researcher, refers to equipment of telecommunication network system which has many types and numbers it can interrelate and spread to various geographical regions of service area. The complexity of ICT is such that if it is impaired, the overall network system would be disrupted. Therefore, the maintenance of ICT is essential to keep the function and reliability of the system to avoid downtime. It is against this backdrop that this study tries to find out whether the emergence of ICT in Nigeria is a Revolution or Evolution.

This study presents a historical development of telecommunication. It highlights the general level of development of information and communication technology in Nigeria and also examines the extent to which ICT is being used in support of information delivery. The work looks at how the role of information has increased measurably as a result of the progress and development in science and technology. It also points out that ICT has brought about rapid expansion of mass information which is also referred to as “information explosion”. As a result, there’s need for a scientific approach to information.

The writer goes further to look at the importance of ICT in educational advancement, emphasizing that for the survival and relevance of higher education, institutions in Nigeria, ICT should be declared an institutional priority with adequate funding and support.

The work finally concludes that the tremendous advancement in computer technology, software engineering and telecommunication techniques of data and information processing, storage, retrieval and dissemination in Nigeria within a decade ago is no doubt a revolution.

This work is relevant to the present study as both works are out to see how information (messages) is sourced and disseminated through the internet. Information on the internet is said to be a global property as everyone with access to internet can make use of this online messages in any corner of the universe. The reviewed work and this study seek to understand how this online messages are utilized at various quarters; while the present study examines what influence the messages shared among online users have on journalism practice in Nigeria; Aboyede's study explains how ICT has been used to enhance the delivery of information which is a key role or function of a journalist.

Also, as Aboyede's work stressed the need for ICTs in educational institution; the present work stresses on the need of ICT in the field of journalism. While the reviewed work used opinion poll which it gathered in the field of ICT to obtain its findings, the present study is using questionnaire to obtain data relevant to its study.

2.4.2 Okpara, E (2013) Information and Communication Technology (ICT) Revolution and the Practice of Journalism in Nigeria, University of Nigeria, Nsukka.

In a world of Information and Communication Technology (ICT), who can grasp its complexities? Who has the key to unlocking its various possibilities? Who has embraced it to the fullest and has utilized all it has to offer? Journalists and media aficionados in Nigeria have continued to struggle in mastering how ICT works in the

course of their duties and this has created lapses in trying to catch up with journalists in other parts of the world.

In this work, Okpara points out the fact that the average Nigeria journalist is still struggling to catch up with the new technologies in the industry.

The work states that the nation's media are not up to standard to measure up with their counterparts in the other parts of the world due to the fact that they are yet to maintain a strategic presence on the information super highway.

The study maintains that the internet has brought tremendous impact on many professions including journalism, which it says has been quick, sudden and rapid.

It goes further to explain that most media organizations in Nigeria have already established a strong presence on cyberspace, and will continue to be variable source of news and information to both Nigerians at home and in the Diaspora.

ICT, according to the study, has made news gathering and reporting a lot easier since journalism could now file in their reports easily from any part of Nigeria where internet access enabled, and at the touch of a button, the news report is at the editor's desk ready to be served refreshed to the readers.

It posits that contemporary journalists no longer follow the traditional way of filing in report which is time consuming and causes delay. For instance, a journalist has to go to the place of news event, cover the event, and then go back to the office to write his report, after which it is sent to the editor in a hard copy material. The emergence of ICT has caused tremendous impact

on journalism profession as journalists can now file in their reports to their editors as the news breaks, while on the beat without going to their offices.

This study is relevant to the present study as it explains how ICT has transformed the practice of journalism in Nigeria. The both studies x-ray how journalists in Nigeria are contending with incorporating the use of internet in their journalistic activities. They highlighted various changes that journalists have had to make in embracing the internet in their quest to serve their readers hot, fresh and timely reports.

However, the two studies are different in the following areas: while the reviewed work focused only on the positive impacts of internet in journalistic activities, the present study covers the both side of the coin, looking at the positive and negative impacts. While the current study is using purposive sampling technique, the reviewed study made use of random sampling technique.

2.5 Theoretical Framework

This study is anchored on three theories, namely:

- Social Information Processing Theory
- Media Equation Theory
- Technological Determinism Theory

2.5.1 Social Information Processing Theory

Social Information Processing Theory (SIPT) is an interpersonal communication theory developed by Joseph Walther in 1992 to explain how people get to know one another online without nonverbal cues and how they develop and manage relationships on the computer — mediated environment.

