

**JOURNALISTS' EXPERIENCES IN CONVENTIONAL MEDIA
ORGANIZATIONS IN THE FACE OF EMERGING NEW MEDIA
IN EDO STATE.**

BY

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**BEING A DISSERTATION SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, UNIVERSITY OF BENIN, BENIN CITY.
IN PARTIAL FULFULMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER OF ARTS (M.A) DEGREE
IN MASS COMMUNICATION.**

MARCH, 2021

DECLARATION

This dissertation work is based on a study undertaken by me, Abubakar Jamiu Mohammed, of the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. F.P. Olise. All ideas in the study are product of my personal research and where the views of others have been used, they are duly acknowledged.

Abubakar Jamiu Mohammed
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CERTIFICATION

This is to certify that this Dissertation was carried out by **Abubakar Jamiu Mohammed (PG/ART1817080)** in the department of Mass Communication, Faculty of Arts, University of Benin, Benin City, in partial fulfilment of the requirements for the award of Master of Arts (M.A) in Mass Communication.

Dr. F.P. Olise
(Dissertation Supervisor)

Date

Dr. F.P. Olise
Head of Department

Date

DEDICATION

This research work is dedicated to Almighty Allah, for His grace and mercy upon my life.
Also to my parents, Barr. & Mrs. A.I Abubakar, for their support and prayers.

CERTIFICATION OF DISSERTATION ON PLAGIARISM

We, the undersigned, attest and declare that the dissertation of **Mr. JAMIU MOHAMMED ABUBAKAR**, titled: **JOURNALISTS' EXPERIENCES IN CONVENTIONAL MEDIA ORGANIZATIONS IN THE FACE OF EMERGING NEW MEDIA IN EDO STATE** has successfully passed the plagiarism test and does not violate any copyright regulations.

Name of Supervisor / Sign & Date

Name of HOD/ Sign & Date

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TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Certification of Dissertation on Plagiarism	v
Acknowledgements	vi
Table of Contents	viii
List of Tables	xi
List of Figures	xii
Abstract	xiii

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study	01
1.2 Statement of the Problem	6
1.3 Objective of the Study	8
1.4 Research Questions	8
1.5 Research Hypothesis of the Study	9
1.6 Scope of the Study	9
1.7 Significance of the Study	10
1.8 Limitations of the Study	11
1.9 Operational Definition of Terms	12

CHAPTER TWO: LITERATURE REVIEW

2.1 Review of Concepts: New Media; Conventional Media	13
2.2 Variances between New Media and Conventional Media of Mass Communication	20
2.3 New Media Usage	23
2.4 Implications of New Media on Journalism Practice	32
2.5 Review of Empirical Studies	36
2.6 Theoretical Framework	42

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design	48
3.2 Population of Study	49
3.3 Sample Size of the Study	50
3.4 Sampling Techniques	50
3.5 Instrument for Data Collection	51
3.6 Method of Administration of Research Instrument	52
3.7 Reliability of the Research Instrument	53
3.8 Validity of the Instrument	53
3.9 Method of Data Collection	54
3.10 Method of Data Analysis	54

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

Preamble	56
4.1 Presentation and Analysis of Data based on Bio-Data	57
4.2 Presentation and Analysis of Data based on other Items in the Questionnaire	63

4.3 Testing the Hypothesis	73
4.3 Discussion of findings (Answers to Research Question)	76
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS	
5.1 Summary	79
5.2 Summary of Findings	81
5.3 Conclusion	82
5.4 Recommendations	83
5.5 Suggestions for further research	84
References	85
Appendix I: Questionnaire	
Appendix II: Reliability	

LIST OF TABLES

Table		Page
1	Reliability Statistics of Items in the Questionnaire	53
2	Age distribution of Respondents	57
3	Gender distribution of Respondents	58
4	Marital Status of Respondents	58
5	Religion of Respondents	59
6	Educational Attainment of Respondents	60
7	Working Experience of Respondents	61
8	New media used by journalists to make work easier	63
9	Extent of new media use in journalism experience	64
10	Journalists experience of conventional media since the advent of new media	67
11	Changes influenced by the influx of new media	69
12	Challenges posed by new media to conventional media as experienced by journalists	71
13	Relationship between conventional media journalists and their experiences in the face of emerging new media	73

LIST OF FIGURES

Figure		Page
1	Graphical illustration of respondents' age categories	57
2	Pictorial representation of respondents' gender	58
3	Diagrammatic representation of respondents' marital status	59
4	Visual representation of respondents' religious affiliation	60
5	Delineative illustration of respondents' educational attainment	61
6	Schematic representation of respondents' working experience	62

ABSTRACT

The conventional media journalists have diverse experiences since the influx of new media technologies especially web 2.0 applications in journalism practice. Therefore, it becomes necessary to examine journalists' experiences in conventional media organizations in the face of emerging new media in Edo State. The tenets of agenda setting, technological determinism, and social presence theories were used in this study. Descriptive survey design was employed with the aid of 12-item questionnaire. The sample for this study constituted 300 journalists in Edo State through the purposive and proportionate stratified sampling technique. The sample reflected and represented all the journalists in Edo State. Data generated were presented and analysed in frequency tables, simple percentages, mean scores, standard deviations and Pearson's Product Moment Correlation Coefficient (PPMCC), which aided the answering of the research questions and testing of the hypothesis formulated. The study found that conventional media journalists make use of new media technologies to make their work easier. Also, the study revealed that new media has had a profound effect on the activities of conventional media journalists as they with the help of new media technologies have greater access to a wider global audience, easier processes of news production and the boundaries of journalism has been falling as more people are engaged in the processes of news gathering more than ever before. The study also found that ethical, governance, the loss of advert revenues, infrastructural, and technical challenges have emerged with the new media dominance. It was also discovered that new media has profound effects on conventional media news production as the new media provides multiple advantages for conventional media operations and there is a significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State. The study concluded that new media technologies constitute necessary tools for conventional media journalism practice. Therefore, it was recommended that the conventional media organizations should put in place measures to own the necessary new media organ/infrastructure. Also, that a raft of careful legislative policies be put in place to mitigate the occurrence of ethical breeches in news production.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The conventional media have from time immemorial, been the major source of human information, education and entertainment needs' gratifications. However, in the past three decades, the media has been transformed because of new communication technologies and deregulation policies otherwise known as new media. New media has reinvented, redefined, refurbished and reshaped every aspect of human existence, including the manner at which all journalists meet these gratifications as well as how they perform their duties of informing, correlation, surveillance and providing discrete analysis of news to the general populace.

The new media refer to activities that integrate technology, social interaction and the construction of words, pictures, videos and audios. This interaction and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities as people share their stories and experiences, (Rogers, 1981). They can also be regarded as media for social interactions through online communication technologies. New media also include the various online technology tools that enable people to communicate, interact, collaborate, share, upload and even download as the case maybe.

However, due to the influx and widespread of new media, conventional media journalists have recorded divided views on their experience of the new media. In view of this, Didiugwu, Ezugwu and Ekwe (2015) note that new media has incontrovertibly charted new frontiers for conventional journalists. Practitioners in most developed countries of the world now rely heavily on the new media to generate contents. Consequently, new media has become part of the

journalist's daily routine; journalists use new media according to Nwagbara and Asak (2016) to achieve various tasks in their work situations as they gather process and disseminate information. New media provide a mass of detailed information whether in terms of covering a story writing a feature, editing a copy or doing background research or to find new ideas and new contacts, if the journalist knows where to look. In addition, new media help to train the journalist, especially with respect to application of new media technologies for the practices of newsgathering. Social media indeed have revolutionized journalism practice.

In Nigeria, the new media gained popularity and acceptance because of the need to have freer information flow as the conventional media is perceived to be mostly controlled by the government and politicians. New media are online communication media that use web 2.0 technologies that enable users to download, upload, interact and collaborate with one another regardless of distance and time (Olise and Tebekaemi, 2015). Pavlik and McIntosh (2011) earlier referred to new media as the use of technology combined with social interaction to create or co-create value. New media are instruments of communication. The term covers a large range of websites that enable people to interact with other visitors (Khan& Bhatti, 2012).

Journalists in Nigeria have benefited and are still benefiting from the use of the new media for journalism practice. New media has also enhanced the process of newsgathering and it has enabled journalists to file in their reports to the various media organizations from any part of Nigeria where there is internet access. Reaffirming this, Nworah (2005) noted that Nigerian journalist could read the writing of their counterparts around the world. Domingo and Heinone (2008) corroborates this fact, thus, states that for those who consume news, the new media has led to huge increase in the number of news sources available to satisfy their needs. What this

means is that journalist can use social media to get access to numerous sources that can provide vital information that is of interest to the society.

One significant impact of the new media is that there is democratization of creation, publishing, distribution and consumption of media content. It is known for the real time generation of news with an unregulated content. According to Dorina (2007), the new media are breaking new frontiers, as it does not recognize the institutional structures of the old media (newspaper, radio, television). New media are strictly internet-based that help to connect people from all parts of the world for different purpose. The purposes include forming friendship with people from different geographical locations, courtship, commerce, education to mass communication. All these are possible with new media such as Youtube, Flickr, Twitter, WhatsApp and most popular among them is Facebook. More so, the web-based journalism follows the choices of selectivity, rapidity and interactivity. Readers can choose the topics of their interests with the help of hyperlinks and newsletters. This provides an ongoing platform for readers and newspapers where they are able to communicate and provide feedback to the related stories. Thus, it is the point where personalized journalism initiates. During the last few years, traditional journalism has shifted towards modern journalism and a clear uplift is observed in the idea of collaborative news. Internet has shrunk the distance between amateur and professional journalist, as they are working together for mutual benefit by providing truest news in a quickest way.

Nonetheless, some journalists believe the new media has reduced their power and influence in the society. The impact of journalists in today's world cannot be over emphasized, they serve all the citizens of a democratic society. Journalists are professionals who are responsible for the production and distribution of news reports on the interaction of events, facts, ideas and people

that make up news of the day. They believe that new media is negatively affecting the practice of journalism. They argue that new media has threatened the basics of journalism, credibility and reliability. They point their fingers to the many instances of false and fabricated information generated on new media sites without verification from any reputable media outlet. They also find lack of objectivity in these social network sites as most of the people who float the information there, are either unaware of the idea of objectivity or they themselves are activists within the communities they write about. Some also observed that the new sources of information together with the growing participation of readers in the new media ecosystem have challenged the role of journalists in the news creation process (Moyo, 2005; Newman, 2011). Several researchers have provided ideas and concepts for a new media ecosystem involving intermediary roles of journalists (Bruns, 2003; Bowman & Willis, 2003, Neuberger, 2008). Bruns (2003, 2008a) has suggested that gate watching will replace traditional gatekeeping journalistic roles (Shoemaker, Eichholz, Kim, & Wrigley, 2001). Given the limited physical space of conventional media (for example in terms of newspaper pages or television airtime) (Bruns 2003), gatekeeping refers to the important role of journalists to select "...whether or not to admit a particular news story to pass through the "gates" of a news medium into the news channel" McQuail (1994, p. 213).

With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters. The distinction between information producers and consumers will become increasingly difficult to draw (Creeber and Martin, 2009; Bennett, 2003). As experiments with global citizenship go forward, the empowerment offered by distributed, networked digital communication may become shared more widely. Mass media news outlets are struggling with changing gate-keeping

standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. In the end, these tendencies may be the most revolutionary aspects of the new media environment (Bennett, 2003).

In exploring the distinctions and complementarities between the new media and conventional media, one must understand the technical distinctions between these various media forms (Brydon, 2011). Conventional media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control (Banerjee, 2008). The new or alternative media on the other hand have radically different characteristics. The new media can be used for both points to mass communications as well as point-to-point and mass to point message distribution. They are also extremely de-centralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008). With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet that is said to be free from control (Rosenstiel, 2005).

New media, according to Ashraf and Javed (2014), affect journalist's job experience by increasing their knowledge, abilities, motivational level and close associations with broadcast or print station. New media has indeed created an avenue for journalists to improve the job performances. Yet, it has been argued among scholars like Leftheriotis and Giannakos (2014) that using new media for work among journalist may make them lose time even while improving

their work. Leftheriotis and Giannakos study showed that employee like journalist make extended use of new media no matter their age.

Another transition is taking place in the realm of communication across all the media typologies i.e. print, broadcast and cinematography. In the context of Dizard, Jr. (2000, p. 4), what is happening across the world at the moment is that “the media industries are going through a transitional period in which old technologies are being adapted to new tastes, therefore the journalists are as well expected to follow suit. It was based on this background, that this study, investigates Journalists experience in conventional media organizations in the face of emerging new media in Edo State.

1.2 Statement of the Problem

New media have been gaining grounds in the world of journalism over the last years. With the influx of new media in journalism, remarkable changes have been made. while there is a widespread use of new media by Journalists in developed societies, available statistics as given by Didiugwu, Ezugwu and Ekwe (2015) note that journalists in Africa are still grasping to acquire the needed knowledge to utilize social media platform for improved journalism practices and job performances. Apart from this, there is an ethical issue as to the use of new media platforms in Nigeria as some belief that it has hampered the power and influence that conventional journalist pose as the major agenda setter on any issue of interest in the society.

Furthermore, with vast amount of information and news available on new media another challenge arises for journalists who are considered as the provider of a realistic view of what happens around the world. In composing news, journalists rely on various sources to verify or lend credibility to the information they put across. Often times, journalists can lose their

credibility due to the vast amount of news available to users today. Many people receive news via Twitter, Facebook, blogs etc. This can somehow debase the job of a journalist. Besides, many journalists who use the new media do so at work for both non-work and work related as proven in Ferreira & Plessis (2009) study.

As a result, public confidence in conventional media news has steadily declined over recent years while new media has risen in its place, filling the void of real news, views and analyses that go unheard and unexamined in mainstream circles. As Allcot & Gentzkow (2017, p.7) said, "The declining trust in mainstream media could be both a cause and a consequence of fake news gaining more traction". Bearing this in mind and the need to sustain that pride of place earlier occupied by the conventional media in setting the agenda as well as among other roles such as holding government accountable to the people are paramount. The society stands to lose out greatly if conventional media loses this influence because of fake news broadcast on new media channels and some online news sites. Given that fake news is more likely to be wholly believed in view of their salacious and sensational nature coupled with their feeding in to the sentiment of the public. Conventional media journalists are distracted making the true position prevail over fake news that have been passed off as real. This difficulty cannot be far removed from bullet-like effect which fake news on new media has on those who are exposed to it. This effect gave rise to many conventional media organizations deeming it necessary to embrace the capabilities of new media in relaying credible and realistic news to disperse media audience. More so, empirical research on journalists' experience in conventional media organizations in the face of emerging new media in South-South region of Nigeria are very rare. Therefore, it becomes necessary to examine journalists' experiences in conventional media organizations in the face of emerging new media in Edo State.

1.3 Objective of the Study

The objectives of this study are to:

1. Ascertain the types of new media that affect journalists' experiences in conventional media organization in Edo State.
2. Find out the extent at which new media affects journalists' experiences in conventional media organization.
3. Find out journalists' experiences in conventional media organization since the advent of new media in Edo State.
4. Investigate how new media have changed the face of conventional media.
5. Establish the challenges journalists' experience in the face of new media in Edo State.

1.4 Research Questions

The following research questions were formulated for this study:

1. What are the types of new media affect journalists' experiences in conventional media organization in Edo State?
2. What is the extent at which new media affects journalists' experiences in conventional media organization?
3. What are journalists' experiences in conventional media organization since the advent of new media in Edo State?
4. How have new media changed the face of conventional media?
5. What challenges do journalists' experience in the face of new media in Edo State?

1.5 Research Hypothesis of the Study

H₀1- There is no significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State.

1.6 Scope of the Study

The scope of this study is journalists' experiences in conventional media organizations in the face of emerging new media in Edo State. For the purpose of effective coordination and to reduce sampling error, the journalist for this study are limited to only male and female with a minimum of Diploma in journalism or mass communication, not below 18 years who work either in a broadcast media or print media. Edo State is the cradle of culture and arts in the country making the state as major source of attraction for people and a centre for news for journalists. It is also an educationally advanced state with quite a number of higher Institutions to its credit, making it superlative to have journalists who are in the journalistic field gathering information for either the broadcast media or print media and making it the ideal environment to examine conventional media journalists' experiences due to the emergence of new media. Finally, selecting Edo state from the South – South zone of Nigeria is of an advantage to this research as the state is relatively exposed to wide range of media organization-radio stations, television stations and the print media as much as other states in regions Nigeria. However, this study is streamlined to cover journalists in Benin. This is to ensure proximity and to lessen the financial burden of covering other locations. The scope of this of study comprises all member of Nigerian Union of Journalists in Benin which include male and female, senior staffs and junior staff member. A hundred (300) of these journalists were selected for the research from Nigerian Union of Journalists and other conventional media organizations in Benin of which 150 were from print media while the remaining 150 were representing broadcast media.

