

**THE DYNAMICS OF CITIZEN JOURNALISM AND ITS IMPLICATION
ON TRADITIONAL MEDIA HOUSES IN NIGERIA**

BY

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**UNIVERSITY OF BENIN,
BENIN CITY.**

APRIL, 2024.

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF BARCHELOR OF ARTS DEGREE IN MASS COMMUNICATION.**

APRIL, 2024

DECLARATION

This project is based on the study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Mrs Uduak Ekpenyong. This project work has not been submitted before now for the award of a degree elsewhere and all ideas are products of my findings and the view of others employed in the making, they were duly acknowledged.

NWABOR GOODLUCK ONUABUCHI
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CERTIFICATION

I, the undersigned, certify that this project was carried out by Nwabor Goodluck Onuabuchi with the Matriculation Number ART1901586 in the Department of Mass Communication, University of Benin, Benin City, Edo State, under my supervision.

Mrs Uduak Ekpenyong
(Project Supervisor)

Date

Dr Daniel Ekhareafor
(Head of Department)

Date

DEDICATION

This work is dedicated to:

- God almighty that has been my backbone and made everything possible for me in this life.

- My Father, Mr Augustine Nwaoshiri Nwabor (of blessed memory), who upheld his watchword: “Instead that the food I put on fire should not get done, I rather use all my firewood to cook it (meaning he would do everything humanly possible to sponsor me until I graduate).

- My Mother, Lolo Theresa Nwabor, a disciplinarian and loving Mummy, who helped to shape me up to this standard today.

- Prof. Marcellinus Anyianyiaye Okhakhu (my Mentor) and Dr Daniel Ekhareafo (my Head of Department, Mass Communication) of the University of Benin, for their Fatherly love towards me.

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Acknowledgements are debts (according to Okhakhu 2023) not fully paid, but which demonstrates good faith. All through one's lifetime, the debts continue to be paid.

I am grateful to God Almighty for his guidance, protection, provision and preservation throughout my stay in University of Benin.

This paragraph is uniquely reserved for my parents **Late Mr Augustine Nwabor** (whom I lost during my Penultimate year in school) and **Lolo Theresa Nwabor** for their prayers, financial supports, encouragement, love and moral upbringing which guide and guard me throughout my undergraduate days in Almighty University of Benin. Also to my Siblings, thanks for your supports and bearing with me until the end.

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ABSTRACT

The study examined the Dynamic of Citizen Journalism and its implications on the Traditional Media in Nigeria, it was discovered that it is emerging as a powerful phenomenon as showed by famous citizen journalism websites. The Sahara Reporters, one of such websites, is noted for its timely news reports on issues and events as evidenced in a study carried out by Dare (2011:44) where 86 of the 120 respondents surveyed cited the Sahara Reporters as a source of breaking news. Through its connectivity and accessibility to current happenings in the society, citizen has brought series of issues to the Traditional Media which it keeps pushing out of the stage, especially with the advent of technology. Despite the quick accessibility of news content on the citizen journalism platforms, this study stresses on the need to reinvent the traditional media and employ media convergence, also the media practitioners in Nigeria through the supports of the Federal, should invest on recent media equipments, so as to help restore sanity and free flow of journalism in Nigerian media houses.

CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

Communication is pivotal and forms the basis for humans' existence on earth. It is through communication that human being interacts, mold and rule their Society. Orhewe (2006) posits that human beings do not like to live alone; their interaction is initiated, promoted and achieved through communication.

The concept of Citizen Journalism has been widely referred to as "Public," "Participatory," "Guerrilla" and "Street" Journalism." Bowman and Willis (2003) sees this aspect of Journalism as "The act of a citizen, or group of citizens, playing a salient role in the process of covering, reporting, analyzing and conveying news and information, the intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires." Radsch (2013), in his definition of the concept posits that it is an "alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a repose to shortcoming 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."

Citizen journalism (According to Santas Tsgyu 2016) is fast becoming an alternative platform for the common man to lend their voices in the process of governance. This is especially relevant in Nigeria, where those in the corridor of power have gagged the media denying the citizens the right to contribute to personal or national discourse. It is the reverse of the straight-jacket, near unilateral top-down communication system of the mainstream media. Bowman and Willis (2003) further let loosed that "Participatory journalism is a bottom-up, emergent phenomenon in which there is little or no editorial oversight or formal journalistic workflow dictating the decisions of a staff. Instead, it is the result of many simultaneous, distributed conversations that either blossom or quickly atrophy in the Web's social network." They observe that "the fluidity of this approach puts more emphasis on the publishing of information rather than the filtering.

Conversations happen in the community for all to see. In contrast, traditional news organizations are set up to filter information before they publish it.” In its true nature, citizen journalism allows no room for gate keeping. In this brand of journalism, information gets to the members of public, who are directly involved in content creation, raw, ‘naked’ and undiluted.

Citizen is the type of Journalism in which the practitioners and the audience cook up contents rather than waiting for the traditional media houses to feed them with their news contents. According to a citizen Journalist, Serena Carpenter, a citizen journalist can be described as an individual who intends to publish information meant to benefit a community, without passing the systematic method of news gathering applicable in the traditional houses. Citizen journalists could be tagged as accidental journalists, grassroots’ journalist and advocacy journalists. Ross and Cormier (2010) highlighted insights into the different elements of citizen journalism. In their submissions, advocacy journalism is one that that employs a viewpoint; journalism with an intentional and transparent bias through and it should stand out from propagandist reporting,” while accidental journalists are people caught unaware in the middle of a programme making use of social networking platforms to convey their contents through the new media of communication. Moreover, in today’s citizen journalism practice, it can be accepted that there is a widespread citizen journalism practice which merges the grassroots, advocacy, participatory and accidental journalism. In Nigeria, we have seen sites like the Sahara Reporters and Phoenix which let looses their advocacy bent, but also absorbs all other inputs. According to Sunday Daare’s Report (2010) “The emergent ecology of citizen journalism is linked to crisis reporting, during political crisis like those in Kenya and Iran, natural disasters like the tsunami and earthquake in Haiti, terrorist attacks such as the September 11 attacks on America and the July 2005 London attacks, we saw citizen journalism or “accidental journalism” as many would regard it at work.”