Online interpersonal relationship, according to this theory, may require more time to develop than traditional face-to-face relationship. Once established, online interpersonal relationships may demonstrate the same relational dimensions and quality as face-to-face relationships. This means that the more journalists use and rely on the social media for information, the more social media influence their disposition to reporting like what would have been obtainable with interactions with colleagues and friends. But seeing that online interpersonal relationship requires more time to develop than face-to-face relationships, journalists tend to spend more time online in a bid to develop and establish their online relationships.

Justification of Social Information Processing Theory:

This theory is suitable for the topic as it explains how the development of online interpersonal relationship may require more time than the traditional face-to-face relationships. This talks about journalists and their online activities and how these activities affect journalism profession. It further goes to prove that the more time journalists spend establishing interpersonal relationships online and sourcing for news materials, the more they miss out on exclusive report on news events happening around them.

2.5.2 Media Equation Theory

Media Equation theory, as noted by Griffin (2000), cited in Asemah (2012) was propounded by Byron Reeves and Clifford Nass. The theory proposes that media are equal to real life and that electronic media in particular are being given human attributes.

In most cases, according to the theory, people talk to their computer as if they are discussing with human beings. More so, you talk to your television set as if you are discussing with human

beings — that is, people have personalized the media of mass communication to the extent that they now see them just the way they see human beings.

The theory is a general communication theory that claims that people tend to treat computers and other media as if they were either real people or real places. The effects of this phenomenon on people experiencing this are often profound as it leads them to respond to these experiences in unexpected ways, most of which they are completely unaware.

Originally based on the research of Clifford Nass and Bryon Reeves at Stanford University, the theory explains that people tend to respond to media as they would either respond to another person (by being polite, cooperative, attributing personality characteristics such as aggressiveness, humour, expertise, and even gender) or to places and phenomenon in physical world — depending on the cues they receive from the media.

The theory further argued that individual interactions with computer, television, and new media are fundamentally social and natural, just like interactions in real life. When interacting with the media, Reeves and Nass (1996) as cited in Asemah (2012) argued that people should be able to use what comes naturally — rules for social relationship and rules for navigating the physical world. People already know how to function in the natural world like being polite and how to handle difficult personalities, so designers should take these reactions and phenomenon into consideration when designing new media.

Asemah further averred that what Reeves and Nass' equation suggests is that we respond to communication media as if they were alive, saying that people now treat computers, televisions and new media like real people and places.

Justification of Media Equation Theory:

This theory is suitable for the topic as it gives insight on how the interpersonal relationship between journalists and the media, saying that journalists do talk back to their computer or react to its contents the same way they would react to real people. Journalists use the same personal spacing techniques with media as they would if that particular medium were a real person. For example, when the television you are watching is real small, you tend to sit closer, and when it is large, you tend to sit further away from it. Ask your friend to watch you when you are watching someone you like, admire, or think is attractive on television. You notice you tend to sit closer to the television, smile and keep eye contact when watching the person. However, you tend to walk away, make ugly faces or ignore people you don't like when you are watching television.

2.5.3 Technological Determinism Theory

The theory, propounded by Marshal McLuhan in 1962, states that media technology shapes how we as individuals in a society think, feel, act, and how the society operates as we move from one technological age to another. It is a rich source of ideals for conducting research on the new media. This can be applied to the internet as a particular form of the World Wide Web (www) with online news sites.

McLuhan's idea on this theory is we feel and think the way we do because of the messages we receive through the current technology that is available. The radio required us to listen and develop our sense of hearing. On the other hand, television engages both our hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again. McLuhan's central notion is that "the medium is our message" and the idea of his mentor Harold Adams Innis. Both Canadian theorists saw media as the essence of civilization. The

association of different media with particular mental consequences by McLuhan and others can be seen as related to technological determinism.

For McLuhan, media is a more general concept of language. As a more moderate version of media determinism, he proposed that our use of particular media may have subtle influence on us, but more importantly, it is the social context of use that is crucial. In a determinist view, technology takes on an active life of its own and is seen to be as a driver of social phenomenon. The view believed that the social, cultural, political, and economic developments of each historical period can be related directly to the technology of the mean of mass communication of that period. In this sense, technology itself appears to be alive, or at least, capable of shaping human behaviour.