The study discusses in details the view(s) of Edo State conventional media journalists on the influx of new media, influence of new media on journalism practice among Edo State conventional media journalists, affect Edo State conventional media journalists' usage of new media, ways forward for the success of conventional journalism profession and practices in the face of new media.

1.7 Significance of the Study

This study will be significant to owners of broadcast stations and newspapers firms because it will provide information on how new media can influence diverse experience in relations to journalism in the conventional media organisations.

In addition, the findings of this study will help provide insights to new media level of influence on conventional media in Edo State. The insights will enable media proprietors to proactively incorporate the use of new media in their operations, especially to ensure online presence of news content that also could make for more audience and their retention.

Furthermore, the study will be of great value to the academics in the field of broadcasting or communication. Especially the teaching and learning of new media mass communication as a course. To this end, it would also be instrumental to prospective researchers who may want to plunge into this similar area of study.

More so, the finding of this research will add to the existing literature on new media and its influence. Also, to act as a handy material for students, journalists and media organisations.

1.8 Limitations of the Study

Methodology employed may be inadequate as survey only with aid of questionnaire may not be adequate enough to examine journalists' experiences in conventional media organizations in the face of emerging new media in Edo State. The data generated for this study would have been better enhanced, broader and be more quality if the research also employed participant observation to record the activities and reactions of journalist using the new media to generate information. However, participant observation demands huge financial base, unfortunately there is no grant given to support the study. Also, participant observation requires a lengthy time but for a master dissertation that is a limited time frame.

More so, it would have been good if some qualitative data were analysed, like physical information on new media utilization blueprint in the various media organization, for instance, if copies of such blueprints could be provided to match what the journalists' response in the questionnaire with physical literature. At times, there are cases of mass adoption of new media in some media houses whereas their journalist would respond otherwise, because unfortunately only questionnaire was adopted as an instrument of data collection.

The study was also limited to journalists in Edo State, registered under NUJ; this is because the researcher at the time of this research did not have enough resources to cover all journalist in the 36 states of the federation. Therefore, the study may not a true reflection of the Nigerian experience even though Edo State is in Nigeria.

1.9 Operational Definition of Terms

For proper understanding of this work, key terms frequently used are operationally defined based on their conceptual relevance to this study and to avoid misrepresentation.

Conventional Media Organizations: the media outlets such as newspapers, magazines, radio and television were the forms of mass communication before the advent of the internet (the new media) that are static representations of text and graphics.

Emerging: something that is currently developing or will be developed over the next five to ten years, and which will substantially alter the business and social environment.

Experience: Experience is used to refer to the past events, knowledge, and feelings that make up overall perception on the use of new media for a particular journalistic activity.

Face: Face means happening alongside, in the presence or in direct contact with other things at the same time.

Journalists: Journalists are those registered members of the Nigerian Union of Journalist (NUJ) and holds not less than a Higher National Diploma in journalism or first degree in Mass Communication.

New Media: new media are those digital media that are interactive, incorporate two-way communication, and involve some form of computing.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter focuses on the review of related literature, appraisal of related studies and theoretical framework of the study. Areas covered are:

2.1 Review of Concepts: New Media; Conventional Media

2.2 Variances/Synergy between New Media and Conventional Media of Mass Communication

2.3 New Media Usage: Use of New Media in the Conventional Media Organisations; Consuming Conventional Media Content on New Media; Gatekeeping Role of Conventional Media Journalists in the era of New Media; Separating Conventional Media Journalists from The Audience

2.4 Implications of New Media on Journalism Practice

2.5 Review of Empirical Studies

2.6 Theoretical Framework

2.1 Review of Concepts: New Media; Conventional Media

2.1.1 Concept of New Media and Types of New Media

According to Krotoski (2011) the Internet is the clearest evidence that this is a revolutionary technology on journalism. The internet described as the second division of mass media by Mittal and Mittal (2013) is in many ways according to Siaspera (2012) the prototypical new medium. New media is a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. Logan (2010) sees new media as a term that will in general refer to those digital media that are interactive, incorporate two-way

communication, and involve some form of computing as opposed to “old media” such as the telephone, radio, and TV.

There is no doubt today, that we are witnessing a huge shift in media people are migrating to the use of smart phones and new media. Today, new media is the most engaging and interactive form of communication or public relations.

There are several forms of news media as follow:

Facebook: This new media is one of the most popular networking site which allows users to create their own profiles which gives ample opportunity for uploading of pictures, videos etc. Facebook also allows users to send and receive electronic messages via laptops, handsets and desktop computers as far as they are connected to the internet. Information sharing of members (text, photo, audio and writing) is carried out with a set of basic process on Facebook platform. Important ones, of those are: video sharing, photo sharing, text sharing, commenting, activity announcement, distant messaging and group creation via options available on the platform, each member can share information and this shared information can be quoted from a common page that friends can see (Pearl-man & Abram, 2010 in Nekatibebe, 2012). Hutchinson (2017) gave certain guidelines for journalists to use Facebook in this regards. Hutchinson advices that journalists should make their post timely, build credibility, relevance and trust with their audience and post frequently. Facebook can serve to journalists as a medium for reporting news to a wide range of audiences.

Blog: A blog (derived the word weblog) is an online journal where an individual, group or corporation presents a record of activities, thoughts or beliefs. There are many websites that allow users to create blogs without paying any fee like Wordpress.com, blogspot.com and

blogger.com. Anyone can create a blog on these websites and these blogs can be accessed by anyone through typing the web address or URL (Uniform Resource Locator) (Barauh, 2012). Kaplan and Haenlein (2010) describe blog as the new media-equivalent of personal Webpages and can come in a multitude of different variations from personal diaries describing the author's life to summarise of all relevant information in one specific content area. Journalists can use blogs to gather news stories as well as report news.

Twitter: Twitter is one of the leading new media used by people today. The concept of Twitter relies on messaging services, whether it uses a cell phone, instant messenger, such as Yahoo Messenger or MSN Messenger, or through specific websites. It allows the user to send messages to friends and family quickly and easily. This site allows users to tweet shorts messages in 140 character or less on their walls which attracts comments from other users. Users can follow others by tweeting back. One of the hallmarks for Twitter is instant publication; the site allows individuals to transmit text, image, sounds or videos to the masses without delay (Stokes, 2008 in Nekatibebe, 2012). The journalist often becomes an interpreter, reacting quickly and frequently and he or she has to sift through swatches of information and opinion before deciding on what to report.

Wikipedia: Wikipedia created in 1994 enables users to upload written information or an individual's profile. Wikipedia allow users to read and edit information enabling knowledge sharing and information exchange, thus providing an example of a successful non-profit user-generated content project that has attracted a vast number of contributors and millions of regular readers (Menchen-Trevino and Hargittai, 2011). Because many internet users have an opportunity to contribute and structure information online, the web is potentially empowering

for individuals and communities. This is a free and open access online encyclopedia which allows people to create and upload documents that could be retrieved and used by others.

YouTube: YouTube is a video sharing site where users can upload, watch and share video clips with millions of other users all over the world. It is a free new media site where users can tag video with descriptive keywords. Over 100 million videos on YouTube, with roughly 65,000 videos are added each day. Users can create video collections called Channel grouped by creation. Events such as highlight of inaugural lectures, conferences and workshops are disseminated via the YouTube. Evidently, YouTube is such a fantastic tool for journalists or media organisations. With over 800 million unique users of YouTube each month, in 43 countries and in 60 languages, the platform of videos sharing can attract a lot of people, more than any television, radio or newspaper all over the world. So media organisations have decided to use YouTube not only as a source but as a channel of information too (Singh, 2017).

Podcast: A podcast is multimedia digital file made available on the internet for downloading to a portable media player, computer not to mention few (Ekoja, 2011). It is a type of digital media that has audio, video, PDF and other multimedia files and is made available through the web. Podcast is another form of disseminating information on the web using auditory, visual and textual effects about events, services, personalities etc, Podcasting is also a method of distributing multimedia files (such as audio programs or music video) over the internet, using either the RSS or Atom syndication format, for playback on mobile devices and personal computers. Podcast as one of the type of new media that uses web 2.0 have great impact in not only education but also in Journalism (Daniels & Barratt, 2008). With podcasting, journalists have an opportunity to tell a story via audio mead and reach a new and growing world of listeners.

Flicker: Flickr is a photo sharing site especially among photo lovers. Dickson and Holley (2010) however write that “while Flickr is known largely as a photo sharing website, it also allows users to post video. It is an online photo management site. Flickr according to Angus, Thelwall and Stuart (2008) is an online image sharing application being used to share images within communities and is a very good source of sharing different events with the help of images and images sets. It allows users to upload, share and tag images by keywords. These tags are very useful for retrieving relevant images. Journalists most use Flickr for photojournalism.

WhatsApp: This is a mobile new media that gives ample opportunity for users to interact freely with other users, allowing the sharing of pictures, text videos, voice notes, audio call, video call and other vital messages (Solomon & Schrum, 2017). WhatsApp is part of a smartphone’s application and it is the most popular communication platform in this 21st century as it sends real time messages and faster knowledge resources.

Instagram: This is a free, visual content sharing new media, focused on the taking and sharing of photos with friends within a mobile application. The photos are cropped into a universal size, and can be edited by for example adding filters to create different effects. The posted photo appears in the feed of the users who follow the poster, in a reverse chronological order with the newest photo displayed on top. The sharer can tag other users in the photos, tag the place where the photo is taken, and write a caption for the photo which can include hashtags and mentions (marked with "#" and "@", respectively) to share the photo and categorize the content (Walter & Giolgio 2014).

Mobile phones: The Mobile phone plays an increasingly important role in the scenery of contemporary society. Users take pictures on their phones, call friends to find them in the crowds, keep those who stayed at home updated about events, read news updates and chain text messages

to find out about the next actions, and send text messages to their friends (via mobile phone) or to a potentially large public (on the smartphone) through new media platforms such as Twitter or Facebook. Mobile Internet access affords the ability to look up information online irrespective of time and place and to immediately and flexibly respond or adapt to it, a process described as “flexible alignment” (Smith & Mackie, 1995, p. 103). Consequently, mobile applications have been acknowledged for providing platforms on which social economic and political freedom can be expanded (Bel-Molokwu, 2000).

Web Television (WebTV): Another amazing new media technology device is the “WebTV”, (Severin & Tankard 2001, p. 267); Baran (2009, p. 260) added that WebTV turns a television set into a computer screen, permitting access to the internet. As such, it provides not only access to the web but also several sites of its own, including one for children and another serving up local weather and news. The WebTV also offers several features that allow the internet to enhance television viewing. For example, it provides a programme-listing feature that takes viewers from a renewable screen schedule directly to a show with a simple click. Notably, the WebTV is owned by the popular Microsoft Corporation and is much like cable modem except that the receiving and viewing device used is the family television instead of a computer. It includes a set-top box, and offers constant connection to the internet even while the television is playing, (Wilkinson, Grant, & Fisher, 2008). Today, there are about one million subscribers to the service. This makes it imperative for advertisers to see it as a powerful and flexible new media advertising channel with a large, captive audience.

Web Radio: Radio’s convergence with digital technologies is now more pronounced and potentially profound in web radio. Web radio is the delivery of radio contents directly to individual listeners over the internet. Some 40,000 radio stations exist on the web in one or two

forms and are listened to by millions of people around the world every day. The two forms of web radio are the radio simulcast, a traditional radio broadcast over the air stations that are simulcast on the web and the web-only radio, a radio broadcast that is accessed only over the web (Arbitron, 2001, p. 2). To access web radio, users must have some form of file compression software such as real player or Winamp or any other streaming software. It permits streaming (the simultaneous downloading and accessing-playing-of digital audio or video data) and is available for free downloading at <http://www.real.com>, (Baran 2009, p. 227). Specialists observed that this streaming software does not permit full-web radio experience to all users especially to those who have dial-up access to the internet as it is usually very slow and they experience poor sound system when listening. But for those with broadband internet connection, it is as normal as listening to a traditional radio broadcast. Just like the traditional (old) radio, that covers a wide range of listeners, so also does web radio.

The functions of new media are enormous and very vital to the improvement of interactivity among people and this could range from Emailing, Messaging/chatting, Entertainment; Watching/Listening to music/clip, Online games, Advertisement blogs etc.

2.1.2 Concept of Conventional Media

Conventional media of communication could refer to those media that communicate uniform messages in a one-way process to large mass homogenous audience, all possessing much the same characteristics and interests. It deals with traditional broadcasting, like the terrestrial television channels such as (NTA, AIT, Channels TV and radio such as TSBS, BBC, UJ Fm etc).

Asemah (2011) describes conventional media of communication as “channels or technological devices through which messages are conveyed to a large and heterogeneous audience”. According to Ochonogor and Amadi (2019), radio and television provide instantaneous enlightenment and mobilisation that stimulate audience participation. They are the vehicles used in conveying messages from a source to a large destination. Some of the functions of traditional media range from surveillance, entertainment, cultural transmission, advertisement, agenda setting among others etc. The term is in relation to "conventional" media forms, such as print newspapers and magazines that are static representations of text and graphics.

2.2 Variances/Synergy between New Media and Conventional Media of Mass Communication

2.2.1 Variances between New Media and Conventional Media of Mass Communication

According to Apuke (2016a), some of the properties that help describe the differences between new and Traditional media could be:

Expendiency: New media are more easily accessible at a very low cost compared to the conventional media organisations in which the production are typically government and/or corporate (privately owned) which requires consumers to sometimes pay for what they watch, but new media could even be accessed from a mobile device. While people obtain information, education, news and other data from electronic media and print media, new media are relatively inexpensive and accessible medium that enables anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information.

Usability: Traditional media requires special skills and training while new media production requires modest reinterpretation of existing skills which implies that anyone with access can operate the means of new media production. This is another edge that internet and new media have over the traditional media is the fact that it has little or no control over the way users use them. What this means is that audience have freedom to freely express their views regardless of the law of the land. This advantage also gives users some form of protected identity. Statistically speaking, social networking now accounts for over 20.5% of all time spent online by citizens in Nigeria, Egypt and South Africa. Also, a total of 123 million people age 13 and older in the Nigeria, Egypt and South Africa use mobile devices (Okunna & Omenugha, 2012).

Feedback: Feedback in Traditional media is delayed while new media's feedback is instant. With regards to immediacy, new media messages give room for instantaneous responses, except where participants determine to delay. Also, arising from this is the fact that there is no permanence in message production; in other words, there is room for editing immediately an error is spotted and the editing does not require technical input as those errors committed in radio and TV demands.

Permanence: Traditional media such as magazine article when printed and distributed cannot be altered; changes cannot be made to the same article but new media can be altered almost at every moment via comments or editing.

Interactivity: in new media users have an opportunity to or interact easily; creating their own material, customizing viewing to their own wishes, with much greater choice compared with the passive consumption and 'take it or leave it' features of the traditional media.

Dispersal: New media unlike traditional media have become less centralized and more adapted to individual choices, with a huge growth of media products of all kinds, which have become a part of everyday life.

Production: The production of media content has changed since the advent of new media unlike the traditional media that is reserved to media professionals for the media content and broadcasting, new media gives ample chances to individuals to make their own videos and post on the Internet.

2.2.2 Synergy between New Media and Conventional Media of Mass Communication

According to Apuke (2016a), new media and conventional media in some point share complimentary roles and functions as follows:

(i) One attribute shared by both new and Traditional media is the ability to reach small or large audiences; for example, Facebook, twitter post or a television show may reach millions of people. This implies that both traditional and new media technologies provide are capable of reaching a large-scale audience.

(ii) Another complimentary role of new media and traditional media can be seen in Facebook where online newspapers are posted; this combines traditional and new media to tell a story.

(iii) Today, we now have online television where one can go and watch news and other related materials so it could be said that the traditional form of media are complimenting the new media in this aspect.

(iv) Advertisement is another aspect where new and traditional media's functions coincide. Both media are medium of advertisement. The vanguard, the sun and other well-known newspapers

in Nigeria are projected in the new media where millions of adverts are placed for the consumption of the receiving public.

(vi) Entertainment: Both new and the traditional media brings sense of humour and entertainment. There are programmes on television whereby new media addresses/links are given in order to make reply in such programmes. Instead of phone in programmes, it is the new media that is used for reply. For instance, face book is a very popular medium used for feedback in many programmes on TV/Radio. This shows the complimentary role new media has on traditional media vis a vis.

(vii) News: The new media and the traditional media gives ample chance for audience to get news and information. For instance, Newspaper houses have their website where they place daily news online. Hard copies are printed and distributed while the soft copies could be read online. The aforementioned examples points to the fact that new media needs the traditional media vis a vis. They share complimentary roles of entertainment, advertising, news and information among others.