The history of Journalism practice in Nigeria, as deposited by several communication scholars, there were times in its formative days that it was for an all-comers game. For instance, someone who could write very well, such person’s consideration would be captivated by that condition. Moreover, it came to a time, where the Nigerian Press Council gave a prescription which was and still arguably

“At least a diploma in Journalism.” In the recent decade, traditional aspect of journalism has become more of a serious competition for the practitioners. Legacy media tends to struggle to secure its grass as the authoritative voice and the managers cum constructors of news in the face of citizen journalism. The mass media audience who are aided by internet technology who has enhanced the possibility of the online communicative experience, and in turn ameliorate the passive receiver of news. It equally prods the users to become active creator of content altering the face of journalism. Notwithstanding, it is unarguable that the rise of citizen journalism is theoretically linked to the arguments about the normative nature of Journalism, which until the advent of new media technology that it exploded globally. However, the careful professional journalist are conscientious to dissect supportable evidence from opinion or speculation, citizen journalists possess a weaker sense of what makes a reliable story, free from guess; therefore becoming curious about its professionalism.

1.1 STATEMENT OF PROBLEM

Citizen journalism has been criticized by several communication scholars, who argue that it lacks veracity and authenticity which the traditional mass media possess. Most authorities in Mass communication do not rely on the stories published by citizen journalists, which according to them, increase rate of yellow Journalism and false hood. Citizen Journalism poises civil unrest, political instability and ethno-religious crisis. This position of criticism peaked during the nationwide protests that greeted the removal of fuel subsidy in January 2012. It was believed in some quarters that citizen journalists misinformed the activists, making them to team up against the government. However, that was perceived, the aim of the protest was partially achieved as there was a huge reduction in the pump price of fuel.

Meanwhile, there is predicted issue of citizen journalism not being dependable, problem of accuracy, quality, objectivity, absence of central control, ethical standards crop up and professionalism. The absence of formal training and knowledge of the relevance roles which professional media play in ensuring reliable and transparent government has triggered much academic attention. It is against this background that this research tends to explore how citizen journalism eliminates the responsibility of traditional media.

1.2 OBJECTIVES OF THE STUDY

The Researcher tends to achieve the following objectives:

- i. To find out the role of citizen journalism in Nigeria.
- ii. To ascertain the extent of citizen journalism in Nigeria.
- iii. To assess the relevance of citizen journalism in promoting societal good in Nigeria.
- iv. To find out the issues of citizen journalism in Nigeria.

1.3 RESEARCH QUESTIONS

In this study, an attempt will be sufficiently made to answer the following questions:

- i. What role does citizenship journalism play in Nigeria?
- ii. To what extent has citizen journalism reached in Nigeria?
- iii. What is the relevance of Citizen Journalism in promoting societal good in Nigeria?
- iv. What are the issues of citizen journalism in Nigeria?

1.5 SIGNIFICANCE OF THE STUDY

The trend of the inter-participatory journalism between the citizen and the media profession is becoming an existing practice in gathering and conveying of media contents. This study tends to contribute to such undying thrust. Also, the findings would help to add to the existing knowledge concerning the subject.

This work will equally help to bring more knowledge to the gallery, where the concept of citizen seems to appear to be new to some persons. This will create more understanding to the tissue of the issue. Findings of this study will surely contribute to the relevant available literature in this field of study, thereby serving as a point of reference for other similar future finding by researchers.

1.4 SCOPE OF STUDY

The scope of a work means an extent which such work tends to cover. The occurrence of citizen journalism and its wildly trend and user generated content is adding more new issues for the traditional media. This project work is confined to the “active literates” of citizen journalism in Mass Communication Department, University of Benin. This phrase “active literates” entails those who know and are exposed to the concept and practice of citizen journalism media offerings which could be as receivers, senders and producers.

This study is limited to Undergraduates of Mass Communication Students (both part-time and full-time), in terms of research universe, the study is restricted in scope to the examination of the concept of citizen journalism. The pivotal element is that, though the scope is limited, the findings can be employed to benchmark conveniently generalization.

The parameter of this study is a total of 100 respondents which encompasses male and female undergraduate of the Department of Mass Communication, in University of Benin, Ekehuan Campus.

1.5 LIMITATION OF THE STUDY

This study adopted survey research method and the research instrument was restricted to the research questionnaire, moreover, other instruments like interview guide and focus group discussions would have been employed, but because of the time and financial constraints to complete this project work, the study only employed research questionnaire. Another obvious limitation was the inappropriate filling of the questionnaires administered to them, thereby rendering some of them invalid.

1.6 OPERATION DEFINITION OF TERMS

In this segment of the work, the following terminologies and core words which constitute the concept of the work and others employed to come up with this study, will be clearly and concisely defined within the context of use in this work.