The first major elaboration of a technological determinist view of socioeconomic development came from the German philosopher and economist Karl Marx, whose theoretical framework was grounded in the perspective that changes in technology, are the primary influence on human social relations and organizational structure, and that social relations and cultural practices ultimately revolve around the technological and economic a base of a given society, where the idea that fast-changing technologies alter human lives is all-pervasive. Although many authors attribute a technologically determined view of human history to Marx's insights, not all Marxists are technological determinists, and some authors question the extent to which Marx himself was a determinist.

Justification of this theory:

The theory is important to the present study as it brings out the fact that communication technologies have really changed from what it is used to be to a more complex but faster devices.

Journalism is now made easier for its practitioners as getting and disseminating information is now faster with the new media. For example, with everyone electronically mailing each other today, there is no longer a need to write down a joke down to remember it. You can just forward it to a friend. We also do not communicate with distant friends as over the telephone anymore. We have started to only communicate through the use of e-mail system.

2.6 Summary

The literature review as seen in this chapter shows that journalists have access to the social media and are also exposed to some of its influences in their profession. Citizen journalism has also created some threats to the mainstream journalism in its manner of information sharing on the social media, thus some Nigeria media organizations have already established a strong presence in cyberspace in order to exert their own influence the online journalism.

This chapter also admitted, looking at the work of Nworah (2010), that the met has led to a decrease in the revenue of some of the media organizations in igeria, while at the same time increasing their cost, as money would have to be invested setting up such web sites, and also paying the staff that would constantly maintain

It also avers, citing Olajide F. (2011), that the interactive nature of the internet is a crucial factor while some believe its role of citizen journalism is unethical in journalism profession, others opine it is sacrosanct participatory democracy.

It further agrees that the tremendous advancement in computer technology, soft ware engineering and telecommunication techniques of data and information processing, storage, retrieval and dissemination in Nigeria within a decade ago is no doubt a revolution.

According to this chapter, news gathering and reporting is a lot easier since journalism could now file in their reports easily from any part of Nigeria where internet access enabled; and at the touch of a button, the news report is at the editor's desk ready to be served refreshed to the readers.

In conclusion, citing Social Information Processing Theory; Media Equation Theory; and Technological Determinism Theory — the three theories reviewed in this chapter, it gives more insight into its stance that social media has several influences on the practice of journalism in Nigeria.

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CHAPTER THREE:

RESEARCH METHODOLOGY

3.1 Preamble:

Methodology is the way in which problems are systematically solved through a planned connection and analysis of data. This chapter presents the method by which data of this work are gathered, presented and analyzed. It contains and explained the following: Research design; Research Population; Sample technique; Description of research instrument; Validity of research instrument; Method of data collection; and Method of data analysis.

3.2 Research Design

This study is meant to find out the influence of Social Media on the Journalism Practice in Nigeria. The survey design was therefore chosen as the most suitable method of investigation. It will be used to draw questions on the aspect of the study. It is also to be used to collect and analyze data gotten from sampling. The purpose is to discover the meaning of data collected so that facts and events can be better understood, interpreted and described. This method is selected because it is helping the research to collect data from representative of the population and equally generalize the data related to the topic in discourse.

3.3 Population of the study

Population, according to Agoba (2015) while delivering a lecture, can be seen as all member of well-defined class of people, event, or subjects which can be living or non- living things. The research population will consist of all Journalists practicing in Nigeria and potential journalists - 400 level students, Mass Communication Department, Nasarawa State University, Keffi.

According to 2014 Nigeria Union of journalists report, registered Journalists practicing in Nigeria are estimated to be 7,509, while 400 level Mass communication students are 202. The population selected will comprise both sexes.

3.4 Sampling Technique

Sample, in survey research, refers to that group of the study's population from which necessary data for its conduct would be obtained. In other words, it represents a smaller group of the elements or members, drawn through some definite procedure from a specified population. In survey design, it is the sample that will be studied and not the population, while the outcomes resulting from the data obtained from the Sample can be generalized for the population.

Using purposive sampling technique, all 400 level students of Mass Communication of Nasarawa State University, keffi, and journalists from selected media houses – Daily Trust, Vanguard and The Sun newspapers are to be studied. Purposive sampling represents a group of different non-probability sampling techniques, also known as judgemental, selective and subjective sampling. It relies on the judgement of the researcher when it comes to selecting the units (people, cases/organization, event, and pieces of data) that can be studied. The main goal of Purposive sampling is to focus on particular characteristics of a population that are of interest which will best enable the researcher answer research questions. The sampling being studied is not representative of the population, but for the researcher pursuing mixed method research designs, this is not considered to be weakness. Rather, it is a choice, the purpose of which varies depending on the types of purposing sampling technique that is used.