2.3 New Media Usage

2.3.1 Use of New Media in the Conventional Media Organisations

While there is wide spread use of new media by journalists in developed societies, available statistics indicate that journalists in Africa are still lagging behind in the use of new media for journalism (Didiugwu, Ezugwu and Ekwe, 2015). However, some journalists have capitalized on new media platforms, such as Facebook and Twitter, to gather and report news, to promote news products and to build relationships with their audiences (Newman, 2014). In addition,

several TV stations have developed entire news programs with content provided solely by viewers who submitted story ideas and comments through new media channels (Maeszalek, 2011). While it is evident that audience members are using new ways, what is not known is the extent and frequency to which news outlets and journalists are using new media to gather news and deliver content to news consumers as well as perform their routine jobs (Olise & Chima, 2020).

Facebook and Twitter are among the most frequently used new media sites (Stelzner, 2009). In Apuke (2016b) study on the impact of new media on conventional journalism in Nigeria, he found that journalists in Jalingo metropolis use and are exposed to new media network to a great extent. He also found that journalists in Jalingo metropolis go online very often and that they prefer Facebook to other forms of new media. Furthermore, in the Cision Global Social Journalism Study, 66 percent of journalists reported that they engage with readers at least daily on new media platforms (Cision, 2013a). Also, a survey was carried out by Alejandro (2010). The findings on the survey reveal that journalists are beginning to leverage on new media to receive, gather and distribute news. Some freelancers commented that it is still difficult to get jobs or promote their work through new media, and most still rely on professional and personal contacts.

Furthermore, Didiguwu, Ezugwu and Ekwe (2015) found that practitioners in most developed countries of the world now rely heavily on the new media to generate contents. This is because Journalists now explore various sites on regular basis daily to monitor what citizen journalists and newsmakers post on Twitters, Facebook, YouTube, LinkedIn, Blogs, etc. These points indicate that journalists use new media frequently to get updated experience on the use of the media.

Journalists are beginning to leverage on new media to receive, gather and distribute news as well as to perform their routine jobs in the following ways:

Communication with the News Audience: New media have given news organizations additional channels to receive and disseminate information quickly to the news audience (Stassen, 2010). Stassen's (2010) case study determined new media's primary benefit was providing a line of communication between the reporter and ordinary citizens. Stassen (2010) also wrote, "a news organization can have an 'inside informat' in every sphere of society helping them find the latest information, while at the same time providing a platform on which it can converse with its audience on a topic". Concluding this, Didiugwu, Ezugwu and Ekwe (2015) posits that the news cycle has moved from a passive news cycle (in which the journalists find news, reports it and the audience consumes it) to interactive applications of news. Initially, when the story went live, that was the end. But now, it's the beginning. The audience can comment, share, add or even change information. The periods of I write, you read, you're welcome is long gone.

Surveillance: News sources want to be sure that their communications with journalists remain confidential no matter how determined a reporter might be to protect them. Journalism depends crucially on sources willingness to talk. In turn, this depends on the ability of the journalist to have confidential conversation with a source. This is what makes up journalism surveillance role. In Baruah study, it was discovered that surveillance of the news market was a high-ranking new media use for the total reporters sampled. While answering the open-ending question that asked whether Facebook or twitter was a more useful reporting tool, some reporters emphasized new media's value as surveillance tool. This finding is not surprising as with new media news sources identity can be kept as anonymous.

Interview: Interviews are the ideal method for understanding and investigating a news story. Journalists now use new media to conduct their interviews and even post the contents of their interviews on new media like Facebook and blogs. Getting interviewee for a story is also made easier with the use of new media for journalism. In view of this, Newman (2011) wrote that journalists use new media channels to locate individuals who may become part of the news story.

Generating Story Idea: Journalists can use new media to find brilliant stories with information which are hugely significant, then again use it to spread the story through a community to harness real impact. Journalists also make use of these new tools so as to gather information, produce material and get their audiences engaged in new ways. This has changed completely the way journalists gather and break news. In fact, Didiugwu, Ezugwu and Ekwe (2015) claims that some information/news that would have been difficult is gotten with less difficulty from the social networks and some people in position of information can as well be reached. New media breaks geographical boundaries and get instantaneous answers to questions.

Posting Exclusive Information: New media have transformed the way news is aired. New media can be used extensively to communicate with the general public regarding any crisis situation that might have gripped the nation or any organization. More so, with citizen journalists everywhere journalists have to brace up to the challenge brought by this new online platform. This is because new media are inspiring users to become citizen journalists by enabling them to easily publish and share information on a greater scale. One way journalists can enhance their jobs and still maintain their relevance is by posting some of their exclusive information on new media platforms which are new distribution channels for news.

In view of this, Lavrusik (2013) notes that news organisations that have embraced new media have largely done so as a distribution channel, focusing on Facebook and Twitter because of the referral traffic that the platforms provide to their sites. Hence, journalist should take advantage of these platforms to post their exclusive information or news. However, the AFP guidelines advised that Journalists should remember that social networks such as Twitter and Facebook are hosting sites which essentially give space to users to express themselves under their own responsibility. Journalists have to understand they are responsible for the information on their Facebook page or Twitter account, and can be held legally accountable for any issues arising from that information.

Research: New media is becoming viewed as a relevant part of journalist research. A US survey has revealed that an overwhelming majority of reporters and editors use new media sources for researching their stories as 56% say new media is important for reporting and producing the stories they wrote. However, with 84% most journalists use information delivered via new media rather cautious as they think it is less reliable than information delivered via traditional media. According to the research conducted by Cision and The George Washington University, for their online research all journalists are using Google, followed by 61% which are turning to Wikipedia. Among new media, 89% of journalists make use of blogs while conducting their online research, while 96% turn to corporate websites. New media like Facebook or LinkedIn by comparison are only keeping up as two-thirds of the journalists turn to them during their online research, while only about half of them make use of the microblogging site Twitter (Hutchinson, 2017).

2.3.2 Consuming Conventional Media Content on New Media

The beginning of modern new media and social networking phenomenon otherwise known as the new media can be traced back to 1997 with a site called Six Degrees which allowed users to create a profile as well as an online network of friends and other acquaintances (Edosomwan et al., 2011). Subsequently, several new media and platforms have emerged on the internet with competing interactive features and functions. Also, Ashiekpe and Mojaye (2017) study asserts that majority of Nigerian adolescents and youths are as well highly technology savvy and perceive social media as often a much quicker and more convenient way to interact. The synergy of the internet, social network sites and other web-based technologies on a daily basis, however, yield a decline in the usage of the mainstream media (Adam, Nze & Ekwughu, 2015). This decline is observed across generations over the years, particularly noticeable among students (Payne et al., 2003). To avert imminent demise, therefore the mainstream media like newspapers have to compete with independent bloggers and new media websites by utilizing digital means to keep the circulations, sales and business flourishing (Folasayo, 2014). Like the mainstream media, the new media by their nature possess the capabilities for educating, informing, entertaining and inflaming the audience but unlike them, they possess a contagious and outreaching influence which the conventional media lack (Buhari, Ahmad, & Bashir, 2014, p.302).

Researchers have beamed the light on the rise and usage of new media, eliciting their addictive nature (Teke, 2011; Ajewole, & Fasola, 2012). According to Lenhart (2015), the most commonly used new media sites are Facebook (41%), Instagram (20%), Snapchat (11%), Twitter (6%), Google+ (5%), Tumblr (31%), Vine (1%), and other new media sites (1%). In a study by Raake and Bonds-Raake (2008), 91(90%) of the participants had Facebook accounts while 84

(83.2%) had MySpace accounts . New media, as a phenomenon, has affected traditional ways of broadcasting news across all manner of media. On television news, presenters will often end a segment on a particular subject by reading out certain comments obtained from Twitter from viewers (Hermida, 2010). In newspapers, readers will be encouraged to offer their comments through a certain new media channel on certain hot topics, with such comments appearing as part of another day's news story. These new platforms offering mainstream media content are not only appealing to the youths who are digital natives, but attract audience with differing motives for content consumptions.

2.3.3 Gatekeeping Role of Conventional Media Journalists in the era of New Media

Gatekeeping as a theory, is the news selection and extraction of news, which then gets passed through a series of gates (the journalists), and gets transformed and ends up in the news (Groshek & Tandoc, 2016). For an example, a journalist may decide to cover a story on New Zealand earthquakes, but will only extract parts of the news that are relevant and credible to be processed and supplied to the public, and then this becomes the news. The shift in society, through new media sites has seen this gatekeeping nonessential for journalism, as these sites jump the gates of traditional journalism, and the audience have the ultimate control over what they read, see or hear in these media echo chambers. There is need for gatekeeping journalists, especially due to the high consumption rates of clickbait, fake news and non-journalistic new media pages. This is because professional journalists need to assert control over news construction, as there needs to be a regulated system which audiences can access for educational and topical news (Groshek & Tandoc, 2016).

This all comes down to the public's need for credibility. The audience needs to know what they are reading is truthful and honest, and as the conventional role of a journalist is to serve the

public and maintain ethical conduct, this is where gatekeeping is still significant in our diverse media environment. Heinonenn (2011), expressed that there is a need to safeguard these journalist's professions and statuses among the media brand. This attributes to journalists' protecting their work and autonomy from pressure of the audience (Groeshek & Tandoc, 2016). The issue with credibility and professionalism within journalism, is that majority of journalists need to be able to uphold these standards, to try to differentiate them from the overcrowded fake news and clickbait articles which take up a significant portion in our media environment.

Audiences have become too used to this fast-paced and competitive environment of breaking news and sometimes lack understanding, that what is published into the media is not always reliable and honest. This can trap audiences in a new media environment, for example Facebook, which currently circulates clickbait articles. If the audience is not educated enough on fact from fiction, then they only believe these messages they are receiving in this public sphere. Therefore, we need gatekeepers to help dissect this, and bring out the truth in the news, and create an honest public sphere, which can control professional standards.

2.3.4 Separating Conventional Media Journalists from The Audience

The increasing audience participation with news construction has created reciprocal journalism. This allows for audiences to create preferences of news content, and this contributes to the ever-changing power dynamics between the public and journalists (Groshek & Tandoc, 2016). This shift has seen national news organisations such as Channels Television, accommodating to the audience feedback, by using polls and a comments section for the public to react to their articles.

This creates a public sphere where the audience can have a space to express what they believe is right, although this is not always the best look on journalists, as their hard-work gets manipulated and dejected. Although the public need to remember that journalists are inhabitants of their own society, which objects them to outside and inside burdens and pressures, which they have to maintain (Mellado & Hellmueller, 2015). These pressures are usually proposed upon them by higher influences within their media organisations and the audiences who participate within these public spheres. Journalism becomes a structure of public communication, by the journalists and audiences becoming analogous, this is increasingly common through new media outlets (Steensen & Ahva, 2014).

People are becoming increasingly aware of this media environment through different platforms. An example of this is *Talk*, which is a play about the need for gatekeepers in journalism due to the rise of new media outlets. This was recently shown at the Sydney Opera House. Director Jonathan Biggins exclaimed that, “there is no sustainable business model for serious journalism available through the internet. And I’ll make a brave call: there never will be.” (Biggins, 2016, p. 6 in Groshek & Tandoc, 2016). New media sites like Twitter allows audience members to outpace traditional business models for journalism, as it breaks information and live photographs from events, although these outlets give no substance as you are only allowed a maximum of 160 characters in a tweet. Allcott and Gentzkow (2017, p.3) drew on this, and expressed, “The media today has collective ADHD; by constantly skimming the surface we rarely find out what’s happening underneath until it’s too late.”

There is now a need, more than ever before, to provide gatekeeping journalists with a safe environment, where they do not need to rely on audience feedback. Gatekeepers need a media

environment which will differentiate the relationship between journalists and the public, and will provide news-worthy, deep and honest journalism.

2.4 Implications of New Media on Journalism Practice

2.4.1 Positive Impact of New Media on Journalism Practice

According to The Nielsen Company (2010) in Asekun-Olarinnoye et al (2014), a research carried out in the United States by The Nielson Company in 2009, showed that time spent on new media increased yearly by 82 percent. Writing on the impact of internet on journalism, Adelabu (2014, p.27) stated that the advent of internet with its multi-media capability has given journalism opportunities and challenges to reinvent itself in terms of practice and organization. On the basis of the above summation, the impact of Internet/new media includes:

Internet Telephony: one of the new internet capabilities is internet telephony or PC-to-PC or PC-to-phone which is the term used to describe a category of hardware and software that enables people to use the Internet as the transmission medium for telephone calls. According to a Web Proforum tutorial cited in Asekun-Olarinnoye et al. (2014), Internet telephony refers to: “Communication services – voices, facsimile, and/or voice-messaging applications – that are transported via the Internet, rather than the public switch phones network. The software compresses the voice signal and translates it into IP packets for transmission over the Internet. The beauty of this is that reporters can call their news station and file in their reports without physically been present in the office. According to Dizard (2000), Internet phone calls can be made anywhere in the world for the price of a local call.

News Reporting and Editing: news reporting and editing are today activities journalist carry out at the convenience of their hotel room and thereafter send via e-mail to their newsroom so long as they have the software on their computer system.

Sources of News: some social sites provide good news scoop for traditional journalists to develop good stories from. Again, there are new sites, blogs amongst others who break the news even before traditional media. One have seen the emergence of online news platforms such as Sahara reporters, blog shots and other numerous sources of breaking news where broadcast journalists source information from to form part of their story background.

Internet Radio: it is also known as web radio, net radio, streaming radio, or e-radio. It is a radio service transmitted via the internet, targeted at online users. It involves the streaming of programmes online – presenting listeners with a continuous stream of sound that cannot be paused or replayed. Internet radio services can be accessed by listeners from anywhere in the world. For example, one could listen to an Australian station in Africa or America.

Webcasting: is a media presentation over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners or viewers. A webcast may either be distributed live or on demand. Essentially, it is enhanced by the use of cheap and accessible technology that allows independent media to flourish.

Interactive broadcasting: interactive broadcasting or interactive television (ITV)/Interactive radio refers to a two-way communication between the sender of a message and the receiver of the message. According to Ergul (2007), the term interactivity implies “the presence of a return channel in communication system, going from the user to the source of information. The channel is a vehicle for the data bytes that represent the choices or reaction of the user.”

Citizen Journalism: Citizen Journalism has been called numerous names ranging from Collaborative Citizen Journalism (CCJ), Personal publishing, Grassroots media, Networked journalism, Open source journalism, Citizen media or Participatory journalism (amongst other names). The basic principle of citizen journalism is participatory journalism in which members of the public are encouraged to report news events happening around them. Radsch (2011, p.62-65) defines citizen "as an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a repose to the shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism." The fact that the public can participate in news dissemination through new media became a reality in Nigeria on November 5, 2008, when Uzoma Okereke was attacked, dragged, beaten, with clothes ripped off her back by the men of the Nigerian Navy attached to Rear Admiral Harry Olufemi Arogundade for the perceived obstruction she caused for the smooth passage of the admiral in Lagos traffic. The story went viral online and was shown on CNN (Asekun-Olarinnoye et al., 2014).

Unlimited Access to Information: international stations are all registering their presence online with a regular update of their website. The implication of this is that the public now have unlimited access to information. Audiences can compare news treatment of the various stations along with local stations and take a stand on issues. Audiences can also catch-up with news they have missed and still drop a comment on the website.

Shared Social Space: We are increasingly in a landscape where media is global, social, ubiquitous and cheap. The days when only professionals produce most of the media available for public consumption are over. Former consumers are now producers, and the network of

relationships within the shared social space guarantees that they can talk directly with each other. These platforms put the power of media in the hands of the people, transforming content consumers into content producers; and it continues to expand through bookmarking, crowd-sourcing, video sharing, social widgets and the like. Increased involvement from consumers improves information of any kind (Baran, 2009).

2.4.2 Adverse Effect of New Media on Conventional Journalism Practice

Some observers believe that the challenge faced by conventional media, has to do with the influx of the new media who has caused dwindling viewership and readership of news content (Yap, 2009). Conventional media, especially in Nigeria, have lost the lion's share of classified advertisement to the Internet. The situation when a depressed economy forced more viewers to cancel their digital broadcast communication usage and on-air subscriptions, and business firms to cut their advertising budget as part of the overall cost-cutting measurements. As a result, closures of broadcast stations, bankruptcy, job cuts and salary cuts are widespread (Mahmud, 2009). Observers argue that the emerging new media are successful because they are separated from the core newspaper business and all have been successful in building new markets with new sources of revenue (Gilbert, 2002). In addition to that, a large number of citizens in the Nigeria now have their own internet connection so they can access news online. Broadcasts viewership has yet to drop to a drastic level, while advertisers still regard it as the medium of choice. The Internet might have become a force to be reckoned with in the political arena, however, the reality is that most enlightened Nigerians still get their news from conventional media like newspapers and TV.

As Barthelemy et al. (2011) found, while there are clearly significant but necessary shifts taking place within the broadcast industry, particularly around attempts to monetize online

content and find alternative sources of revenue to replace falling advertising revenues from broadcast, the decline of the industry is overstated. News organizations are going through a process of change and adaptation. In addition, findings show that the narrative of broadcast contents being in continuous decline is mostly Western centric. In Nigeria, though there is a dropping viewership, there are still some broadcast stations like Channel Television that have grown dramatically in the news coverage due effective usage of the new media.