1. **JOURNALISM:** This is the professional art and act of news writing and reporting, which the Media practitioners convey newsworthy contents using the technological devices like the print and broadcast media equipments to pass across to the target audience. It is the method which the journalists tell the society what they ought to know, should know and must know, so as to enhance their watchdog function of the press.
2. **MEDIA:** Technological communication outfits through entertainment, news, data, education and promotional contents are conveyed to a large, active heterogeneous and scattered audience.
3. **COMMUNICATION:** This entails the art of sharing and conveying ideas, thoughts, feelings and information between individuals or group of people, using the suitable channel of communication like the television, radio, newspapers, magazines, new media and what have you. This process of communication means transfer and transmission of meaningful messages and information between the encoder and decoder, in a way that the decoder grasps the message of the encoder and giving the right response.
4. **INTERNET:** This concept of internet means a “network of networks” that is giving as a very high speed, and it consists of local and international networks connecting to one or more computers.
5. **CITIZEN:** A citizen is legally recognized and accepted freeborn or native of a nation or state who owes allegiance to his/her government and is entitled to protection from the latter.
6. **ICT:** It is acronym for Information Communication Technologies, which is used to describe the new technological devices like the internet, computer, mobile phones and others. It enables easy flow of communication and exchange information between or among the users.

7. **CHALLENGES:** A call for a person to join in a just fight or competition to decide the superiority in terms of ability or strength.
8. **TRADITIONAL MEDIA:** Traditional media are those recognized and acceptable by standard, to convey media messages using the largest distribution outfits which represent what a larger portion of the mass media audience are likely to encounter. It equally denotes those various mass media that are generally reflective of the current ideas, thoughts, activities or influence. The also entails those older channels of mass-mediated communication like the television, radio, magazine and newspaper.
9. **CITIZEN JOURNALISM:** The concept of citizen journalism, which is also known as democratic, public, guerilla or street journalism, entails the process through which the members of the society are playing an active duty of gathering, analyzing, reporting and disseminating news and information on the media airspace, without undergoing journalistic trainings to become a media practitioner.
10. **YELLOW JOURNALISM:** This is American terms for journalism and associated news reports, which present little or no legitimate or thorough researched news stories but instead employ sensational headlines and leads to increase sales.

CHAPTER TWO

2.0 LITERATURE REVIEW

This segment of this research work presents the review of related literature employed for this study. A literature review is an account of what has been published on a topic by authorities in that field and researchers. Okhakhu and Tonwe (1996) posit that literature review is “an examination of both published and non-published materials that are related to the area of research that a researcher is working on,” this entails that all academic work is dependent on the existence of other works.

2.1. HISTORICAL REVIEW OF CITIZEN JOURNALISM IN NIGERIA

The tsunami of an independent media world has been ignited in Nigeria. Many Nigerians have registered many social networking sites and numerous audience-driven online citizen journalism sites and discussion forums. A lot of entertainment fences the empowering potential of citizen journalism. As in most parts of the world, the promise of participatory media is being delivered faster than envisaged since the global democratization spirit took hold. It is this same new media technology that has given international broadcasters like the CNN, BBC, VOA and German Radio the platform to reach a global audience.

Nwammuo (2011 pg 23) posits that the advent of Information and Communication Technologies, ICTs, has produced a new age of new media tools signaling unrestrained possibilities for citizen journalism. Through the instrumentality of the internet, emerging sites that aggregate views, information, news, comments, and diverse opinions have opened a new frontier of possibilities in the way news is produced, distributed and consumed. More importantly, it has brightened the hope for a participatory and interactive process. Prior to the advent of the internet and its full appropriation by the media and by ordinary Nigerians, the traditional media held sway. Newspapers, magazines, periodicals, radio and television dominated the

media landscape as the major source of news. Nigeria's 100-plus newspapers and magazines were the strong link in news and information dissemination, though only about ten of the newspapers such as Punch, This Day, Nigerian Tribune, New Nigeria, Champion, Vanguard and Guardian dominated. Later entrants like The Nation, Daily Trust, The Sun and 234Next have all been impressive.

Mumodu (1996) as cited by Uche (2012 pg 43) reveals that during the cyberspace period of the 80's and the birth of social media in the mid-2000s, the traditional media in Nigeria had only a small window for mass media audience contribution or interactivity. It was limited to the famous pattern of letters to the editors, submission of opinion piece cum right of reply, and in many cases, advertisements were paid for by members of the mass media audience who felt strongly about improving the state of their brands. One of the key triggers of citizen journalism and user generated content was the near absence of audience interactivity, participation and the apparently unfair nature of the traditional media in Nigeria. Many Journalists were behaving like earthly priests and delivered speeches and addresses in addition to being unwilling to share their space.

The invention of the internet and coupled with the early arrival into Nigeria in 90s (according to Omaje 2001) prod a significant uprising in the media and equally bridged the huge gap between the audience and the media practitioners employed in the traditional media. The timeliest method that the traditional media hired the new internet technology, using email for electronic communications, thereafter, it surfs the World Wide Web for information. It was made possible by the local internet service providers (technology establishments) like the Link serve and Hesperia, which contributed in aiding the rise in technology-based content like gathering of news and distribution. According to Ukaegbu (1996), the diffusion in 1991-1994 was restrained to a few major Magazines and Newspapers. It took almost a decade for the traditional media in Nigeria to entirely adapt the trend that the new media tools offered by internet technology. The capacity to make use of new media tools is based on the level of internet access or internet penetration in any country. Seemingly, a country with low internet penetration will be loaded with a weak media and near absenteeism of audience contribution in news and information gathering. Citizen journalism therefore becomes greatly hindered. From the lows of 0.1 per cent internet penetration in the late 90s to 2000 in Nigeria,

there has been an blast in internet practice and penetration to a staggering 16.1 per cent in less than a ten years (according to the findings of the International Telecommunication Union, ITU 2003). Remarkably, the recent release of data by the ITU puts Internet user figures at 43,982,200 as at June 2010, equal to a gigantic 28.9% of the population. This means Nigeria has one of the peak rates of Internet penetration in Africa. Nevertheless, the level of such distribution is not yet clear.