Purposive sampling was adopted by this researcher as a result of his location (Keffi and Abuja) during the time of conducting this study. Due to financial constraint and time factor that limit

him to studying journalists in his locality (Abuja and Keffi), not all the journalist in the selected media organisations are be selected, especially those operating from other Nigerian states distant from the location of this study. Therefore, 50 journalists from DailyTrust newspaper, 50 journalists from Vanguard newspaper, 50 journalists from The Sun newspaper and 50 potential journalists in 400 level, department of Mass Communication, Nasarawa State University, Keffi will form the sample size of this study.

3.5 Description Research Instrument

The research instruments used for this study are questionnaire (open and closed method). A questionnaire is a list of questions to be answered by respondents to get their views about a subject. It is preceded by a cover letter, introducing the researcher, explaining the purpose of the research and soliciting assistance in providing the required information. The closed-ended questions will be used to make the study easier for the researcher by making the response measurable.

A total number of eighteen (18) questions are drawn and administered to the respondents. They are divided into two sections: Section A will contain items on the demography of respondents and Section B answers the research questions.

3.6 Validity of Data Gathering Instrument

The instrument that was used is questionnaire. It is valid as it is ideal for measuring what is designed for, which is: the opinion of the journalists on the influence of the social media on journalism practice in Nigeria. Also, the questionnaire to be used for in this study will be thoroughly scrutinized by the supervisor for clarity, precision and comprehension. After the instrument has been approved, the researcher will test the validity of the instrument by

conducting a pilot study on people who are likely the selected sample. The comments provided will help in the final draft of the instrument.

3.7 Method of Data Collection

Data was gathered via primary and secondary method of Data collection. The primary method of Data collection will be from questionnaire, while secondary method of Data collection will be via documented sources.

3.8 Method of Data Analysis

Data will be analyzed using simple Frequency Distribution Table. This will be used to analyze the data generated from different respondents. Answers from the respondents will be analyzed and the percentage of the total respondents will be presented in a tabular form. This statistical tool is chosen because it is a suitable means of breaking down and analyzing the generated data.

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CHAPTER FOUR:

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Preamble

Data analysis is the step in research that is done to extract meaningful information gathered. The purpose of this chapter is to analyse and interpret the data collected from respondents through questionnaire by the researcher. Data presentation and analysis give solution to research problems; it includes the ordering and breakdown of data into constituent parts.

The purpose of this study is to determine “the influence of the Social Media on the Practice of Journalism in Nigerian”. Two hundred (200) copies of questionnaires were distributed among four categories of population of this study-Journalist in Daily Trust, Vanguard, The Sun newspaper and the potential Journalists in 400 level Mass Communication department, Nasarawa State University, Keffi with each of the categories administered fifty (50) questionnaires to. One hundred and eighty two (182) copies were retrieved. This gave a response rate of return of 91 percent.

The study answered the following questions:

1. Do Journalists in Nigeria use social media?
2. To what extent are journalists in Nigeria re exposed to social media sites?
3. What are the types of social media sites journalists use in Nigeria?
4. What are the types of social media sites journalists use in Nigeria?
5. Do social media enhance the productivity of journalists in Nigeria?

4.2. DATA PRESENTATION AND ANALYSIS

Question 1: Sex distribution of respondents

Table 1:

Responses	Frequencies	Percentage
Males	101	55%
Females	81	45%
Totals	182	100%

Source: Field survey, 2016

The above shows that out of one hundred and eighty two respondents, male have a greater representation with a total of 55% of the total sample size; while female have 45% representation. The unequal representation of the sex of the respondents is as a result of the judgement or choice of the researcher during the selection of the units.

Question 2: Age bracket of the respondents

Table 2:

Responses	Frequencies	Percentages
18-24	33	18%
25-31	51	28%
32-38	58	32%
39-45	40	22%
Total	182	100%

Source: field survey, 2016

as indicated in table 2 which are the representation of the ages of the respondents, there is a highest representation of individuals between the ages of 32-38 years which is 32% and the least representation of those within 18-24 years having 18% of the entire population. The respondents between the age brackets of 25-31 years have 28%, while those within 39-45years age brackets have 22% representation.