Some observers see the arrival of new communication technology as bringing with it a set of opportunities and challenges for traditional media professions such as journalism (Garrison, 1996). Journalists, especially when writing for magazines, can gather news via the Internet and do their fact checking or inquiries into facts and figures or background historical information directly from their homes or offices which are against stringent rules of conventional news gathering.

2.5 Review of Empirical Studies

Here are some reviews of empirical studies related to the evaluation of journalists in the conventional media and their experiences in the face of the emerging new media. This section reviews works of such scholars as they relate to this current study. The empirical works reviewed include: Rajendran and Thesinghraj (2014); Didiugwu, Ezugwu, and Ekwe (2015); Obalanle ge (2015); Apuke (2016); and Talabi (2011).

Rajendran, L. and Thesinghraj, P. (2014). The Impact of New Media on Traditional Media. *Middle-East Journal of Scientific Research*, 22 (4), 609-616.

In Rajendran and Thesinghraj (2014), the main objective of the study was to ascertain the effect of new media and other online sources on the traditional media. The survey and experts

interview methods were adopted to identify the preferred media for reading news and to measure the social changes due to the emerging new media as well as determine the effect of user generated contents. A total of 384 copies of questionnaire were distributed to read and have access to internet in the bank sector, IT sector, reporters, house wife and retired people. While three (3) experts were interviewed in the print media to understand the scope of user-generated news and the social changes due to the social media and other online news sources, also known as the “new media”, have become an integral part of modern society.

Data collected showed that show that the drop in circulation of print media can be attributed to the younger sect of the Indian population, which prefers the interactive nature of the new media and the reduced latency with which they can access news. It also showed that Newspapers allow for mere consumption of information, whereas online media provides an interface for opinion makers to create social change

Rajendran and Thesinghraj (2014), showed that new media and print media is bound to coexist and reinforce each other. This reaffirms a similar study conducted by Hasan (2014) in his study on “Social Media and its impact on Traditional Journalism: A Literature Review” that the decline of readership and decrease of advertisement revenues, the long struggling newspaper industry has got some relief by going online. Also by reshaping their contents and using multimedia elements in the story, newspapers have been able to sustain.

Rajendran and Thesinghraj (2014), study therefore concluded that the convenient access to online news for free seems to be little reason to pay for a newspaper subscription. The witness of not the “End” of print but rather the adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the new media to create its impact on the society at a faster pace.

The study of Rajendran and Thesinghraj (2014), is related to this research work current research work, in that both studies adopted a research design though slightly different. Also both studies seek to ascertain impact of new media on the conventional media journalism practice. However, while Rajendran and Thesinghraj (2014) was concentrated on journalists and reporters in India, the current research work tends to cover the Journalists' Experiences in Conventional Media Organizations in the Face of Emerging New Media in Edo State, Nigeria.

Didiugwu, Ezugwu and Ekwe, (2015). A Discourse on the Use of Social Media by Journalists in Nigeria. *Developing Country Studies*, 133-142.

Didiugwu, Ezugwu and Ekwe (2015) carried out a research that is related to this study. The purpose of their study among other things was to assess the use of new media by journalists in Nigeria and how such usage affects their performance. The research design used was survey; purposive sampling technique was used in studying 399 register journalists in south East Nigeria. The findings of this study indicated that Nigerian journalists do not make adequate use of the new media; new media enhance newsgathering and dissemination; new media has remarkably affected the performance of journalists in Nigeria; new media has negative effect on journalists in Nigeria. The study recommends amongst others for the provision of adequate infrastructure and access; constant verification of the authenticity of stories through crowd sampling, financial support from both government and private sector and the adoption of necessary digital media skills by journalists to reinvent the media and remain relevant in this digital age.

Notably, study is similar to this study in terms of their research Didiugwu, Ezugwu and ekwe (2015) design, research instrument, scope and even geographical location as they both surveyed journalists in south east Nigeria. Nonetheless, this present study would fill some gaps. While Didiugwu, Ezuwgu and ekwe (2015) did not examine the relationship between journalists'

experience in conventional media in the face of emerging new media, this study would. Both study also had different population size. Perhaps, because the source of the population figure of Didiuqwu, ezugwu and ekwe (2015) study was only journalists that are registered with NUJ while this study source of population was from the administrative offices of media organization in South East Nigeria. Besides, the time both researches were conducted is obviously different.

Obalanlege, A. (2015). Journalism Practice and New Media in Nigeria: An exploratory analysis of Journalism culture and practice in Nigeria. *New Media and Mass Communication*, 2015, 41, 67-78.

Obalanlebe (2015) study examined journalism practice and new media in Nigeria, with particular reference to how the internet, social media, and mobile telecommunications have influenced the practice of journalism among members of NUJ Correspondents Chapel in Abeokuta, Nigeria. Survey research and indepth interview methods were adopted to gather data on newsgathering, reporting and how journalists engage with their audiences. A total of fifty (50) journalists, and to be able to bring out nuances that could not be gleaned through questionnaire, ten (10) in-depth interviews were further conducted.

Data collected showed that Nigerian journalists continue to integrate new technologies into their news gathering techniques as they emerge. This reaffirmed Steensen and Ahva (2014) assertion that journalism becomes a structure of public communication, by the journalists and audiences becoming analogous), this is increasingly common through new media outlets.

Obalanlege (2015) therefore, concluded that internet technology with particular attention to use of portable laptops and Smartphones has become part of the everyday life of Nigerian journalists. In Nigeria today, technology is highly integrated into journalism practice and

therefore has become very tangible part of everyday working life among journalists in Abeokuta, Ogun State, Nigeria.

The study of Obalanlege (2015), is related to this research work current research work, in that both studies adopted a research design though slightly different. In addition, both studies seek to understanding the relationship between new media and journalism practice. However, while Obalanlege (2015) was concentrated on journalists and reporters in Abeokuta, the current research work tends to cover the Journalists' Experience in Conventional Media Organizations in the Face of Emerging New Media in Edo State.

Apuke, O.F (2016b). The Impact of Social Media on Conventional Journalism Practice in Nigeria: A Study of Journalists' in Jalingo Metropolis. Canadian Social Science, 12(12), 59-65.

Apuke (2016) study examined the impact of new media on journalism practice in Nigeria. It explores the extent to which special reference to journalists in jalingo metropolis. The quantitative survey method was adopted for the study. The population is comprised of 293 journalists in Jalingo metropolis registered under Nigerian union of journalists. The study employed Taro Yame's formula to sample out 75 journalists. Questionnaires were used as the tool for data collection. Apuke administered questionnaires to 75 purposively selected journalists, and 70 were duly answered and retrieved. Data gathered were analyzed with SPSS version 20 with devices such as frequency counts and simple percentages

Data analyzed were presented in tables. Finding revealed among other thing that a considerable number of journalists in Jalingo metropolis are computer literate, and they have access at various levels finding also revealed that journalists in Jalingo metropolis go online very often and that they prefer Facebook to other forms of new media and this assist them in faster

gathering and dissemination of news. The study recommends that among other things that journalist should conduct researches on the accessible online networking organizing apparatuses to check which one of them is more solid, keeping in mind the end goal to guarantee the validity of sources.

Against this backdrop, new media have become excellent tools for conventional journalism practice. Solomon and Schrum (2017) notes that “current ICT trends are providing accessibility to online source for news story writing in contemporary media organisations and contribute a lot to social learning activities”. Apuke (2016b) also reaffirmed the findings of Newman (2014) that some journalists have capitalized on new media platforms, such as Facebook and Twitter, to gather and report news, to promote news products and to build relationships with their audiences

Like Apuke (2016b) study, this present study also examined how new media have significantly influenced journalists’ practice and experience. Both studies are also similar in their method of data analysis, and research design. They however differ in their geographical location, specific objectives, sample size and sample population.

Talabi, F.O. (2011). The Internet and Journalism Practice in Nigeria. *Global Journal of Human Social Science*, 11(10): Version 1.0.

In Talabi (2011), the main objective of the study was to ascertain implication of new technology on the practice of journalism especially the use of internet to produce, disseminate and receive information. Library research method was used to generate secondary data for this paper. The theoretical perspective adopted was on the basis of McLuhan’s theory of technological determinism to justify the work that more emphasize will be on the medium as technology advances in the global village. The study analysed the information gathered that the interactive nature of internet is a crucial factor while some believe its role of citizen journalism

is unethical in journalism profession others opine it is sacrosanct to participatory democracy. This confirms a literature on one of the implications of new media as espoused by Radsch (2011, p.62-65) as “citizen journalism” which indicates that the public can participate in news dissemination.

Talabi (2011), showed that news coming from official, mainstream channels is superior in quality and readability than news reported by a blogger or someone with a shaky camcorder. This reaffirmed the previous research findings regarding the relationship between traditional media and the new media in found that despite the prevalence of new media sources, the public agenda was still alive and well because of the reciprocal nature between traditional sources and those of the Internet such as new media (Coleman and McCombs, p. 503).

The study of Talabi (2011), is related to this research work current research work, in that both studies seek to ascertain impact of new media on the conventional media journalism practice. However, it is important to state that Talabi (2011) is different from this present study in terms of research method adopted.

2.6 Theoretical Framework

Theories are group of ideas meant to explain certain topics, such as a single or collection of fact (s), event(s), or phenomena, it provides an explanatory frame work for some observation and from the assumptions of the explanation follows a number of possible hypotheses that can be tested in order to provide support for, or challenge, the theory. Miller, (1999) also sees theory as a set of systematic generalizations based on scientific observation and leading to further empirical observation. This study therefore, was anchored on three theories: agenda setting theory to describe how conventional media journalists’ still manage to set public’s agenda

despite the influx of the new media; technological determinism theory provides an understanding to how the emerging new media technologies influence the journalistic experience of conventional media journalists while the social presence theory provides insight to conventional media journalists' online experiences. Most especially how they use the emerging new media to enhance good rapport with the news audience.

Agenda Setting Theory

The term agenda setting usually refers to the transfer of salience from mass media to audiences. The original model posits that if a particular issue is covered more frequently or prominently in news outlets, audiences are more likely to attribute importance to the issue. Since Walter Lippmann's (1922) famous theory, which emphasizes the role of the mass media in linking real world events and the pictures of these events in people's minds, a number of communication scholars have verified that the mass media is successful in telling its readers what to think about (Cohen, 1963; Lippmann, 1922; McCombs & Shaw, 1972; Neuman et al., 1992).

Thus, Agenda-setting is defined as the creation of public awareness and concern of salient issues by the news media. Two basic assumptions underlie most research on agenda setting: the press and the media do not reflect reality; they filter and shape it; media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. The media therefore, wield considerable control over the public's perception of the world around them. This control takes the form not only of what to think about, but also how to think about it.

Unlike the late '60's, the modern media landscape is now populated by bloggers, citizen journalists, Facebook and Twitter users as well as traditional media giants. Today, anyone can

become a node in the media production process. Does this change the nature of agenda setting? According to the traditional theory, mass media influences the public's priorities by funneling attention to their topics. However, with the advent of Web 2.0 and new media, does traditional media still maintain the power to "set the agenda" for the public—or has the balance of power shifted?

Multiple scholars have explored this question of power redistribution, examining the influence of new media in the media cycle or the dissolving of traditional media "gatekeepers" (Meraz, 2009; Williams & Deli Carpini, 2004). According to Messner and Distaso (2008), conventional media regularly cite new media as source material— and blogs largely rely on traditional media for information as well. Clearly conventional media and new media influence each other even benefit each other.

In addition, the Internet, especially blogs, have created a number of new agendas and platforms through which one can find news, which has made agenda-setting of the conventional harder to gauge (Coleman & McCombs, 2007). However, the relationship between traditional news media and the Internet seems to be somewhat reciprocal: "One study found that online users take issues from traditional media and pass them on in Internet discussions ... so it would not be surprising to find that young adults' agendas do match those of their older cohorts (Coleman and McCombs, 2007, p. 495). The fear of some was that the public agenda would start to disappear as the number of different agendas grew. However, Coleman and McCombs (2007, p. 503) found that despite the prevalence of new media sources, the public agenda was still alive and well because of the reciprocal nature between traditional sources and those of the Internet such as blogs. This is very apparent in Nigeria where, the television, print in collaboration with online newspapers are the most important sources of political information for millions especially

those in the rural areas (Okoro & Kenneth, 2013). Consequently, this suggestion that mainstream media play a crucial role in defining the agenda of new media – rather than the other way round.

Technological Determinism Theory

Technological determinism theory was used in this study to explain the immediate effect of new media on the conventional media journalists in their journalistic practice. Marshall McLuhan propounded the technological determinism theory, also known as the medium theory in 1962. The basic assumption of the theory is that technology shapes how individual communicate, relate and interact in the society. It assumes media technology plays a dominant role in the assignment of meaning in the society. Technological Determinism states that media technology shapes how we as individuals in a society think, feel, act, and how society operates as we move from one technological age to another. Technological determinists interpret technology in general and communication technologies in particular as the basis of society in the past, present and even the future. Most interpretations of technological determinism share two general ideas:

- That the development of technology itself follows a predictable, traceable path largely beyond cultural or political influence, and
- That technology in turn has “effects” on societies that are inherent, rather than socially conditioned or produced, that society organizes itself to support and further develop a technology once it has been introduced. According to McLuhan (1964) cited in Asekun-Olarinnoye et al. (2014) “...communication technology plays such a critical role in the emergence of new social orders and new forms of culture”. Explaining the centrality of the theory to this study, Baran and Davis (2012, p.274) in their discourse of the medium theory said that McLuhan proclaimed that

the medium is the message. In other words, new forms of media transform (message) our experience of ourselves and our society, and this influence is ultimately more important than the content that is transmitted in its specific message's technology determines experience. They asked pertinent questions, which we believe resonates with the core of our discourse in this paper. They queried: What has been your experience with the Internet, in general, and

New media like Facebook and Twitter in particular? Have these sites changed the social world of college students for better or worse? Has the internet transformed the political process into a big, robust conversation, or has the screaming match only become more global and more unwieldy? (Baran and Davis, 2012). Whether you agree with McLuhan's assertions or not, the basic assumption of the theory is relevant and applicable to impact of technology (Internet and new media) on the conventional media journalists. These technological innovations have changed the journalism experience of an average journalist in the conventional media organisations.

Social Presence Theory

Another theory used in this study is the social presence theory. John Short, Ederyn William and Bruce Curistie developed the theory of social presence in 1956. The ideal is that a medium's social effects are principally caused by the degree of social presence that it affords to its user. In addition, the theory of social presence suggests that the higher the degree of social presence, the greater social influence communicators and journalists have on audiences' behaviours (Kaplan & Haenlein, 2010). This is to say that the higher degree or extent journalists are able to create a social presence through new media presence through new media like Facebook, YouTube, Twitter, blogs, etc the greater they would be able to influence their audience and enhance their job performances.

More importantly, Short, et al believed that a medium like new media with a high degree of social presence is seen as being sociable, warm and personal. Furthermore, just as the social presence theory/ theory of presence, this study holds that the relationship between journalist use of new media and their job performances is going to be significant and effective if the communication medium (new media) has the appropriate social presence required for the level of inter-personal involvement for news reporting. Indeed, new media is one potent communication channel that conventional media journalists can use to enhance and carry out their journalistic duties. Also, it is assumed in social presence theory that in any interaction involving two parties are concerned with acting out certain role and with developing and maintaining some sort of personal relationship as in this case journalist and their audience.

From all indications, it can be categorically said that agenda setting theory, technological determinism theory and the social presence theory provided a bearing for this study.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter presents the methodology adopted to conduct this research. The chapter is presented under the following headings;

- 3.1 Research Design,
- 3.2 Population of Study,
- 3.3 Sample Size of the Study,
- 3.4 Sampling Techniques,
- 3.5 Research Instrument,
- 3.6 Method of Administration of Research Instrument,
- 3.7 Reliability of the Research Instrument,
- 3.8 Validity of the Instrument,
- 3.9 Method of Data Collection and
- 3.10 Method of Data Analysis.

3.1 Research Design

The survey design was adopted for this study. This is because, in the view of Wimmer and Dominick (2006), survey design allows researchers to examine many variables (demographic and lifestyle information, attitudes, motives and intention among others. The survey is a process of gathering data from a target population with questionnaire or interview and subject both data to a statistical analysis for the purpose of reaching conclusion on the duo matter of the study and providing solutions to identified research problem. It is based on this that the survey research design was deemed appropriate for this study. Therefore, to carry out this research work, the

researcher adopted the descriptive research design that involves the administration of questionnaire to respondents so that data is generated for this study.