The contemporary citizen Journalism can be directly linked to the birth and currency of the internet and its ancillary technologies. This growth is hanged on the rise in interactivity on internet space. When a Physicist, Tim Berners Lee launched the first world website <http://info.cern.ch/> then in 1991, his site offered audiences a very restrained communication. Internet was restrained in this regard, in subsequent years, a variety of new features and functions on the internet enabled audience interactions with one another or with website publishers.

The real modification of the art of news writing and reporting carried out by the citizens, did not come until 2004, when feature started surfacing on the websites. Features encouraged consumers or layman to publish stories on the airspace or websites, and equally to contribute newsworthy contents among other features. BlogSpot and WordPress are a testament to this assertion of such platforms. The method with the citizen journalists carry out their journalistic operations are based on some similar features, which some of these features that are frequently noted as “descriptive” include RSS-generated syndication, Blogging, Social networking Sites like YouTube, Facebook, Mash-ups, Wikis like Wikipedia and other collaborative applications and interactive encyclopedia and dictionaries.

The social media with help of ICT, have enhanced citizens to be active participants in the art of processing news stories and distributing it. Since its emergence in 2004, Journalism profession has become an all-comers’ game, the style of news gathering and reporting have drastically changed. This advancement has halted the period in which the news consumers only contributed in news generation through irregular letters to the editors, the lordly gatekeepers who decided which letter to publish, in which form and at what time. The online Media have given room for the Newspapers to metaphorically permission blank pages, offering a countless of opportunities for readers to contribute and interact with the news or publication. The black pages today include U-report, I-report, E-report, Blogs, etc. The capacity

for the media audience to contribute to professional journalism thus has much in common with the newspapers of the eighteenth century.

2.2 CONCEPTUAL REVIEW

Many communication scholars have used several coined terms to explain the concept of citizen journalism, just like a famous media critic Jay Rosen (2006) describes it as “The people’s formerly known as the audience,” Some tagged it “User-generated content,” and others call it “Participatory Journalism.” Bruns (2008) refers to it as the “Prod usage” to reveal the combination of producing and consuming information through the help of the new media. According to Dan Gilmor (2006) used the “former audience” to buttress that the society is no more seen or regarded as the passive group of media consumers. Media practitioners these days constitute a network in which the long-standing ladder among contributors to the societal discourse has been importantly compressed. Henry Jenkins (2006:331) in submissions states that, “Contrasts with the older notions of passive media spectatorship, rather than talking about media producers and consumers occupying separate roles, we might now see them as participants who interact with each other according to a new set of rules that none of us fully understand.”

The concept of citizen journalism is the opposite of the conventional media panache of communication, it is a scenario where the non-professionals are practicing the journalistic duty of the pressmen. Bowman and Willis (2003) posit that “Participatory Journalism is a bottom-up, emergent phenomenon in which there is little or no editorial oversight or formal journalistic workflow dictating the decision of staff.” According to J.D. (2003), Citizen journalism is the “slippery culture” which offers a set of examples, some of them associated with the mainstream offerings and others not.

Over the years, the practice of citizen journalism has brought a confusion regarding the definition and modus operandi. This brouhaha is because of the numerous names that several communication scholars have tagged it, as earlier enumerated. Giving credence to Meyer (2005), he observes that one measure of embarrassment that the concept of citizen journalism has made journalists to feel over the concept of public journalism, is the great diverse of names that it is being tagged, for instance they regard it as community journalism, civic journalism, citizen journalism, communitarian journalism and all-comers’ journalism. He equally

deposited that, a portion of the blames should be given to the early promoters of this style of journalism, who blatantly disagreed from giving it concrete name or tag more than a vague theoretical structure. The misperception is seemingly powered by uncertainties about what make citizen journalism and who are the practitioners. This clearly buttress why Glaser (2006) affirms that there is no debate over the concept of citizen journalism, because numerous professional journalists believed that it is only a trained journalist that grasp rigors and ethics involved in reporting the news. For instance, there are numerous Journalists who practice what could be tagged as Citizen Journalism by posting on their social media handle or commentary online outside of the conventional journalism hierarchy. The misperception and misunderstanding, notwithstanding, citizen journalism entails emerging variety of journalism in which the content is user-generated, unedited, uncensored and comes real-time.

According to Professor Jay Rosen, cited in Moller (2012),

“Citizen journalism is when people formerly known as the audience employ the press tools, they have in their possession to inform one another.” With this, it is obvious that a person does not necessarily need a former training in journalism to be a citizen journalist, especially in this era of astounding ubiquity of the social media. What one needs to participate in the growing citizen journalism spectrum is just a fair knowledge of the operations and manipulations of the social media.”

Giving credence to Mark (2006), a freelance journalist, posits that the impression behind Citizen Journalism is that those persons without professional trainings can use the tools of modern technology and the global distribution of the Internet to fact-check, create or augment media on their own or in collaboration with others. For instance, when you write about a council meeting in a city on your online platform or blog, you could fact-check an article from the traditional mass media and spot out realistic errors or prejudice on your page. You may capture a newsworthy event happening in your city and publish it online. There was a time, that Nigerians used the internet to mobilize rallies and protests against the removal of fuel subsidy, according to recent findings of an academic research published by Oxford University, it showed that citizen journalism is gradually rising in Nigeria and the conventional mass media is waking up to it. This could be seen in the finding where Sahara Reporters was used as a case study, the result placed Sahara Reporters, the citizen journalism website, as Nigeria’s first leading citizen website.

Also, a Nigerian Journalist, Sunday Dare, who studied media and public policy in Harvard University took a “first objective stab at the theory and practice of citizen journalism in Nigeria, how far it has come, what impact it is making in terms of advancing democratic rights and institutions, and how it has given the people voice and a platform to query their government.” The findings showed that Sahara Reporters scored highly in blazing the trail, particularly revealing corruption and combining advocacy journalism with traditional journalism.