Question 3: What Media organization do you work for?

Table 3:

Responses	Frequencies	Percentages
Students	47	26%
Daily Trust	43	24%
Vanguard	48	26%
The Sun	44	24%
Total	182	100%

Source: Field survey, 2016

From the table, 26% of the respondents who were 400 level students of Nasarawa State University, Keffi in the department of Mass Communication were collected data from; Journalists in Daily Trust newspaper formed 24% of the respondents; Journalists in Vanguard newspaper provided answers, making up 26% of the respondents, while The Sun newspaper had respondents of 24%.

Section B

Question 1: Are Journalists in Nigeria aware of social media?

Table 4:

Responses	Frequencies	Percentage
Yes	121	66%
No	61	34%
Total	182	100%

Source: Field survey, 2016

As captured in the table, 66% of the respondents ticked “**Yes**”, agreeing that Journalists in Nigeria are aware of social media; while 34% said “**No**” to the question.

Question 2: Do you operate a personal social media account?

Table 5:

Responses	Frequencies	Percentage
Yes	153	84%
No	29	16%
Total	182	100%

Source: Field survey, 2016

Table 4 shows that 84% of the respondents answered “Yes” to question 2 on the questionnaire in section B, while only 16% answered “No”.

Question 3: How many social media account do you operate?

Table 6:

Responses	Frequencies	Percentages
1	19	10%
2	43	24%
3	62	34%
4	58	32%
Total	182	100%

Source: Field survey, 2016

Table 5 indicates that 10% of the respondents operate 1 social media account; 24% of them operate 2 social media accounts, 34% of them operate 3 social media accounts; while 32% of them operate 4 social media accounts.

Question 4: How frequent do you use this account(s)?

Table 7:

Responses	Frequencies	Percentage
Much Frequent	45	25%
Very Much Frequent	57	31%
Not Frequent	56	31%
Not Very much Frequent	24	13%
Total	182	100%

Source: field survey, 2016

Table 6 indicates that 25% of the respondents use their social media accounts “Much Frequent”; 31% use theirs “Very Much Frequent” even as another 31% said they are Not Frequent with the use of their social media account; while 13% supplied “Not Very Much Frequent” as their answers to the question.

Question 5: To what extent are Journalists in Nigeria exposed to social media sites?

Table 8:

Responses	Frequencies	Percentages
Much	54	30%
Very Much	68	37%
Not Much	39	21%
Not Very Much	21	12%
Total	182	100%

Source: field survey, 2016

According to table 7, 30% of the respondents answered that Journalists in Nigeria re “Much” exposed to social media sites, 37% of them answered “Very Much”; 21% of the respondents answered “Not Much”; while 12% revealed that Nigerian journalists are “Not Very Much” exposed to social media sites.

Question 6: What type of social media sites do you use?

Table 9:

Responses	Frequencies	Percentage
Facebook	64	35%
Instagram	55	30%
Twitter	33	18%
Whatsapp	30	17%
Total	182	100%

Source: field survey, 2016

According to table 9, 35% of the respondents use Facebook; 18% use Twitter, 30% use Instagram; while 17% use Whatsapp.

Question 7: How many followers do you have?

Table 10:

Responses	Frequencies	Percentage
50-100	17	9%
101-150	31	17%
151-200	61	34%
200 and More	73	40%
Total	182	100%

Source: field survey, 2016

Table 10 shows that 9% of the respondents have followers within the range of 50-100; 17% within the range of 101-150; 34% of them answered that 151-200 follow them on social media; while 40% have 201 and more followers.

Question 8: Do social media enhance the productivity of journalists in Nigeria?

Table 11:

Responses	Frequencies	Percentage
Yes	82	45%
No	33	18%
Not Really	47	26%
I Don't Know	20	11%
Total	182	100%

Source: field survey, 2016

This table presents that 45% of the respondents agreed that social media enhances productivity of Nigerian journalists, even as 18% of them disproved that fact. 26% of the respondent answered “Not Really”, show they were not sure, while 11% had no idea of such.

Question 9: To what extent do journalists source for news on social media?

Table 12:

Responses	Frequencies	Percentages
Often	43	24%
Very Often	47	26%
Not Often	71	39%
Not Very Often	21	11%
Total	182	100%

Source: field survey, 2016

This table shows that 24% of the respondents answered “Often” to the question; 26% of them answered “Very Often”; 39% answered “Not Often”; while 11% of them supplied “Not Very Often” as their answers.