The descriptive survey design was used for this study. Nworgu (2015) argues that the descriptive survey design is that research design in which group of people or item are being studied by collecting and analyzing data from only a few people or item considered representative of the entire population. In fact, the descriptive survey design is the collection of data using questionnaire for the purpose of describing and interpreting existing conditions or quality regarding a given population. The descriptive survey design helps researchers to collect and describe data in a systematic manner. Thus, the descriptive survey research designed was considered appropriate for this research work as only a proportion of the entire population of journalist in media organisations in Edo State being one of the South-South States of Nigeria were studied and the findings from the area is expected to be generalized to the entire population. More so, the descriptive survey design would help this study to have sound basis for efficiency and accuracy in collecting and describing data on the journalists' experiences in conventional media organizations in the face of emerging new media in Edo State.

3.2 Population of the Study

The population of this study was 600 journalists which consisted of all the journalists in all major media organizations in Edo State. Upon enquiry at the Press centre/ Nigeria Union of Journalists (NUJ) secretariat of Edo state, figures were presented on the total member of journalists in the State. Also, upon physical reaching out to each of the major media organizations that form the scope of study, a total of each of the media organization were given from the administrative desk.

All the figures given were thereafter collated and added together to derive the population of the study, which was 600. The journalists comprised of those working in the government-owned and privately owned media organizations as well as registered and not registered provided they are journalists that can be accounted for in the state. However, the criteria for inclusion were being a full-time journalist in private or government-owned establishment for at least a year.

3.3 Sample Size of the Study

The sample size for this study was 300 journalists which constituted 50% of the entire journalists in Edo State in order to give all the journalists equal chance of being selected in this study. The choice of 50% of the entire population was in accord with Nwana (2007) submission of appropriate sample required for any study based on the population is a few hundred (which applies to this study), 40% or more sample will do; if many hundreds, a 20% sample will do, if a few thousands, a 10% sample will do and if several thousand, a 5% or less sample will do. Therefore, the 300 journalists were used to obtain broad response from the journalists selected for this study. For a stronger determination of the sample size for this study, it was calculated using Nworgu (2015) sampling fraction. The sample fraction is given as:

$$\frac{\text{Sample}}{\text{Population}} = \frac{300}{600} = 0.5 = 50\%$$

3.4 Sampling Techniques

This study employed purposive and proportionate stratified sampling techniques. The purposive sampling technique was used because it enabled the researcher to select the sample based on specific characteristics or qualities. Purposive sampling technique was used to select the state, Edo State from South-South Nigeria. For instance, Edo State is known to be an educationally advanced state with quite a number of higher Institutions to its credit, making it

superlative to have journalists who are in the journalistic field gathering information either for the broadcast media or print media and making it the ideal environment to examine conventional media journalists' experiences due to the emergence of new media.

In addition, the proportionate sampling technique was used to ensure that each journalist on the population participated in the study in the same proportion, as they existed in the population. Wimmer and Dominick (2006) states that systematic sampling is used frequently in mass media research. Hence, for logistics reason, the researcher selected randomly from the journalist. 300 respondents would therefore be randomly selected.

3.5 Instrument for Data Collection

The instrument used for data collection for this study was a 12 item questionnaire. The questionnaire was designed using the 5-point likert scale of Strongly Agree (SA), Agree (A), Disagree (D), Strongly disagree (SD) and Undecided (UD); and Very High Extent (VHE), High Extent (HE), Low Extent (LE), Very Low Extent (VLE) and No Extent (NE), to elicit response from the respondents which aided the answering of five (5) research questions formulated for this study. The questionnaire contains six (6) sections, section A-F. Section A had seven items which elicited background information about the respondents. Section B obtained information on the type of new media that affect journalists' experiences. Section C elicited information on extent at which new media affect journalists' experiences in Edo State. Section D obtained information on journalists' experiences in conventional media since the advent of new media in Edo State. Section E obtained information on change brought to conventional media by new media usage. Section F elicited information on the challenges journalist's experience in the face of new media in Edo State.

The items in section A was designed in the multi-choice format that requires respondents to tick the option that best describe their demographic dispositions. Section C was designed on rating scale of Very High Extent (VHE), High Extent (HE), Low Extent (LE), Very Low Extent (VLE) and No Extent (NE) to best describe the extent of the concept. On the other hand, items in section B and section D to F was designed based on the 5-point Likert scale in which the respondents either Strongly Agree (SA), Agree (A), Disagree (D), Strongly disagree (SD), or Undecided (UD).

3.6 Method of Administration of Research Instrument

The instrument for this study was administered with the aid of three (3) research assistants to media organisations including those stationed at the Press Centre/ Nigeria Union of Journalists (NUJ) secretariat as correspondents in Edo State, South-South of Nigeria. 300 journalists were proportionately selected from the population of this study. For instance, 36 journalists were selected in NTA Benin City, 32 journalists filled questionnaire in EBS (Television and Radio), in Independent Television/Radio 35 journalists were given copies of questionnaire.

In Silverbird Television, 16 copies of questionnaire were administered, 11 journalist filled the copies of the questionnaire in Africa Independent Television, in Bronze FM (Radio), 18 journalists filled the questionnaire, in KU FM 15 journalists filled the questionnaire, in Rhythm FM, 13 journalists participated in filling the administered questionnaire, the number of journalists who filled questionnaire in Vibes FM were 11, Speed FM journalists filled 10 copies of questionnaire, in Raypower FM, 10 questionnaire were filled by journalists, 3 journalists filled copies of questionnaire in The Reliance Newspaper, 10 journalists from City Express Newspaper filled the questionnaire, while 9 journalists each filled copies questionnaire in The Navigator, Bendel Times and The Hilltop newspapers.

More so, the researcher had to go to the NUJ secretariat, Sapele road Benin City where 53 journalists (4 from Vanguard Newspaper, 4 from Daily Sun Newspaper, 3 from Leadership Newspaper, 2 from Orient Daily Newspaper, 3 from Daily Trust, 4 from Plus TV, 3 from Nigerian Tribune, 2 from Sahara weekly, 4 from Business Day media, 6 from Galaxy TV, 3 from The Cable, 3 from Merit Newspaper, 6 from Daily Times, 3 each from W.A Business News and the Authority Newspaper) filled copies of administered questionnaire.

3.7 Reliability of the Research Instrument

To ensure the reliability of this study, the researcher first embarked on a pilot test with administration of 30 copies of the questionnaire to journalists in Ondo State, who were not part of the sample selected for this study. The responses from the respondents were used to calculate the reliability co-efficient of the instrument. The analyses of data collected in the sections of the questionnaire were tested. The co-efficient obtained using the technique of Cronbach's Alpha reveal as follows:

Table 1: Reliability Statistics of Items in the Questionnaire

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.892	50

Based on analysis above, the value of Cronbach's Alpha was 0.849 higher than 0.60, which is the minimum range of reliability. This means that the items in the questionnaire are internally consistent and reliable.

3.8 Validity of the Research Instrument

To ensure that the instrument for the study measures what is set out for, experts in mass communication, and the research supervisor examined and scrutinized the instruments in line with the study objectives and determined how valid the instrument was in collecting data for the

study. The experts also examined the method adopted in the research as regards the purpose, research question and hypothesis. Suggestions and corrections were thereafter incorporated to ensure that majority of the items in the questionnaire successfully measured the theoretical construct of this study. This, in turn, led to the content scrutiny and fine-tuning of the items in the questionnaire to make them suitable for this study.

3.9 Method of Data Collection

The method that was adopted for the collection of the copies of administered questionnaire was the personal approach/retrieval by the researcher. The researcher administered 300 copies of the questionnaire on a person - to person basis, with the assistance of three (3) other research assistants which in turn aided the easy retrieval of the copies in order to avoid any loss. This approach was very helpful and useful to the respondents and the researcher as it provided an avenue for the classification of issues within the ambit of research ethics.

3.10 Method of Data Analysis

Data gathered for the study was analyzed using frequency tables, simple percentages, mean scores, and standard deviation descriptive statistics. This is to allow for case analysis and interpretation of data. Also, mean score were used to show the level of which the respondents strongly agree, agree, disagree or strongly disagree; as well as very high level, high level, low level, very low level and very high extent, high extent, low extent or very low extent to the statement relating to the objectives of the study. The 5-point likert scale applies to this format. That is, scores will be allotted in order to arrive the criterion mean score of 3.5 which is zone of acceptance. Therefore, any score that falls below 3.5 will be rejected vice versa. For instance, the computing mean score will be arrived at through descriptive statistics whereby; Strongly Agree/Very high extent = 5, Agree/high extent = 4, Disagree/ Low extent= 3, Strongly Disagree/

Very low extent = 2, undecided/No extent = 1. Data generated will be analyzed, tabulated and designed in bar and pie charts with the aid of SPSS (Statistical package for the social sciences version 21).

The standard deviation is a measure of dispersion. It measures how spread out the numbers in an array is. It tells the extent the numbers of the array differ from the mean value from the group. The mean is to measure the central tendency. It tells the average of numbers in the frequency. Also, for the hypothesis testing, the Pearson Product Movement Correlation Coefficient (PPMCC) was used to test the hypothesis formulated for this study. This is because PPMCC helped to show the correlation/relationship between the independent variables and dependent variables, in this case, conventional media journalists and their experiences in the face of emerging new media in Edo State.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble

This chapter focuses on the presentation and analysis of data generated through the copies of the questionnaire. A 100% return rate was achieved because of face-to-face method employed in the administration of the questionnaire. Hence, 300 copies of the questionnaire distributed were retrieved. Data generated were analyzed with the aid of SPSS (Statistical package for the social sciences version 21). It is application software developed for researchers, statisticians and generally academicians who are interested in reducing human error in the course of analysis. The study utilized the likert scale instrument for the questionnaire. In coding the data, the use of weighted measure was adopted. Hence, the scale is represented in this order. Strongly Agree/Very high extent = 5, Agree/high extent = 4, Disagree/ Low extent= 3, Strongly Disagree/ Very low extent = 2, undecided/No extent = 1. In this order, the positive rank is given to the neutral value. The standard deviation is a measure of dispersion it measures how spread-out the values of the mean in an array of scores is. It also tells the extent numbers of the array differ from the mean value in the tendency as it tells the average of numbers in a frequency distribution. The criterion mean for this study is 3.5. This indicates that any value under the likert scale table that falls below 3.5 is rejected. Also, this chapter presents the discussion of findings through the research questions posed for the study.

Therefore, the chapter was divided into four sections. Section one outlined the data on the bio data of respondents. Section two displayed the data on the other items and the questionnaire. Section three showed the testing of hypothesis carried out with the Pearson Product Movement Correlation Coefficient (PPMCC) while the last section portrayed the discussion of findings.

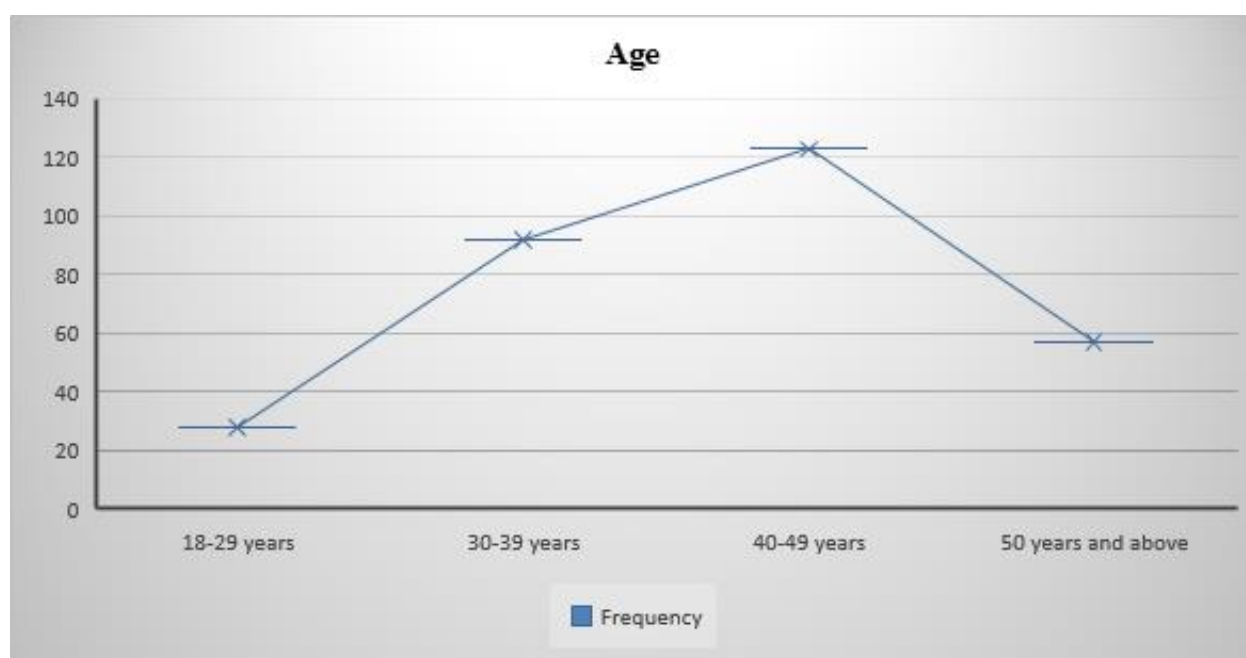
4.1 Presentation and Analysis of Data based on the Demographic of Respondents.

Table 2: Age distribution of respondents

Age Range of Respondents	Frequency of Response	Percentage of response
18-29 years	28	9.3
30-39 years	92	30.7
40-49 years	123	41.0
50 years and above	57	19.0
Total	300	100.0

Source: field work, 2020

Figure 1: Graphical illustration of respondents' age categories



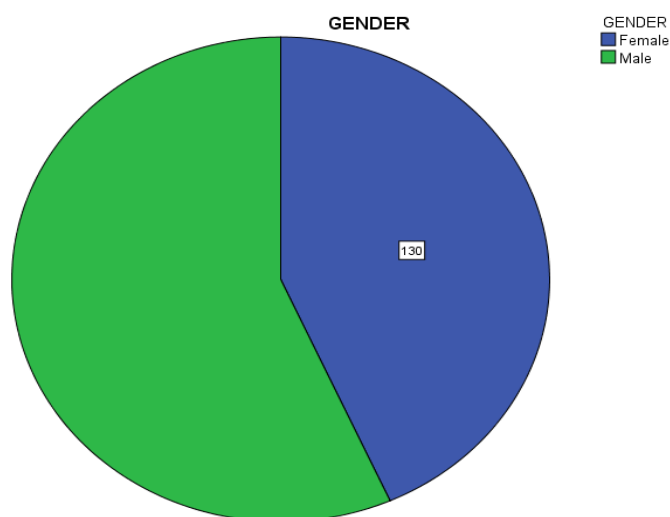
Data on table 2 and figure 1 show the majority of the respondents are within the range of 40-49 years, which is 123 (41%), while 92 (30.7%) of the sample is within the age range of 30-39 years. Other age categories indicated by respondents are 50 years and above with 57 (19%) and 18-29 years ranked lowest with 28 (9.3%) respondents choosing the option. It can be inferred; therefore, that most journalists in the region are relatively old. This is further illustrated graphically for easy understanding.

Table 3: Gender distribution of Respondents

Gender of Respondents	Frequency of Response	Percentage of Response
Female	130	43.3
Male	170	56.7
Total	300	100.0

Source: field work, 2020

Figure 2: Pictorial representation of respondents' gender



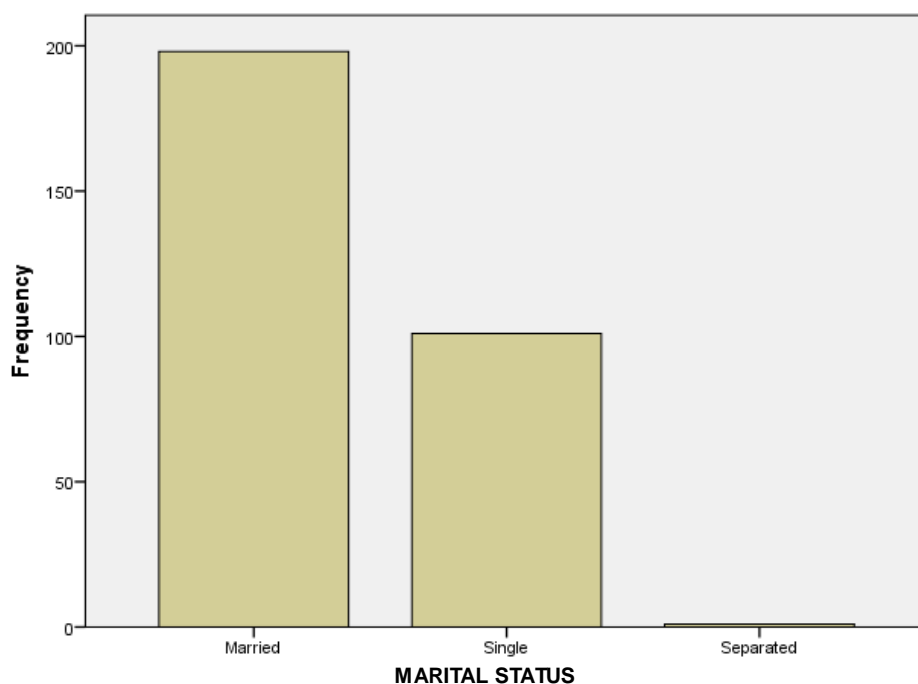
Data on Table 3 and figure 2 reveal the gender distribution of respondents. Female respondents amount to 43.3%. While male respondent's amount to 56.7% of the sample. This means that there are more male journalists in Edo State media organisations than female journalists. This is further illustrated pictorially for clarity.