Citizen Journalism is becoming a famous platform in Nigeria, this aggrandizement is credited to the overwhelming use of social media platforms in the country, and both the leaders and the led are using internet for solve their needs. Dare (2011:44) in his study of “The Rise of Citizen Journalism in Nigeria – a case study of Sahara Reporters,” he observes that National recognition was accorded to social media on June 28, 2010, when the President of the federal republic of Nigeria, Dr Goodluck Ebele Jonathan, launched his Facebook handle, so as to reach out to the youth and Nigerians with a mindset of receiving response on electoral improvement and other national matters. According to his findings, Nigerian Politicians used the social media platforms like Twitter, Facebook and SMS messaging to improve their political campaigns and deliver their plans in the bid to increase their fellowship during the country’s general election in 2011. It was not a surprise that Webster (2010) as cited in UNDP (2010 pg 67) posited that President Goodluck Jonathan was confirmed of having more Facebook fans than the combined total of German Chancellor, Angel Merkel, British Prime Minister, David Cameron and South African President, Jacob Zuma. Due to the adoption of Social Media for Societal Communication in the Country, it has led to the current aggrandizement of the citizen journalism.

The citizen journalists in Nigerian usually report newsworthy occurrence in the vicinities and give their viewpoints on the issues bothering the entire nation, which they convey using the social media platforms. Before the traditional media news hour, the Nigerian citizen journalists had already reported the “Dana airline crash” of June 3, 2012, which jettisoned the lives of about 150 passengers on board. The social media bloggers did not just give timely news report of the crash, they equally created opportunity for their audience to ask questions and submit their opinions on the national huge loss. This feedback mechanism created by these citizen journalists, poised as a serious issue to the traditional media, because the mass media audience preferred listening and reading from a site where they would

contribute to that national calamity, and there was a great deviation from the mainstream media to the citizen journalism platforms.

2.3 CATEGORIES OF CITIZEN JOURNALISM

Citizen Journalism (according to Fackson 2008 pg 26) are of two different categories namely: **Institutional and Non-institutional Citizen Journalism.** Institutional Citizen journalism entails the space which mainstream media institutions are moving into. Though, it is to an extent individuated, it houses forms of organizational construction and external limitation. This type has a form of organizational structure or limiting ability, complete with external limitation, though minimal. The individuals are a pivotal element part of the practice, drawing them into a communication with numerous of their receivers of the new media contents. A salient element of this aspect of citizen journalism is how media organizations tend to be entering into these platforms created by non-institutional citizen journalists, with the intention of benefitting from them and input their own professional instincts, patterns and practices into the space thus formed. Many media organizations like British Broadcasting Corporations (BBC), advice their reporters to venture into citizen journalism, slackening the organizational snare around their necks and allowing them to hold different public discussions in a fewer expert setting.

Non-institutional Citizen Journalism resolves around the individual and has no attachment to any organisational framework of constraints. It entails citizen journalists working in ways that are fully self-governing of mainstream and expert news outlets. News platforms which individuals can publish their newsworthy stories in their societies or deliver commentaries on citizen journalism is a concept that advances the knowledge that consumer or citizens take more participatory role in the news. This type of citizen journalism is extra-organisational which put individual at the heart of the practice. It also means that type of citizen journalism which hangs around the individual as such, it watches no recourse to any

institutional framework of limitation, it seeks to thrive in a situation of volunteerism without any professional erections to worry about.

2.4 EFFECTS OF CITIZEN JOURNALISM

Citizen journalism over the years has raised several dusts, many people have given their views on the essence of this style of journalism, others have equally buttressed on its shortcomings. There is the need to create a balance through a unemotional valuation of the effects of citizen journalism. It has been noted that citizen journalism offers professional journalists similar opportunities to be actors in content creation. The public are no longer passive receivers of news; they are now content creators. Citizen journalism has removed the endless control of the conventional media, and such style of journalism is today democratic and participatory.

Educause Learning Initiative (2007) posits that:

“By giving access to any one to cover the news, citizen journalism grants more of personal unidentified view of proceedings and has the latent to cultivate. Communities of people with a common interest. Through blogs, citizen journalists have broken stories about political corruption, police brutality and other issues of concern to local and international communities. Another benefit of citizen journalism is that it delivers news almost at the speed of lightning. It has surpassed the immediately broadcast media (radio and television). Citizen journalism via social media, spreads news like wild harmattan fire just in split seconds, apparently because the news does not need to wait for an editor to process it. Feedback is also immediate. The audience can react to the content. Therefore, citizen journalism has been called the “we media”. Today, people now even call it “our media.” This is because the content of this brand of journalism is what we make it.”

Notwithstanding the positive effects of citizen journalism, it has numerous problems, which create negative upshot of citizen journalism on the conventional journalism practice cum profession in Nigeria. One of the issues is the query of the reliability of its content. Some analysts have reviewed citizen journalism as the method of disseminating fallacy and other unethical performs in the name of journalism.

Potential false news report some just are of the many possible ramifications of sourcing news from an anonymous source. A news story may be factually correct but have flowed like blatant disrespect of the journalistic ethics, lack of balance, objectivity and impartiality. This could be a concealed plan or opinion sugarcoated as fact or slanderous or slanderous statement that place topics in the story in a bad light. In mainstream media, the process of performing the gatekeeping function can be employed for any such biases and inaccuracies. Gatekeeping usually is done by trained media practitioners, who use tools skills like knowledge of the law and in-house commercial-style books such as the associated press-style book. Furthermore, other scholars maintain that citizen journalism can generate political instability, civic unrest and ethnic-religious crisis. This criticism peaked during the nationwide protest that received the removal of the fuel subsidy in January 2012. It was alleged that citizen journalists misinform those activists, making them team up against the government. However, that was conserved the purpose of the protest was partially achieved as there was a massive drop in the pump price of fuel.