Question 10: Which of these social media accounts do you use most often?

Table 13:

Responses	Frequencies	Percentages
Facebook	60	33%
Twitter	50	27%
Instagram	28	18%
Whatsapp	44	24%
Total	182	100%

Source: field survey, 2016

As indicated in table 13, 33% of the respondents use Facebook often; 27% answered that they use Twitter often; 18% of them answered that they use Instagram often; while the answers supplied by respondents show that 24% of them use Whatsapp often.

Question 11: How do social media help you in news gathering and reporting?

Table 14:

Source: field survey, 2016

Responses	Frequencies	Percentage
I use it to source for news stories	63	35%
I use it to interact with readers	49	27%
It helps me in reporting online news	41	23%
I use it to while away the time	29	15%
Total	182	100%

This table suggests that social media helps 35% of the respondents to source for news story, even as it helps 27% of them to interact with their readers and followers, Social media also helps 23% of the respondents to report online news, while 15% use it to while away their time.

Question 12: How much time do you spend on social media per day?

Table 15:

Responses	Frequencies	Percentage
5 Hours	59	32
4 Hours	62	34%
3 Hours	43	24%
1 Hour	18	10%
Total	182	100%

Source: field survey, 2016

Table 15 shows that 32% of the sample size spend 5 hours on social media; 34% of the respondents spend 4 hours online, which is the highest percentage; 24% of them spend 3 hours on social media; while the lowest percentage which is 10% of the respondents spend only 1 hour on social media daily.

Question 13: Do you get breaking news thorough social media?

Table 16:

Responses	Frequencies	Percentages
Yes	87	48%
No	36	20%
Not Really	49	27%
I Don't Know	10	5%
Total	182	100%

Source: field survey, 2016

Table 16 indicates that 48% of the sample size get breaking news through social media which is the highest percentage; 20% of the respondents answered “No” to the question; 27% of them are not sure whether they get breaking news through social media or not; while only 5% of them answered “I don’t know”, presenting the lowest percentage.

Question 14: How does the time spent on social media affect your productivity?

Table 17:

Responses	Frequencies	Percentage
Positively	61	34%
Very Positively	75	41%
Negatively	28	15%
Very Negatively	18	10%
Total	182	100%

Source: field survey, 2016

This table shows that time spent on social media affect 34% of the respondents “Positively”; it affects 41% of them “Very positively”, representing the highest percentage; it affects 15% of the sample size “Negatively”, while 10% of them answered “Very negatively” to the question, which is the lowest percentage.

Question 15: How do social media affect Journalism practice in Nigeria?

Table 18:

Responses	Frequencies	Percentages
Positively	54	30%
Very Positively	68	37%
Negatively	68	12%
Very Negatively	39	21%
Total	182	100%

Source: field survey, 2016

Table 18 suggests that 30% of the sample size answered that social media affect journalism practice in Nigeria “Positively”; 37% of them answered that it affects the profession “Very

positively”, which represents that highest percentage; 12% answered “Negatively”, while 21% of the respondents supplied “Very negatively” as their answers.

4.3 Discussion of findings

In this section, the data collected from survey on the topic “Influence of Social media on the practice of journalism in Nigeria” will be discussed. The data was contained in 182 fully completed copies of questionnaire retrieved from the respondents out of 200 copies of questionnaire distributed. Responses to answers on research question would be discussed.

Research Question 1: Do Journalists in Nigeria use social media?

The aim of this research question is to investigate whether Journalists in Nigeria are aware of social media and to ascertain what it is being used for. The data on table 4 and 5 were used to answer this research question.

The data on table 4 showed that out of 182 respondents (100%), we had 121 frequencies (66%) who answered “Yes”, that Nigerian Journalists are aware of social media, while 61 frequencies (34%) answered “No”.

The data on table 5 also provided insight into the answer of this research question with 152 frequencies (84%) out of 182 respondents answering “Yes” that Nigerian Journalists operate social media accounts; while only 29 frequencies (16%) answered “No”.

From the above finding, it is crystal clear that Journalists in Nigeria are aware of social media and operate social media accounts.

Research Question 2: To what extent are journalists in Nigeria exposed to social media sites?

This seeks to investigate whether journalists in Nigeria are well exposed to using social media as a tool for digital and global communication. The data on table 6,7, 8 and 15 answered this research question.