Table 4: Marital status of respondents

Marital status of respondents	Frequency of Response	Percentage of Response
Married	198	66.0
Single	101	33.7
Separated	1	.3
Total	300	100.0

Source: field work, 2020

Figure 3: Diagrammatic representation of respondents' marital status



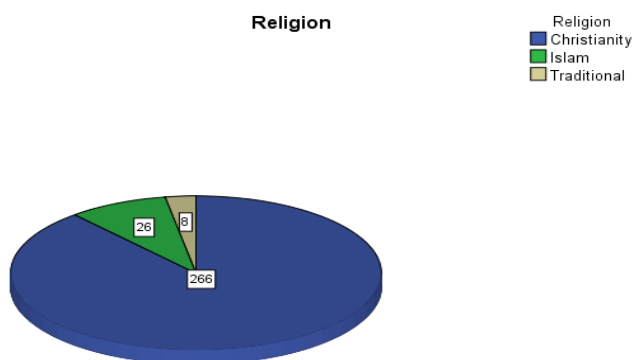
Data on table 4 and figure 3 indicated that marital status of respondents. Those who are married account for 66% of the entire sample. Those who are single are 33.7% of the entire sample. Only one respondent indicated separated. This shows that most journalists in the Edo State are married.

Table 5: Religion of respondents

Religion of respondents	Frequency of Response	Percentage of Response
Christianity	266	88.7
Islam	26	8.7
Traditional	8	2.7
Total	300	100.0

Source: field work, 2020

Figure 4: Visual representation of respondents' religious affiliation



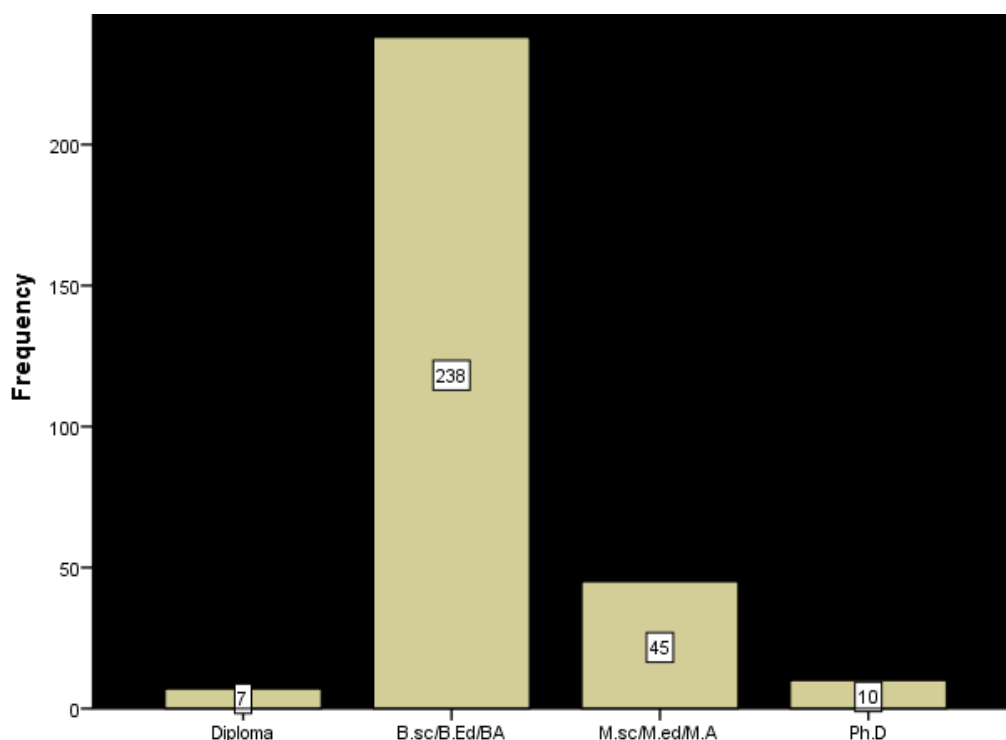
The table 5 and figure 4 shows the religious affiliation of respondents. Christians make up 88.7% of the sample. Just as those of the Muslim faith account for 8.7% of the sample. Those who are adherents of the African traditional religion are 2.7% of the entire sample. It could therefore, be inferred that journalists in Edo State are mainly Christians.

Table 6: Educational level of respondents

Educational level of respondents	Frequency of Response	Percentage of Response
Diploma	7	2.3
B.sc/B.Ed/BA	238	79.3
M.sc/M.ed/M.A	45	15.0
Ph.D	10	3.3
Total	300	100.0

Source: field work,2020

Figure 5: Delineative illustration of respondents' educational attainment



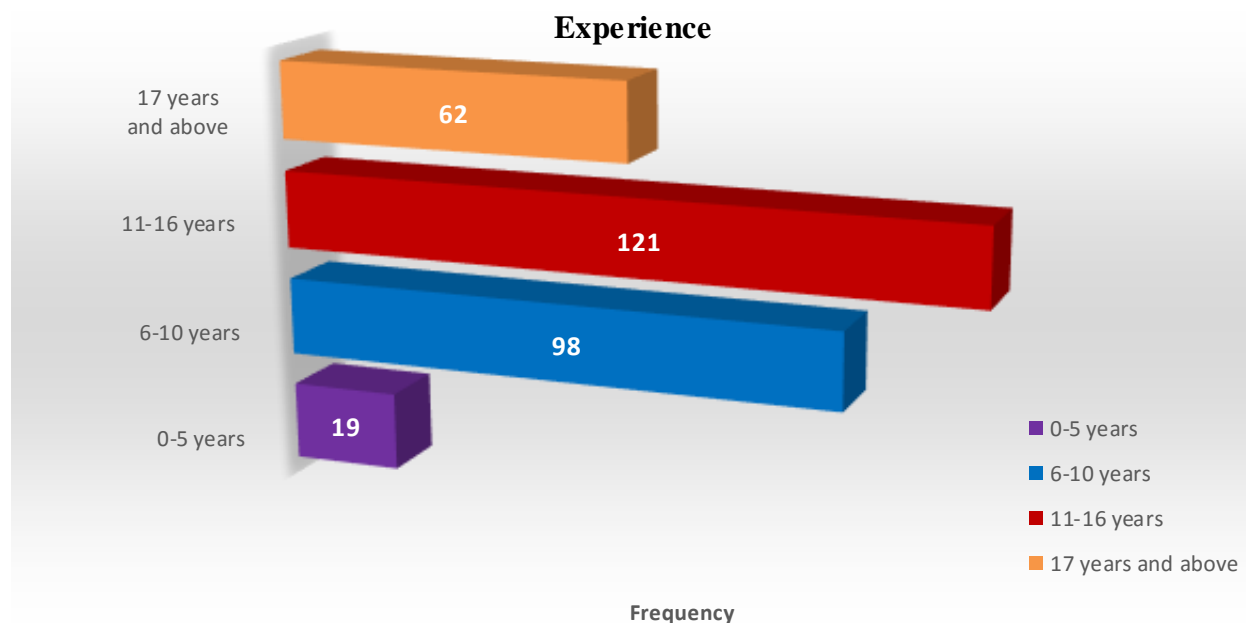
The table 6 and figure 5 shows the distribution of respondents by educational attainment. Most respondents have a Bachelor's degree (79.3%). While those with a diploma account for 2.3% of the entire sample. Respondents with a Master's degree make up 15% of the entire sample as those with a doctorate degree account for 3.3%. It is quite interesting to know from data analysed that majority of the journalists in the Edo State media organisations are professional with some form of academic qualification.

Table 7: Working experience of respondents

Educational level of respondents	Frequency of Response	Percentage of Response
0-5 years	19	6.3
6-10 years	98	32.7
11-16 years	121	40.3
17 years and above	62	20.7
Total	300	100.0

Source: field work, 2020

Figure 6: Schematic representation of respondents' working experience



The table 7 and figure 6 shows the distribution of respondents by working experience. Most respondents have work experience of between 11 and 16 years (40.3%) while those who have between 6 and 10 years of experience were 32.7% of the entire sample. The smallest group of respondents were those with 5 years of experience and below (6.3%). Lastly, respondents with 17 years of experience and more account for 20.7% of the sample. Evidently, journalist in this region have some years of experience in journalism practice.

4.2 Presentation and Analysis of Data Based on Other Items in the Questionnaire

Table 8: New media used by journalists to make work easier

Variables		Frequency	Percent	Mean	Standard Deviation	Decision
Facebook	Strongly Disagree	2	.7	4.4633	.66593	Accepted
	Disagree	23	7.7			
	Agree	109	36.3			
	Strongly agree	166	55.3			
Whatsapp	Strongly Disagree	2	.7	4.3900	.68273	Accepted
	Disagree	28	9.3			
	Agree	121	40.3			
	Strongly agree	149	49.7			
Blogs	Strongly Disagree	71	23.7	3.6633	1.13473	Accepted
	Disagree	47	15.7			
	Agree	94	31.3			
	Strongly agree	88	29.3			
Twitter	Strongly Disagree	3	1.0	4.4633	.69541	Accepted
	Disagree	26	8.7			
	Agree	100	33.3			
	Strongly agree	171	57.0			
YouTube	Strongly Disagree	1	.3	4.5933	.56185	Accepted
	Disagree	8	2.7			
	Agree	103	34.3			
	Strongly agree	188	62.7			
Podcast	Strongly Disagree	85	28.3	3.4667	1.11641	Rejected
	Disagree	54	18.0			
	Agree	97	32.3			
	Strongly agree	64	21.3			
Flickers	Strongly Disagree	134	44.7	3.1967	1.18716	Rejected
	Disagree	26	8.7			
	Agree	87	29.0			
	Strongly agree	53	17.7			
Wikipedia	Strongly Disagree	3	1.0	4.4600	.72352	Accepted
	Disagree	32	10.7			
	Agree	89	29.7			
	Strongly agree	176	58.7			
Instagram	Strongly Disagree	79	26.3	3.5933	1.13972	Accepted
	Disagree	43	14.3			
	Agree	99	33.0			
	Strongly agree	79	26.3			
Internet	Disagree	11	3.7	4.6000	.56070	Accepted
	Agree	98	32.7			
	Strongly agree	191	63.7			
Mobile phones/IPhones/S martphones	Agree	134	44.7	4.5533	.49798	Accepted
	Strongly agree	166	55.3			
Laptops	Disagree	13	4.3	4.5067	.58116	Accepted
	Agree	122	40.7			
	Strongly agree	165	55.0			

Source: field work, 2020

Table 8 shows the responses on the use of new media by journalists in relation to making their work easier in Edo State. Out of the 300 respondents majority either strongly agree or agree that they use face book (275 of 300), use WhatsApp (270), use Blogs (182 of 300), use twitter (271) of 300) use YouTube (291 of 300), use podcasts (161), Wikipedia (265 of 300), Instagram (178 of 300) internet (289 of 300), mobile phone/smartphones (300 of 300), and laptops (287 of 300). The use of flickers is relatively low when compared to other new media values as those who agree or strongly agree were first 140 of 300 constituting less than 50% (46%) of the entire sample. This clearly shows that the items would have mean scores higher than the 3.50 criterion mean of this study-thus it could be inferred that respondents use Facebook to make their work easier ($x=4.4633\pm.66593$), they use Whatsapp make their work easier ($x=4.3900\pm.6954$), they use YouTube to make their work easier ($x=4.5933\pm.56185$), as well as the internet ($x=4.600\pm.56070$), mobile phones/iPhones/smartphones ($x=4.5533\pm.49798$ and laptops ($x=4.5067\pm.58116$). Podcasts ($x=3.4667\pm1.11641$) and flickers ($x=3.1967\pm1.18716$) are not significant hence rejected as new media used to make journalism work easier.

Table 9: Extent of new media usage in journalism experience

Variables		Frequency	Percent	Mean	Std. deviation	Decision
News gotten from Facebook form a major part of your new media experience	No extent	20	6.7	2.8400	1.22450	Very Low Extent
	Very Low extent	156	52.0			
	Low extent	12	4.0			
	High extent	76	25.3			
	Very High extent	36	12.0			
Friends sent chats of news content from WhatsApp form a major influence on your journalistic experience	No extent	1	.3	4.4233	.79133	Very High Extent
	Low extent	51	17.0			
	High extent	67	22.3			
	Very High extent	181	60.3			
Blog post provides spontaneous news report which helps your journalism task better	No extent	1	.3	3.8767	.99906	High Extent
	Very Low extent	36	12.0			
	Low extent	56	18.7			
	High extent	113	37.7			
	Very High extent	94	31.3			

Information gotten from Twitter affected your work delivery due to its spontaneous news relay called breaking news	Very Low extent	9	3.0	4.26 33	.80175	Very High Extent
	Low extent	40	13.3			
	High extent	114	38.0			
	Very High extent	137	45.7			
Video watched on YouTube provides better report of news events	Very Low extent	5	1.7	4.13 67	.77026	Very High Extent
	Low extent	56	18.7			
	High extent	132	44.0			
	Very High extent	107	35.7			
You source and gather eyewitness news report on Podcast	Very Low extent	144	48.0	1.85 67	1.13450	Very Low Extent
	Low extent	111	37.0			
	High extent	6	2.0			
	Very High extent	22	7.3			
Photographs gotten from Flickers make journalism report easier	No extent	237	79.0	1.58 33	1.23347	Very Low Extent
	Very Low extent	13	4.3			
	Low extent	5	1.7			
	High extent	28	9.3			
	Very High extent	17	5.7			
New media such as Wikipedia provide good background information on news makers	Very Low extent	2	.7	4.45 67	.65028	Very High Extent
	Low extent	20	6.7			
	High extent	117	39.0			
	Very High extent	161	53.7			
You gather first-hand news via new media	No extent	1	.3	4.16 33	.87131	Very High Extent
	Very Low extent	14	4.7			
	Low extent	45	15.0			
	High extent	115	38.3			
	Very High extent	125	41.7			
New media make you experience information bombardments	Low extent	1	.3	4.70 67	.46333	Very High Extent
	High extent	86	28.7			
	Very High extent	213	71.0			

Source: field work, 2020

The table 9 above shows responses on the extent new media has affected journalists experiences the values for Facebook constituting a major part of the news gotten by the journalists is low as those who indicated very high extent and high extent have a combined value of 112 of 300 respondents. This implies that those who derive content from Facebook to a high extent were just 37.3%. Those who use Facebook content to a very low extent made-up 52% of the sample respondents (156 of 300 respondents) while those who do not generate contents from Facebook are just 20 respondents (6.7%). Responses to the statement “friends sent chats of news

content from Whatsapp form a major influence on your journalistic experience” shows that most respondents indicated very high extent (181 of 300 respondents) which was 60.3% of the total respondents. Those who indicated high extent made up 22.3% of the sample (67 of 300 respondents) 51 respondents indicated to a low extent (17%) while only one respondent indicated No extent.

Responses on Blog posts providing spontaneous news reports that help journalism task better has a cumulative value for high extent and very high extent amounting to 207 of 300 respondents which was a larger population of the respondents (69% of the sampled respondents). Those who indicated that information for twitter affected their work delivery due to its spontaneous news relay called breaking news to a very high extent were 137 of 300 respondents (45.7%) just as those who indicated to a high extent are 114 of 300 respondents. Cumulative ly, they account for 83.7% of total respondents which applies that twitter is a very influential platform for journalists. Most respondents also indicated very high extent (35.7%) to the variable on videos watched on YouTube providing better report to a very high extent (107 of 300 respondents) just as 132 of 300 respondents also indicated to a high extent. This implies that 79.7% hold this opinion with larger extent than those who do not.