2.5 Ethical Considerations

Media scholars have highlighted the challenges generated by citizen journalists on the development of a Nation, and this has raised some ethical concerns, the enormous capacity of today's storage devices has given photographers, graphic professionals and others a new tool level: the ability to manipulate images at the pixel level.

According to Raimi Fayinsa, Disclosure of classified documents by citizen journalists as it concerns government or other public agencies is a major issue in citizen journalism. Blogging in the Internet has no systematic method or

regulations, this makes bloggers to post comments without fear of being charged for defamation, more so, people make sarcastic or condemnatory comments on posts which can trigger crises especially when it affects a race, religion or tribe; a good example is Prophet Mohammed and the Danish cartoon, about which many bloggers made sarcastic comments during the period of the crises and contributed to the conflicts in various countries across the globe.

Another issue of citizen journalism is the question about the veracity of its content. Potential false news reports are just one of the many possible ramifications of sourcing news from anonymous sources. It is believed in some quarters that they spread falsehood. Dare (2011:44) as cited in Raimi (2015:35) found that only 33 respondents of the 120 surveyed trusted Sahara reporters. This according to him, shows that most Nigerians do not believe stories from citizen journalists. The news could be factually correct, but have flaws like blatant disregard of ethics, zero objectivity, balance and impartiality. It could be a hidden agenda or opinion sugar-coated as a fact, libelous or defamatory statement that puts subjects in the story in bad light. In mainstream media, a process of verification and checks called gatekeeping can weed out any such inaccuracies and biases. Gatekeeping, it is called, is done by experienced and trained journalists and Editors, using tools and skills like knowledge of the law and in house or commercial style books such as the Associated Press Stylebook.

According to Okorie Nelson et al (2012) the invasion of privacy is usually an overt business that might be actionable in the profession media practice popular press converge of SSNS has emphasized potential privacy concerns, primarily concerning the safety of younger users (George 2006, Kornblum and Marklein 2006) Researchers have investigated the potential threats to privacy associated with SNSS. In one of the first academic studies of privacy and SNSS, Gross and Acquisti (2005) analyzed 4,000 Carnegie Mellon University Facebook profiles and outlined the potential threats to privacy contained in the personal information included on the site by students, such as the potential ability to reconstruct users' social security numbers using information often found in profiles, such as hometown and date of birth.

According to Glaser (2006) as cited in Raimi (2015:36) notes that there is some controversy over the term citizen journalism, because many professional journalists believe that only a trained journalist can understand the rigors and ethics involved in reporting the news." The concept of citizen journalism is user-generated, professionally unedited and comes real time.

There are clear principles that journalists agree on and that citizens have the right to expect. They are principles that have ebbed and flowed over time, but they have always in some manner been evident. They have survived because the journalists have been able to adapt to the principles to the demands of new platforms and ways of doing their basic work of informing the people.

2.6. THEORETICAL REVIEW/Framework

Every academic discipline has a body of theories that explain an observable phenomenon in the field. Ohaja (2003) argues that knowledge does not exist in a vacuum; this study is anchored on the assumption of Democratic Participant Media Theory and the Gatekeeping theory, which helps to give the study a formidable structure.

2.6.1 DEMOCRATIC PARTICIPANT MEDIA THEORY

In democratic participant media theory, the emphasis of this theory is based on society and the value of horizontal rather than vertical (top-down) communication (MC Quail 1987). The main thrust of the theory lies in its insistence that the existing bureaucracy as well as commercial and professional hegemony in media systems be broken, to guarantee easier media access for all potential users and consumers (Folarin 2005).

IMC Quail (1983) proposed this theory to consider many ideas expressed to take care of the needs of citizens. The theory found expression in the 1960s and 1970s in pressure for local and community radio and television. It challenged the dominance of centralized, commercialized media (MC Quail 2000). Referring to Ezensberger (1970), McQuail notes that the keys to applying this theory were seen to lie in the new technology of the time. It favoured media that would be small in scale, non-commercial and often committed to the cause. Participation and interaction were key concepts. The theory has been against the system of parliamentary democracy which has seemed to become detached from its grassroots origin to impede rather than facilitate movements in political and social life. It also takes exception for a "mass society" which is over-organized, where centralized and fails to offer realistic opportunities for individual and minority expression. MC Quail (1987) argues that "the underlying point of a democratic participant theory lies with the needs, interest and aspirations of the active receiver in a particular society. This has to do with the right to relevant information, the right to answer back, the right to use the means of communication for interaction for small scale settings of community, interest group and sub-culture." Essentially, the theory contends that communication should not be left in the hands of professionals alone to find practical expression in the structure and general operation of citizen journalism. Orchestrating the principles of the democratic participation media theory is the sphere model.

2.6.2 THE GATE KEEPING THEORY

This theory deals with the process and factors which influence the decisions of the media organizations to select or reject potential newsworthy items for publication. According to Folarin (2002), as cited in Raimi (2015) posits that the concept of Gate keeping is that no Media organization can transmit all the messages it receives in day's routine. Some individuals must decide which information to transmit, which to defer, which to modify and which to delete entirely.

Media organization as well as key media profession act as gates to the flood of information coming in from the larger society, this gate can either be opened or

shut (Kurt Lewis, 1947). Media gate keeping showed that decision making is based on principles of news values, organizational routines and common sense which is absent in citizen journalism. Gate keeping is vital in Communication planning.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This chapter contains the research methodology employed in this study, and researchers employ several approaches and methods to assemble accurate data, process carefully and present them in orderly manner, for easy interpretation. This chapter entails different aspects which include research design, the population, sampling size, sampling technique, method and instrument of data collection, reliability of study and method of data analysis.