The findings reveal that journalists in Nigeria are very much exposed to social media tools as shown in table 6 with 62 frequencies (34%) out of 182 respondents (100%) operate 3 social media accounts which is the second to the highest frequency. 58 frequencies (32%) out of the sample size operate 4 social media accounts; 43 frequencies (24%) operate 2, while only 19 frequencies (10%) operate 1 social media account.

The data on table 7 further reveal that 57 frequencies (31%) out of the sample size of 182 (100%) are very much frequent with the use of their social media accounts; this signifying the highest frequency. Very close to the frequency are 56 (31%) which show that journalists in Nigeria are not frequent with the use of their social media account.

While 45 frequencies (25%) are much, 24 frequencies (13%) are not very much frequent. The data on table 8 has 68 frequencies (37%) which is the highest out of 182 respondents (100%), which states that journalist in Nigeria are very much exposed to social media sites. 54 frequencies (30%) out of the sample size ticked "Much"; 39 frequencies (21%) answered "Not much"; while 21 frequencies (12%) answered "Not very much" to the research question.

From the above discussion, it can be deduced that journalists in Nigeria are exposed to social media sites and use them in the course of their work.

the data on 15 shows that 59 frequencies (32%) out of 182 respondents spend 5 hours on social media per day; 52 frequencies (34%) of the sample size spend 4 hours online; 43 frequencies (24%) spend 3 hours; while only 19 frequencies spend 2 hours surfing on social media per day.

From the above finding, it can be said that Nigerian journalists are exposed to social media to a very large extent.

Research Question 3; what are the types of social media sites journalists use in Nigeria?

This aims at finding answer regarding the types of social media journalists use in Nigeria. The data on table 9, 10 and 13 provided answers to this research question.

The data on table 9 showed that 167 frequencies out of 560 respondents (100%) use Facebook which signifies 30% of the respondents; 143 frequencies use Twitter, making up 25% of the respondents; 99 frequencies use Instagram, representing 18% of the total respondents; while 151 frequencies indicated Whatsapp which is 27% 560 respondents.

From the finding, it can be deduced that Facebook is the commonest type of social media used by journalists in Nigeria, representing the 30% of the respondents; followed by Whatsapp which has the 28%; Twitter came third with 25%, while Instagram is used only 15% of Nigerian journalists.

The finding also showed that journalists in Nigeria use more than one social media site, signifying the increment on the sample size (560).

The data on table 10 showed that Nigerian journalist are active on social media with the number of followers they interact with while using the medium.

The table further revealed that 17 frequencies (9%) of the 182 respondents (100%) have followers within the range of “50-100”; 31 frequencies (17%) have followers within “101-150” range; 61 frequencies (34%) have followers within “151-200”; while 73 frequencies (40%) have followers within the range of “201 and more”.

The above finding has corroborated the fact that Nigerian journalists use social media-Facebook, Twitter, Instagram and Whatsapp as indicated on table 9 going by the number of followers they have.

The data on table 13 revealed the types of social media Nigerian journalists use most often with 151 frequencies (33%) of 462 respondents (100%) using Facebook most often; 111 frequencies (24%) of the sample size use Twitter most often; 70 frequencies (15%) use Instagram most often; while 130 frequencies (28%) use Whatsapp most often.

From this finding of this table, Nigerian journalists use Facebook most often than they use Twitter, Instagram and Whatsapp.

The finding also reveals that Nigerian journalists use Facebook most often than they use Twitter, Instagram and Whatsapp.

The finding also reveals that Nigerian journalists more than one social media most often, resulting to the increase in the number of respondents (462).

Research Question 4: Do social media enhance the productivity of journalists in Nigeria?

This research question seeks to investigate whether social media enhance the productivity of journalists in Nigeria. How social media have been able to aid journalists in carrying out their reportorial duties.

The data on table 14, 16, 17 and 18 answered the research question.

The data on table 14 revealed how social media help Nigerian journalists in news gathering and reporting with 83 frequencies (28%) out of the 293 respondents (100%) using it to source for news; 97 frequencies (33%) use it to interact with readers/followers; 66 frequencies (23%) use it to report online news; while 47 frequencies (16%) use it to while away the time.

It can be deduced that social media enhance the productivity of journalists in Nigeria going by the percentage of those who use it to report online news, source for news and interact with their readers/followers online. The finding further shows that 16% of Nigerian journalists use social media to while away the time as well as use it in other forms as provided by the variables, making up total respondents of 293.