Responses on gathering news report from eyewitness on podcast shows that 22 of 300 respondents indicated to a very high extent (7.3%) while 6 of 300 respondents indicated to a high extent (2%). The values are extremely low since 144 of 300 respondents indicated a very low extent (48%) and 111 of 300 respondents indicated a low extent (37%) as most respondents did not use Podcast. Respondents who indicated very high extent to the variable photographs gotten from flickers makes journalism report easier are 17 of 300 respondents (5.7%) while those who indicated high extent are 28 of 300 respondents (9.3%) which is very low as most respondents

do not use flickers (237 of 300 respondents). On the use of WhatsApp, most respondents indicated very high extent (53.7%) and high extent (39%) as 117 of 300 respondents indicated high extent 161 of 300 respondents indicated very high extent. This implies that Wikipedia is a very valuable source of reference materials for journalist. On gathering first hand news via new media, those who indicated a very high extent were 125 of 300 respondents (41.7%) while those who indicated to a high extent were 115 of 300 respondents (38.3%). Most respondents indicated very high extent to the statement “New media makes you experience information bombardment” as 213 of 300 respondents indicated very high extent and 86 indicated high extent. The mean values indicate that chats from WhatsApp influencing journalistic experience to a very high extent ($x=4.4233\pm.79133$), Blog posts providing spontaneous news report helping journalism to a high extent ($x=3.8767\pm.99906$), twitter affecting work delivery to a very high extent ($x=4.2633\pm.80175$), YouTube recorded a very high extent usage ($x=4.1367\pm.77026$), also with Wikipedia ($x=4.4567\pm.65028$), new media to a very high extent ($x=4.1633\pm.87131$) and time experience of information bombardment ($x=4.7067\pm.46333$) were used to a very high extent while Podcast ($x=1.8567\pm 1.13450$), Flickers ($x=1.5833\pm 1.23347$) and Facebook ($x=2.8400\pm 1.22450$) forming major parts of your new media experience are not significant with very low extent of usage.

Table 10: Journalists experience of conventional media since the advent of new media

		Frequency	Percent	Mean	Std. deviation	Decision
With access to internet, you easily operate the means of new media production	Disagree	15	5.0	4.5900	.58570	Accepted
	Agree	93	31.0			
	Strongly agree	192	64.0			
You provide instantaneous feedback to comment on news related events	Disagree	13	4.3	4.5033	.58119	Accepted
	Agree	123	41.0			
	Strongly agree	164	54.7			
You can alter news articles even after it has been published	Strongly Disagree	3	1.0	4.2400	.73316	Accepted
	Disagree	44	14.7			
	Agree	131	43.7			
	Strongly agree	122	40.7			

You interact more with global news audience on any subject of interest	Strongly Disagree	4	1.3	4.2433	.75677	Accepted
	Disagree	46	15.3			
	Agree	123	41.0			
	Strongly agree	127	42.3			
New media are relatively inexpensive and provide easier access to information compared to the conventional media	Undecided	80	26.7	3.3667	1.56644	Rejected
	Strongly Disagree	4	1.3			
	Disagree	30	10.0			
	Agree	98	32.7			
So long you subscribed news channel on new media, it is easier to connect to the world	Strongly agree	88	29.3			
	Undecided	1	.3	4.3700	.73592	Accepted
	Strongly Disagree	2	.7			
	Disagree	34	11.3			
	Agree	111	37.0			
Since the advent of new media, everyone has become a journalist	Strongly agree	152	50.7			
	Strongly Disagree	50	16.7	4.1400	1.11259	Accepted
	Disagree	17	5.7			
	Agree	74	24.7			
You receive threats since the advent of new media	Strongly agree	159	53.0			
	Undecided	96	32.0	2.4033	1.40257	Rejected
	Strongly Disagree	106	35.3			
	Disagree	22	7.3			
	Agree	33	11.0			
It is now easier for you to gather news stories	Strongly agree	43	14.3			
	Undecided	3	1.0	4.1900	.83840	Accepted
	Strongly Disagree	6	2.0			
	Disagree	46	15.3			
	Agree	121	40.3			
	Strongly agree	124	41.3			

Source: field work, 2020

The table 10 above has statements to which journalists here to express the extent they agree with the statements. Most respondents agree and strongly agree that with internet access they can easily operate the means of new media as 285 of 300 respondents were of that view. Most respondents also agree and strongly agree (287 of 300 respondents) that they provide instantaneous feedback to comment on news related articles. Most respondents also agree and strongly agree that they can alter news articles even after it has been published (253 of 300 respondents), most respondents agree and strongly agree that they interact with global audiences on any subject of interest (250 of 300 respondents). However, the value of respondents who agree and disagree that new media are relatively inexpensive and provide easier access to information compared to conventional media were 186 of 300 respondents with as much as 80 respondents indicating Undecided (26.7%). Most respondents agree and strongly agree that so

long they subscribe news channel on new media, it is easier to connect to the world (263 of 300 respondents).

Most respondents agree and strongly agree that since the advent of new media, everyone has become a journalist (233 of 300 respondents). Many respondents disagree and strongly disagree that they receive threats such the advert of new media (128 of 300 respondents) while 96 respondents indicated Undecided. Most respondents agree and strongly agree that it is now easier to gather news stories (245 of 300 respondents). This clearly indicates that most items exceed the 3.50 criterion mean of this study.

This could be infested that respondents perceive that internet access helps with ease of operating the means of new media production ($x=4.5900\pm.58570$), new media helps to provide instantaneous feedback ($x=4.5033\pm.58119$), it is useful in altering news articles even after publication ($4.2400\pm.73316$), interacting with global audiences ($x=4.2433\pm.75677$), subscription enabling connection to the world ($x=4.3700\pm.73592$) everyone taking up journalism since advent of new media ($x=4.1400\pm.1.11259$) and ease of getting news stories ($x=4.1900\pm.83840$). Receiving threats ($x=2.4033\pm.1.40257$) and the relative inexpensive cost of new media values ($x=3.3667\pm.1.56644$) are not significant. It can thus, be concluded that new media makes journalism tasks easier, allows for wider connecting and has liberalized journalism.

Table 11: Changes influenced by the influx of new media

		Frequency	Percent	Mean	Std. deviation	Decision
New media give good chance for audience to get conventional media news/ information	Undecided	3	1.0	4.1000	.82802	Accepted
	Strongly Disagree	4	1.3			
	Disagree	59	19.7			
	Agree	128	42.7			
	Strongly agree	106	35.3			
Programmes on television/Radio whereby new media addresses/inks are given in order to make reply in	Strongly Disagree	3	1.0	4.4367	.68377	Accepted
	Disagree	24	8.0			
	Agree	112	37.3			

such programmes have given a new face to conventional media	Strongly agree	161	53.7			
Conventional media advertisements are further reinforced/given online presence through the new media	Undecided	3	1.0	4.2433	.86793	Accepted
	Strongly Disagree	5	1.7			
	Disagree	52	17.3			
	Agree	96	32.0			
	Strongly agree	144	48.0			
New media provide the right platform to suit the entertainment needs of conventional media audience online	Undecided	8	2.7	4.2433	.94185	Accepted
	Strongly Disagree	7	2.3			
	Disagree	36	12.0			
	Agree	102	34.0			
	Strongly agree	147	49.0			
The online television, newspaper and magazine channels of conventional media has given a better face to them	Undecided	33	11.0	3.7833	1.22258	Accepted
	Strongly Disagree	7	2.3			
	Disagree	44	14.7			
	Agree	124	41.3			
	Strongly agree	92	30.7			
The new media provide ample platform for the indoctrination of citizen journalism/eyewitness account to conventional media news production	Undecided	20	6.7	3.4233	1.15553	Rejected
	Strongly Disagree	38	12.7			
	Disagree	102	34.0			
	Agree	75	25.0			
	Strongly agree	65	21.7			
Conventional media have been debased because of new media	Undecided	77	25.7	3.1167	1.52012	Rejected
	Strongly Disagree	24	8.0			
	Disagree	61	20.3			
	Agree	63	21.0			
	Strongly agree	75	25.0			

Source: field work, 2020

Table 11 shows the responses on changes that were influenced by the influx of new media. Most respondents agree and strongly agree that new media gives a good chance for audience to get conventional media news information (284 of 300 respondents). They also largely agree and strongly agree that programs on conventional electronic media are provided links in order to make the audience reply to such programmes and as such give a new face to conventional media (273 of 300 respondents). Most respondents agree and strongly agree that conventional media advertisements are further reinforced/given online presence through the new media (240 of 300 respondents). Most respondents also agree and strongly agree that new media provides the right platform to suit the entertainment needs of conventional media audience online (249 of 300

respondents). Most respondents also agree and strongly agree that online television newspaper and magazine channels of convert media has given a better face to then (216 of 300 respondents).

A large proportion of respondents disagree that the new media provide ample platform for the indoctrination of citizen journalism/eyewitness account to conventional media news production. This is as 140 respondents of 300 agree and strongly agree while 20 respondents (6.7%) are Undecided. Lastly, responses on the statement “conventional media have been debased because of new media has very different opinion among sample respondents as 77 are Undecided (25.7%), 24 strongly disagree (8%), 61 disagree (20.3%), 63 agree (21%) and 75 strongly agree (25%).

This clearly shows that the items that have higher mean scores beyond or equal to the 3.5 criterion mean of this strong have been witnessed by respondents. Access to conventional media through new media ($x=4.1000\pm.82802$), providing links to conventional media ($x=4.43367\pm.68377$), conventional media advertisement given greater presence ($x=4.2433\pm.86793$), new media providing the right platform to suit the entertainment needs of conventional media audiences online ($x=4.2433\pm.94185$), providing a better face to conventional media ($x=3.7833\pm.1.22258$), are signification.

Table 12: Challenges posed by new media to conventional media as experienced by journalists

		Frequency	Percent	mean	Std. deviation	Decision
New media has no regulatory body which exposes it to bias	Strongly Disagree	3	1.0	4.5533	.68463	Accepted
	Disagree	24	8.0			
	Agree	77	25.7			
	Strongly agree	196	65.3			
Internet crime (Fraud) and unethical production of news related events	Undecided	5	1.7	4.3267	.84992	Accepted
	Strongly Disagree	3	1.0			
	Disagree	36	12.0			
	Agree	101	33.7			
Uncensored news content leads to violence and racism	Strongly Disagree	37	12.3	3.9933	1.00830	Accepted
	Disagree	42	14.0			

	Agree	107	35.7			
	Strongly agree	114	38.0			
Conventional media have lost the lion's share of classified advertisement to the new media	Undecided	15	5.0	3.9767	1.03587	Accepted
	Strongly Disagree	9	3.0			
	Disagree	47	15.7			
	Agree	126	42.0			
	Strongly agree	103	34.3			
New media are successful in building new markets with new sources of revenue which are to the detriment of Conventional media organisations	Undecided	1	.3	4.5367	.72830	Accepted
	Strongly Disagree	3	1.0			
	Disagree	27	9.0			
	Agree	72	24.0			
	Strongly agree	197	65.7			
News information provided on new media platforms are raw without background fact checking which pose a threat to agenda setting power of conventional media	Strongly Disagree	3	1.0	4.4867	.76492	Accepted
	Disagree	41	13.7			
		63	21.0			
	Agree					
	Strongly agree	193	64.3			
New media usage depends on the high level technical knowhow/ expertise which pose a challenge to analogue oriented journalists in the conventional media	Undecided	30	10.0	3.8400	1.18564	Accepted
	Strongly Disagree	3	1.0			
	Disagree	49	16.3			
	Agree	121	40.3			
	Strongly agree	97	32.3			
High cost of subscription on new media devices	Undecided	3	1.0	4.5067	.83202	Accepted
	Strongly Disagree	4	1.3			
	Disagree	36	12.0			
	Agree	52	17.3			
	Strongly agree	205	68.3			
Inadequate access to new media	Undecided	22	7.3	3.7633	1.17128	Accepted
	Strongly Disagree	23	7.7			
	Disagree	48	16.0			
	Agree	118	39.3			
	Strongly agree	89	29.7			
Epileptic power supply	Strongly Disagree	3	1.0	4.4133	.69095	Accepted
	Disagree	26	8.7			
	Agree	115	38.3			
	Strongly agree	156	52.0			
Privacy concerns	Strongly Disagree	3	1.0	4.1667	.77517	Accepted
	Disagree	60	20.0			
	Agree	121	40.3			
	Strongly agree	116	38.7			
Infringement on human rights is increased via new media	Undecided	5	1.7	4.0767	.96984	Accepted
	Strongly Disagree	20	6.7			
	Disagree	40	13.3			
	Agree	117	39.0			
	Strongly agree	118	39.3			

Source: field work, 2020

Using the mean scores of items in table 12, the challenges journalist experience in the use of new media in no particular order are the lack of regulatory body which exposes it to bias ($x=4.5533\pm.68463$), internet crimes fraud and unethical productizing news related events ($x=4.3267\pm.84992$), uncensored news content that leads to violence and racism ($x=3.99933\pm1.00830$), the loss of conventional media's lion share of advertisement to new media ($x=3.9767\pm1.03587$), new media having success in building new markets to the detriment of conventional media organization ($x=4.5367\pm.72830$), the provision of raw information on new media without background check ($x=4.4867\pm.76492$), the requirement of high level technical know how to operate new media ($x=3.8400\pm1.18564$), high cost of subscription of new media ($x=4.5067\pm.83202$) inadequate access to new media ($x=3.7633\pm1.17128$), epileptic power supply ($x=4.4133\pm.69095$) privacy concerns ($x=4.1667\pm.77517$), and the infringement on human rights increased via new media ($x=4.0767\pm.96984$).

4.3 Testing the Hypothesis

H₀1: There is no significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State.

Table 13: Relationship between conventional media journalists and their experiences in the face of the emerging new media

Dimensions		you gather firsthand news via new media
With access to internet, you easily operate the means of new media production	Pearson Correlation	.341**
	Sig. (2-tailed)	.000
	N	300
You provide instantaneous feedback to comment on news related events	Pearson Correlation	.392**
	Sig. (2-tailed)	.000
	N	300
You can alter news articles even after it has been published	Pearson Correlation	.619**
	Sig. (2-tailed)	.000
	N	300

You interact more with global news audience on any subject of interest	Pearson Correlation	.634**
	Sig. (2-tailed)	.000
	N	300
New media are relatively inexpensive and provide easier access to information compared to the conventional media	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	300
So long you subscribed news channel on new media, it is easier to connect to the world	Pearson Correlation	.370**
	Sig. (2-tailed)	.000
	N	300
Since the advent of new media, everyone has become a journalist	Pearson Correlation	.225**
	Sig. (2-tailed)	.000
	N	300
You receive threats since the advent of new media	Pearson Correlation	.198**
	Sig. (2-tailed)	.001
	N	300
It is now easier for you to gather news stories	Pearson Correlation	.635**
	Sig. (2-tailed)	.000
	N	300

****Correlation is Significant at the 0.01 level (2-tailed)**

Table 13 shows the results from the Pearson correlation test. The Pearson's correlation coefficient for "with access to internet, you easily operate the means of new media production" and "you gather firsthand news via new media" were significantly correlated, $r = .341^{**}$ ($N=300$ $P \leq 0.05$), "you provide instantaneous feedback to comment on news related events" and "you gather firsthand news via new media" were also significantly correlated, $r = .392^{**}$ ($N=300$ $P \leq 0.05$), "you can alter news articles even after it has been published" and "you gather firsthand news via new media" correlated significantly as well, $r = .619^{**}$ ($N=300$ $P \leq 0.05$).

The test revealed that both "you interact more with global news audience on any subject of interest" and "you gather firsthand news via new media" significantly correlated, $r = .634^{**}$ ($N=300$ $P \leq 0.05$), "new media are relatively inexpensive and provide easier access to information

compared to the conventional media” and “you gather firsthand news via new media” were also significantly correlated, $r = .480^{**}$ ($N=300$ $P \leq 0.05$).

Also, both “so long you subscribed news channel on new media, it is easier to connect to the world” and “you gather firsthand news via new media” significantly correlated, $r = .370^{**}$ ($N=300$ $P \leq 0.05$), “since the advent of new media, everyone has become a journalist” and “you gather firsthand news via new media” correlated significantly, $r = .225^{**}$ ($N=300$ $P \leq 0.05$, both “you receive threats since the advent of new media” and “you gather firsthand news via new media” were also significantly correlated, $r = .198^{**}$ ($N=300$ $P \leq 0.05$) and “it is now easier for you to gather news stories” and “you gather firsthand news via new media” were significantly correlated according to the result, $r = .635^{**}$ ($N=300$ $P \leq 0.05$).

Given that the relationship was statistically significant, the null hypothesis that, “*there is no significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State*” was rejected. This implied that there is a significant relationship between conventional media journalists and their experiences in the face of emerging new media in Edo State. It was therefore, concluded that there is a significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State.

DISCUSSION OF FINDINGS

This section provides the discussing of findings. The discussion of findings based on the five (5) research questions posed to guide this study. Therefore, the section provides answers to the five research questions.

Research question 1: what are the types of new media that affects journalists' experiences in conventional media organizations in Edo State?

Facebook, Whatsapp, Blogs, Twitter, YouTube, Wikipedia, Instagram, internet, mobile phones/iphones/smartphones, and laptops were the types of new media that affect journalism practices by journalists in the area of study to a high extent. The new media examined contains social media platforms, the internet and electronic devices that journalists indicate affect their journalistic activities to a high extent. This finding concurs with Didiugwu, Ezugwu & Ekwe (2015) in the South East of Nigeria where they observed that journalists make adequate use of new media to enhance information gathering and dissemination. It also agrees with the findings of Obalanlebe (2015) who observed that journalists have continued to integrate new technologies into newsgathering. As well as the study by Apuke (2016b) whose findings showed that social media platforms especially Facebook are assisting journalist in getting news stories faster.