3.1 RESEARCH DESIGN

The researcher uses survey design in this study, because it looks totally on the tissue of the issue and makes use of questionnaires as the major instrument to ascertain descriptive features of this phenomenon, then allows the views of salient amount of respondents which are needed to generalize.

The researcher employs survey design because it tends to perception, attitude and behaviour of the audience towards variable phenomenon. Additionally, it enables the researcher to assemble data from a part of the whole to represent the entirety of the population of study.

3.2 POPULATION OF THE STUDY

The population of this study comprises of undergraduates of Mass Communication, University of Benin. According to the departmental help desk, the population of the study for the 2022/20223 session is 890. Giving credence to Damico (2006), he posits that when a population is small and well-defined, the whole population can be studied. The reason why the entire population is studied is because the population is relatively small and controllable, therefore, the researcher chose to use the whole population as the sample size. There may be observed or physically controlled.

3.3 SAMPLE SIZE

The sample size for this work is 100 students which are randomly drawn from Mass Communication Students and represented 10% of the entire population, in a bid to ensure a good representation of the entire population of study. There are selected since they are knowledgeable in the profession of news writing and reporting, which they also practice online. The percentage taken (12%) is based on Nwanna (1981), Okoro (2001) as cited in Raimi (2015:48) formula for selecting sample size.

3.4 SAMPLE TECHNIQUE

Sampling technique is a systematic plan on how elements of a study are drawn in order to ascertain the major views of the targeted in a particular study. The sampling technique for this work is purposive sampling. The purposive sampling was use to select respondent that meet the purpose of the study. The respondents chosen are Undergraduates of Mass Communication of University of Benin. These groups of students were selected because they are knowledgeable and can be relied on, to contribute deeply to the study.

3.5 INSTRUMENT FOR DATA COLLECTION

The instrument for data collection in this research is the questionnaire. The questionnaire aided the researcher to elicit data from respondents, it consists of sets of questions presented to the respondents with which data were gathered, divided into two sections. The first section consists of 5 close ended questions centering on the demographic details of the respondents, while the second section contain 14 questions. On the research instrument, respondents were expected to pick any options that best the required response. The research instrument (questionnaire) was constructed using various forms of response structure such as dichotomous response questions, like scale, close ended and open-ended questions due to the peculiarity of the research study.

3.6 RELIABILITY OF INSTRUMENT

Reliability is defined by Mehran and Lehmann (1991) as the degree of consistency between measures of the same thing. To test the reliability of the instrument, the questionnaires were passed onto the researcher's supervisor for modification, approval and rating after construction. 100 respondents were selected from Mass Communication and another 100 from Theatre Art; copies of the questionnaire were administered to them.

3.7 METHOD OF DATA COLLECTION

Field survey procedure is used to collect data through a self-administered questionnaire. The researcher personally administered the questionnaire for the respondent which helped to avoid the loss of any copy of the questionnaire. Therefore, the total numbers of copies of the questionnaire administered were the same number retrieved. In effect, it enables the researcher to be on ground to provide clarity on any issues relating to the questionnaire.

3.8 METHOD OF DATA ANALYSIS

The data from the study were analyzed using descriptive statistics, simple percentages and frequency count and were presented on table which helped to reduce data sets and allowed for easy interpretation. Tables were used to give vivid representation of information in a simplified way.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter will focus on presentation and analysis of findings gathered in this course of carrying this research. The data gathered from the distributed questionnaires shall be carefully examined. The information assembled here are the results of the information gathered from the viewpoints of the respondents as represented in tabular form and simple percentages.

4.1 PRESENTATION AND ANALYSIS OF QUESTINAIRE

PART ONE

TABLE 1: SEX OF RESPONDENTS

SEX	FREQUENCY	PERCENTAGE (%)
MALES	36	34
FEMALES	64	64
TOTAL	100	100

Field Survey 2024

The table above shows that 36 of the respondents are Male, while 64 of the respondents are female genders. It clearly portrays that there is predominance of the female respondents over the male.

TABLE 2: AGE OF RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
16-20	36	36
21-27	54	72
28-33	7	7
34-40	3	3
40 and Above	-	-
TOTAL	100	100

Field Survey 2024

The above tabular form shows that 36 of the respondents fall in the age bracket of 16-20, while 54 respondent falls in the age bracket of 21-27, while 7 respondents are between the age bracket of 28-33 and 3 respondents fall in the age bracket of 34-40. This table illustration depicts the predominance of the middle age Students over the above average Students.

TABLE 3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE(%)
Undergraduate	100	100
Graduate	-	-
TOTAL	100	100

Field Survey 2024

The above data presentation in tabular form reveals that 100 percentages of the respondents are undergraduates, and there is no record of graduate respondents. This entails that the undergraduates dominate the research work.

TABLE 4: MARITAL STATUS

MARITAL STATUS	FREQUENCY	PERCENTAGE(%)
Single	82	82
Married	18	18
Total	100	100

Field Survey 2024

Table 4 portrays that 82 of the respondents are single, while 18 of the respondents are married. This shows a predominance of the singles over the married among the respondents.

TABLE 5: RELIGION

Religion	FREQUENCY	PERCENTAGE(%)
Christianity	82	82
Islamic	16	16
Others	2	2
Total	100	100

Field Survey 2024

This table shows that 82 of the respondents are Christians, 16 are Muslims and 2 respondents are of other religions outside Christianity and Islamic.

PART TWO

TABLE 6: ARE YOU CONVERSANT WITH CITIZEN JOURNALISM?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Yes	97	97
No	3	3
TOTAL	100	100

Field Survey 2024

Table 6 reveals that 97 of the respondents are conversant with Citizen Journalism, while 3 of the respondents do not know the concept of citizen journalism. This means that 97% of the respondents grasped the subject of discuss (Citizen journalism) and 3 don't know.