The data on table 16 suggested that Nigerian journalists are social media to get breaking news as 87 frequencies (48%) of 182 respondents (100%) answered “Yes”; 36 frequencies (20%) of them answered “No”; 49 frequencies (27%) answered “Not really” signifying that they were not sure; while 10 frequencies (5%) of the sample supplied “I don’t know” as their answers.

From the foregoing, it can be said that social media enhance the productivity of journalists in Nigeria as the highest frequency ticked “Yes”.

The data on table 17 gave insight on how the time spent on social media affect the productivity of journalists in Nigeria with 61 frequencies (34%) of the respondents (100%) agreeing that time spent on social media affect them “Positively”, 75 frequencies (41%) answered “Very positively”; 28 frequencies (15%) of them answered “Negatively”; while 18 frequencies (10%) answered “Very Negatively”.

From this finding, time spent on social media affect journalists in Nigeria “very positively” going by the highest percentage on the table.

The data on table 18 suggested that 54 frequencies (30%) out of 182 respondents agreed that social media affect journalism practice in Nigeria “Positively”. Out of the sample size, 68 frequencies (37%) answered “Very positively”; 21 frequencies (21%) answered “Negatively”; while 39 frequencies (21%) supplied “Very negatively” as their answers. From this finding, social media affect journalism practice in Nigeria “Very positively”. It further suggests that social media enhance the productivity of journalists in Nigeria.

CHAPTER FIVE:

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Preamble

The main objective of this study was to determine the “Influence of social media on the practice of journalism in Nigeria”. Survey research design was adopted using questionnaire for gathering of data. Following the analysis of data and discussion of findings, this chapter presents the summary of findings, conclusion and recommendation.

5.2 Summary of Findings

This research investigates the “Influence of social media on the practice of journalism in Nigeria”. It seeks to find out whether journalists are exposed to social media tools and the effects the usage of these tools have on the practice of journalism in Nigeria. To give credibility to the study, three theories were adopted in the course of its investigation, namely: Social Information Processing Theory; Media Equation Theory; and Technological Determinism Theory. Using Survey method, the researcher makes use of questionnaire to source primary data and reviewed relevant materials to arrive at the findings. As a result, the finds show that:

Journalists in Nigeria are aware of social media and operate social media accounts.

Journalists in Nigeria are exposed to social media sites to a very large extent and use them in the course of their work.

Facebook is the commonest type of social media used by journalists in Nigeria, followed by Whatsapp, Twitter and Instagram. Journalism in Nigeria use more than one social media site in the course of their duties.

Social media affect journalism practice in Nigeria “Very positively” and enhance the productivity of Nigerian journalists.

5.3 Conclusion

Based on this study, the “Influence of social media on the practice of journalism in Nigeria”, the researcher has concluded that social media has a great significant impact on the practice of journalism in Nigeria. Although it helps journalists to break the barrier of distance communication, they also use it to source for news, report online stories and while away the time.

Social media can have a positive influence as well as negative influence; the influence depends on the purpose for which it is used. The purpose will determine the influence on it has on the practice of journalism in Nigeria.

5.4 Recommendations

Going by the findings of the research, the research recommends that:

1. Journalists should make use of social media more often to connect to the world in order to get real-time news about events happening at distant places and report to their readers. The world is changing to a digital age where happenings and occurrences reach its nooks and crannies within seconds through social network and globalization. To report the world at large in this changing time, journalists should embrace this social networking tool in order to change the fate of their profession to where news and information is on our palms.

2. Journalists should strike a balance between using the social media to while away the time and using it to source for news. As much entertaining, informative and educative as social media can be, journalists should not depend solely on it to source for news. News happens everywhere and at all places. On-the-spot and exclusive information can easily be gotten in the neighbourhood where a journalist is resident, and thus, should utilize such angle too instead of relegating himself to being the disciple of social media.

3. Journalists should be encouraged to use the social media for research about topical issues on discourse which will increase their knowledge rather than chatting with old friends and looking for new friends.

4. Media organizations should try as much as possible to increase access to service for internet connectivity, browsing and fast calls. This will encourage digitalization of information at work place and create easy access of information among journalists and other news room staff.

5.5 Suggestions for Further Studies

Based on the concepts, literatures and population of this study, this research suggests that:

Media organizations increase of access of internet connectivity and online reporting; the positive and negative impacts it may have on journalists practicing in Nigeria.

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