Research question 2: What is the extent at which new media affects journalist's experiences in conventional media organization?

Most new media platforms were utilized to a very high extent except Flickers, Podcast and Facebook platforms. The most used platform are WhatsApp, Blogs, Twitter, YouTube & Wikipedia, with uses extending from reference for news to actual dissemination and gathering of news worthy information. This is also similar to earlier studies on the subject especially that of Apuke (2016b) who observed that journalists used social networking sites (new media) so often in the news gathering and dissemination process. However, this study found that Facebook

was not popularly used among Edo State journalists for newsgathering or sourcing news worthy information which contradicts Apuke (2016b) that further discovered that journalists preferred Facebook to other types of new media platforms.

Research question 3: what is journalists experience in conventional media organization since the advent new media in Edo State?

New media facilitated journalist practice in their experience by making easy the operations of media production, editing, proper interactivity, greater global audience but it has introduced new ethical dilemmas as journalism is no longer restricted to professional. This agrees with Talabi (2011) who found in his study that the boundaries of ethnics are falling down within the newsgathering and dissemination business as the public have greater access to news production which was the exclusive preserve of professionals.

Research question 4: How have new media changed the face of conventional media?

The new media has altered conventional media practices since they function as a bridge to conventional media, promotes advertisements for conventional media, provides an aesthetic component for conventional media audience. New media thus enhances conventional media contents and makes them available to a wider, global audience at different times. Thus agrees with the observation of Rajendran and Thesinghraj (2014) on how new media and conventional media have been able to coexist and reinforce each other.

Research question 5: What challenges do journalists experience in the face of new media in Edo State?

Non-existent of regulation has altered conventional media practices, rise in internet crimes, no censorship of news content carried on new media platforms, cornering of advertisement revenues, the ease of which unfiltered information get to the public, poor levels of infrastructure

to support new media, human rights abuses and the increasing number of skills needed to now practice journalism successfully were the major challenges posed by the emerging new media to journalism practice. This implies that ethic, governance, cornering of advertisement revenues, infrastructural, and technical challenges have emerged with the new media dominance. These challenges lead to question raised about the reliability of information that is available to the new media platform. It is in this line of observation that concurs with the findings of Talabi (2011) that conventional media has in place the governance and ethical structures that makes conventional media information reliable in comparison to the new media.

H0: There is no significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State.

There is a strong correlation/relationship between conventional media journalists and their experiences in the face of emerging new media in Edo State. This implied that there is a significant relationship between conventional media journalists and their experiences in the face of emerging new media in Edo State. This finding is in variance with Didiugwu, Ezugwu & Ekwe (2015) study which found that new media have a negative effect on journalists. The present study revealed that new media has given better access to conventional media news/ information, reinforced/given online presence for advertisement, ensures instantaneous feedback and provide the right platform to suit the entertainment needs of conventional media audience online. This relationship could be favourable or unfavourable (Didiugwu et al., 2015). However, the implication of the present finding is that conventional media journalists have favourable experiences in the face of the emerging new media in Edo State.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

The highlight of this research is presented by way of summary from which a conclusion was drawn. In addition, a preferential package of recommendations was given based on the findings revealed in the study as well as suggestions for further studies.

5.1 Summary

The study was directed at investigating journalist's experiences in conventional media organizations in the face of emerging new media in Edo state. Edo state has a wide range of media organizations that covers radio, television and print media. The journalists in these organizations were exposed to the facts of new media in their daily journalistic experiences which makes the study appropriate. Related literatures were reviewed, four empirical studies were reviewed and three theoretical frameworks were adopted based on the deduction from the theories, the agenda setting theory, technological determinism theory, and the social presence theory. The agenda setting theory is a theory that explains the power of the media to set the agenda for the public. Technological determinism theory explains the power of new and emerging technologies shape interactions in society and by extension, journalistic practices. Lastly, the social presence theory that explains that a medium's social effects are primarily caused by the degree of social presence that it can afford a user. As applied in this study, the agenda setting theory reflects how emerging technologies have created a number of new agendas. Technological determinism theory predicts the influence of technologies on journalistic activities while, social presence theory explains variations that could arise with specific new

media platforms as some platforms may provide greater social presence and consequently attract more users than others.

The sampling technique employed for this study was purposive and proportionate stratified sampling techniques. These techniques were adopted for a number of reasons. The purposive sampling technique was adequate for the state selection. The selection of Edo state was predicated on the high presence of tertiary institutions and its consequent effect on a thriving journalistic base as the occupations would not lack high-level manpower. In addition, the proportionate sampling technique was used to ensure that each journalist in the population had equal chance of participating in the research study. The questionnaire was the main research instrument. Hence, 300 questionnaires were distributed to journalists in Edo state and hundred percent of the questionnaires were retrieved.

The copies of the questionnaire were distributed in a manner that ensure the opinions of most journalists in Edo State are sampled. This was to elicit data/responses required for the purpose of this study which includes type of new media used by journalists to make work easier, frequency of new media usage in journalism experience, journalists experience of conventional media since the advent of new media, changes influenced by the influx of new media, challenges posed by new media to conventional media as experienced by journalists and relationship between conventional media journalists and their experiences in the face of the emerging new media. A total five research questions were answered in this study and one null hypothesis was formulated and tested using Pearson Product Movement Correlation Coefficient (PPMCC), which formed the basis of the findings of this study. Data collected were allotted and analysed with the aid of simple percentage, frequency tables and mean scores, standard deviations and the criterion mean for this study was placed at 3.50

5.2 Summary of findings

The findings of this study includes but not limited to:

1. Conventional media journalists make use of new media technologies to make their work easier.
2. New media is largely used to a high extent in the newsgathering, filtering and dissemination process of conventional media journalists in Edo state.
3. New media has had a profound effect on the activities of conventional media journalists as they with the help of new media technologies have greater access to a wider global audience, easier processes of news production and the boundaries of journalism has been falling as more people are engaged in the processes of news gathering more than ever before.
4. New media has profound effects on conventional media news production as the new media provides multiple advantages for conventional media operations. The effects of new media usage on conventional media journalism practice are revealing in the better access to conventional media content through new media, providing links to conventional media, giving greater presence to conventional media advertisement, providing the right platform to suit the entertainment needs of conventional media audiences online as well as providing a better face to conventional media.
5. Challenges indicated by respondents are regulatory challenges that are non-existent for the new media, rise in internet crimes, no censorship of news content carried on new media platforms, cornering of advertisement revenues, the ease of which unfiltered information gets to the public, poor levels of infrastructure to support new media, human rights abuses and the increasing number of skills needed to now practice journalism successfully. This implies that

ethical, governance, the loss of advert revenues, infrastructural, and technical challenges have emerged with the new media dominance.

6. There is a significant change in the experiences of conventional media journalists in the face of the emerging new media in Edo State. This study revealed that new media have given better access to conventional media news/ information, reinforced/given online presence for advertisement, ensures instantaneous feedback and provide the right platform to suit the entertainment needs of conventional media audience online.

5.3 Conclusion

Based on the findings of this work, it is evidently clear that new media technologies constitute necessary tools for conventional media journalism practice. This stems from the fact that it can enhance journalistic news gathering processes when it is used productively. This is the case as it expands the horizons of journalism beyond time and space limitations which conventional media had to grapple with in the past. Nowadays, journalistic products have a wider global audience and the processes have become a lot easier than before. However, this ease of journalistic processes facilitated by these range of technologies has adverse impacts on the profession as journalists find that many people who have no training in the ethics of the profession are now engaged in the news production processes. The result is that the internet has become a source of unfiltered and unregulated news disseminated to global audiences which can stir up trouble. The problems with hate crimes, privacy, infringement of people's rights, the loss of advert revenues and the rise of fraudulent activities on new media now means that there is the need for a governance structure for the regulation of news gathering and dissemination on these platforms. Yet, above all, this study has demonstrated that new media is indispensable to journalism which has profound effects on the structure of operations in the conventional media.

5.4 Recommendations

The following recommendations are made in line with the findings of this study.

1. Most journalists utilize social media, internet and information and communication technologies to make their work easier. This implies that conventional media organizations have to as a matter of priority invest in the technologies and infrastructure that facilitates the journalistic activities. Such investments should not come from individual journalists' personal funds but from the organizations' budget in order to facilitate the journalistic processes of news gathering and dissemination.
2. With the high level of usage of new media in the processes of journalism. There is the need for journalists to be exposed to a wide array of options that exist which can be useful to the activities of the journalists. This study found that Flickr and podcast were largely unknown and not used as frequently as the other new media platform. This observation prompts the need for wider exposure to the options for gathering newsworthy materials for onward dissemination to the public.
3. The observation that conventional media has been greatly impacted by the new media makes it imperative for media organizations to commission studies on proximate and vast impacts on conventional media structure by the new media. These studies will enable leaders of the conventional media organizations to plan for smooth transitions into a world that is increasingly dominated by new media technologies.
4. The changes fostered by the new media requires that the conventional media organizations should put in place measures to own the necessary new media organ/infrastructure such as cloud infrastructure which will allow for massive storage capacities. These capacities will ensure that

conventional media organizations remain relevant even when previous ways of journalism are altered irretrievably.

5. The emergent challenges posed by new media require a raft of careful legislative policies to mitigate the occurrence of ethical breaches in news production. New media may allow people who are not professionals into journalism, but string laws with effective governance control measures should bring to the lowest minimum infractions that can be fostered on new media platforms.

5.5 Suggestions for further studies

For further study, investigation in order to fill the information gap between this research and further research pertaining to new media and conventional media, the following are therefore suggested:

- i. Professional ethics and new media adoption by citizen journalists in Edo state
- ii. The availability and adequacy of Information and communication technologies for Journalists in Edo state.
- iii. Appraisal of mainstream media usage of new media infrastructures in Edo State.

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APPENDIX I

QUESTIONNAIRE

JOURNALISTS' EXPERIENCES IN CONVENTIONAL MEDIA ORGANIZATIONS IN THE FACE OF EMERGING NEW MEDIA IN EDO STATE.

Department of Mass Communication,
University of Benin,
Benin City,
Nigeria.

Dear Respondent,

APPEAL TO FILL ITEMS IN QUESTIONNAIRE

I, Abubakar Jamiu Mohammed Oluwafemi, a postgraduate student in the department of Mass Communication University of Benin City, Nigeria. I am conducting a research on the topic: **Journalists' Experiences in Conventional Media Organizations in the Face of Emerging New Media in Edo State.** The study, represent my dissertation and it is in partial fulfilment of the requirements for the award of Master of Arts (M.A) degree in Mass Communication.

You have been carefully selected to provide information that would aid the successful completion of the study. Please note that the information you provide would be treated with utmost confidentiality in accordance with research ethics which respects respondent's privacy.

Thank you in anticipation of your time, understanding and cooperation.

Yours sincerely,

Abubakar, Jamiu Mohammed

INSTRUCTION: Please, tick (√) the item beside the box that best explains your disposition.

SECTION A: BIO DATA OF RESPONDENTS

1. **AGE:** 18 - 29 years () 30 – 39 years () 40 – 49 years () 50 years and above ()
2. **Gender:** Female () Male ()
3. **Marital Status:** Married () Single () Divorced () Separated ()
4. **Religion:** Christianity () Islam () Traditional () Non- Believer ()
5. **Educational Attainment:** Diploma () B.Sc/B.Ed/B.A etc () Msc/M.Ed/M.A etc() Ph.D ()etc
6. **Working Experience:** 0 – 5 years () 6 – 10 years () 11 – 16 years () 17 years and above ()
7. **Name of Media Outfit:**

SECTION B: TYPE OF NEW MEDIA THAT AFFECT JOURNALISTS’ EXPERIENCES

KEY: SA= Strongly Agree A: Agree D= Disagree SD= Strongly Disagree UD= Undecided

8. As a journalist you make use of this type of new media to make your work easier:

S/N	TYPES OF NEW MEDIA USED BY JOURNALISTS	SA	A	D	SD	UD
i.	Facebook					
ii.	WhatsApp					
iii.	Blogs					
iv.	Twitter					
v.	YouTube					
vi.	Podcast					
vii.	Flickers					
viii.	Wikipedia					

ix.	Instagram					
x.	Internet					
xi.	Mobile phone/Iphones/Smartphones					
xii.	Laptops					

SECTION C: EXTENT AT WHICH NEW MEDIA AFFECT JOURNALISTS' EXPERIENCES IN EDO STATE

**KEY: VHE =Very High Extent HE =High Extent LE=Low Extent VLE =Very Low Extent
NE= No Extent**

9. The following statements best explain the extent at which new media affect your experiences as a journalist:

S/N	EXTENT OF USED NEW MEDIA ON JOURNALISM EXPERIENCE	VHE	HE	LE	VLE	NE
i.	News gotten from Facebook form a major part of your new media experience					
ii.	Friends sent chats of news content from WhatsApp form a major influence on your journalistic experience.					
iii.	Blog post provides spontaneous news report which helps your journalism task better.					
iv.	Information gotten from Twitter affected your work delivery due to its spontaneous news relay called breaking news					
v.	Video watched on YouTube provides better report of news events.					
vi.	You source and gather eyewitness news report on Podcast					
vii.	Photographs gotten from Flickers make journalism report easier					
viii.	New media such as Wikipedia provide good background information on news makers					

ix.	You gather firsthand news via new media					
x.	New media make you experience information bombardments.					

SECTION D: JOURNALISTS' EXPERIENCES IN CONVENTIONAL MEDIA SINCE THE ADVENT OF NEW MEDIA IN EDO STATE

KEY: SA= Strongly Agree A: Agree D= Disagree SD= Strongly Disagree UD= Undecided

10. As a journalist, the following statements reveal your experiences since the advent of new media:

S/N	JOURNALISTS EXPERIENCE IN CONVENTIONAL MEDIA	SA	A	D	SD	UD
i.	With access to Internet you easily operate the means of new media production					
ii.	You provide instantaneous feedback to comment on news related events					
iii.	You can alter news article even after it has been published					
iv.	You interact more with global news audience on any subject of interest					
v.	New media are relatively inexpensive and provide easier access to information compared to the conventional media					
vi.	So long you subscribed news channel on new media, it easier to connect to the world.					
vii.	Since the advent of new media everyone has become a journalist					
viii.	You receive threats since the advent of new media					
ix.	It is now easier for you to gather news stories					

SECTION E: CHANGE BROUGHT TO CONVENTIONAL MEDIA BY NEW MEDIA USAGE

KEY: SA= Strongly Agree A: Agree D= Disagree SD= Strongly Disagree UD= Undecided

11. The following statements indicate your experiences in the face of new media as a journalist with conventional media:

S/N	CHANGES INFLUENCED BY THE INFLUX OF NEW MEDIA	SA	A	D	SD	UD
i.	New media give good chance for audience to get conventional media news/information.					
ii.	Programmes on television/radio whereby new media addresses/links are given in order to make reply in such programmes have given a new face to conventional media					
iii.	Conventional media advertisements are further reinforced/given online presence through the new media					
iv.	New media provide the right platform to suit the entertainment needs of conventional media audience online.					
v.	The online television, newspaper and magazine channels of conventional media has given a better face to them					
vi.	The new media provide ample platform for the indoctrination of citizen journalism/eyewitness account to conventional media news production.					
vii.	Conventional media have been debased because of new media					

SECTION F: CHALLENGES JOURNALISTS EXPERIENCE IN THE FACE OF NEW MEDIA IN EDO STATE.

KEY: SA= Strongly Agree A: Agree D= Disagree SD= Strongly Disagree UD=Undecided

12. The challenge(s) you experience in the use of new media as a journalist is/are:

S/N	CHALLENGES POSED BY NEW MEDIA TO CONVENTIONAL MEDIA JOURNALIST	SA	A	D	SD	UD
i.	New media has no regulatory body which exposes it to bias					
ii.	Internet crime (fraud) and unethical production of news related events					
iii.	Uncensored news content leads to violence and racism					
iv.	Conventional media have lost the lion's share of classified advertisement to the new media					
v.	New media are successful in building new markets with new sources of revenue which are to the detriment of Conventional media organisations.					
vi.	News information provided on new media platforms are raw without background fact checking which pose treat to agenda setting power of conventional media.					
vii.	New media usage depends on the high level technical knowhow/expertise which pose a challenge to analogue oriented journalists in the conventional media organisations.					
viii.	High cost of subscription on new media devices					
ix.	Inadequate access to new media					
x.	Epileptic power supply					
xi.	Privacy concerns					
xii.	Infringement of human rights is increased via new media					

APPENDIX II

RELIABILITY

Scale: reliability scale for new media effect

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.892	50

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
191.5667	235.082	15.33237	50