TABLE 7: WHICH ASPECT OF CITIZEN JOURNALISM ARE YOU CONVERSANT WITH?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Blogs	37	37
Social Media	50	50
Micro blogs	3	3
Websites	4	4
Video Blog	1	1
Podcast	3	3
And others	2	2
TOTAL	100	100

Field Survey 2024

This above table clearly shows that 37 respondents are conversant with Blogs, 50 respondents are conversant with social media, 3 respondents are conversant with Micro blogs, 4 respondents are conversant with websites, 1 respondent is conversant with video blog, 3 respondents are conversant with podcast, while those who use others not highlighted above are 2. This clearly portray that there is predominance of 50 respondents who are conversant with the social media.

TABLE 8: HOW OFTEN DO YOU ACCESS CITIZEN JOURNALISM CONTENTS?

RESPONSE	FREQUENCY	PERCENTAGE(%)
Very High	22	22
High	18	18
Often	49	49
Not Often	10	10
Not Often	1	1
TOTAL	100	100

Field Survey 2024

The above table 8 reveals that 22 respondents' level of accessing citizen journalism contents are very high, 18 respondents are high, 49 are often, 10 are not often and 1 respondent is not often. In this data presentation, it let loosed that there is predominance of the 49 respondents who are often in accessing citizen journalism media content.

TABLE 9: WHAT DO YOU USE THE CITIZEN JOURNALISM MEDIA PLATFORMS FOR?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Networking	24	24
Entertainment	36	36
News	30	30
Education	5	5
Research	4	4
And others	1	1
TOTAL	100	100

Field Survey 2024

This above table 9 shows that 24 respondents use citizen journalism media platforms for networking, 36 use them for entertainment, 30 use them for news purposes, 5 use them for educational needs, 4 employ them for research purposes and 1 respondent use them for other needs. From the above presented data, there is evidence of the predominance of 36 respondents who use citizen journalism platforms to satisfy their entertainment purposes,

TABLE 10: WHAT IS YOUR VIEWPOINT ON THE CREDIBILITY OF CITIZEN JOURNALISM MEDIA CONTENTS?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Credible	22	22
Incredible	57	57
None of the above	21	21
TOTAL	100	100

Field Survey 2024

Table 10 reveals the data gathered from the respondents' view points on the credibility of citizen journalism media contents. It portrays that 22 respondents are of the view of that citizen journalism media contents are credible, 57 submitted that it is incredible and 21 respondents posited that it is none of the above. From the above presentation of data assembled from their view points, it implies the predominance of the 57 respondents who submitted that it is incredible.

TABLE 11: DO YOU AGREE THAT CITIZEN JOURNALISM NEWS CONTENT LACKS CREDIBILITY?

RESPONDENTS	FREQUENCY	PERCENTAGE (%)
Strongly agree	47	47
Agree	22	22
Disagree	11	11
Neutral	20	20
TOTAL	100	100

Field Survey 2024

This above table shows that 47 respondents strongly agree that citizen journalism news content lacks credibility, 22 respondents agree, 11 disagree and while 20 respondents are neutral that it lacks credibility. From the above data presentation, there is predominance of 47 respondents who strongly agree that citizen journalism news content lacks credibility.

TABLE 12: DO YOU AGREE THAT CONVENTIONAL MEDIA ARE MORE CREDIBLE THAN CITIZEN JOURNALISM MEDIA PLATFORM?

RESPONDENTS	FREQUENCY	PERCENTAGE (%)
Strongly agree	51	51
Agree	36	36
Disagree	10	10
Strongly disagree	2	2
Neutral	1	1
TOTAL	100	100

Field Survey 2024

Table 12 reveals that 51 respondents strongly agree that conventional media are more credible than citizen journalism media platform. 36 respondents agree, 10 respondents disagree, 2 strongly disagree and 1 respondent is neutral. From the above data presentation, there is predominance of 51 respondents who strongly agree.

TABLE 13: DO YOU BELIEVE THAT THE DYNAMICS OF CITIZENS JOURNALISM HAS AFFECTED THE CREDIBILITY OF JOURNALISM PROFESSION? IF YES OR NO, WHAT ARE YOUR REASONS?

In this open-ended question, large number of the respondents highly registered that the Dynamics of citizen journalism has really affected the credibility of Journalism profession, because majority of their news reports especially Phoenix and other news outlets are not well researched, organized, analyzed, in-depth, lacks Professionalism, not adhering to Journalistic ethics and laws. The respondents further elucidated that news from these media are short, streaming and lope sided.

Other few respondents disagreed that the citizen Journalism is affecting the credibility of the journalism, in their submissions, they argues that citizen journalism helps the Mass media audience to get quick news reports, unlike the conventional news media that take time, passing through the stages of news production before circulation or transmission. They further deposited that the citizen journalism houses series of different views points from layman on the street, and the concept of gate keeping function which might halt the believability in news reportage is not present in citizen journalism. However, some responses gotten from the respondents stipulate that the mainstream media can suspend information for fear attacks or media parallelism.

TABLE 14: WHAT ARE THE RELEVANTS OF CITIZEN JOURNALISM SITES THAT MAKES THEM PREFERABLY TO MAINSTREAM MEDIA?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Speed	46	46
Accuracy	20	20
Durability	14	14
Ubiquity	3	3
Cost of effectiveness	17	17
And Others	-	-
TOTAL	100	100

Survey Field 2024

The above table 14 reveals that 46 respondents prefer citizen journalism sites over the mainstream media because of the speed, 20 chooses accuracy, 14 chooses durability, 3 chooses ubiquity, 17 chooses cost of effectiveness. There is predominance of 46 respondents who chooses citizen journalism sites because of the speed.

TABLE 15: DO YOU AGREE THAT CITIZEN JOURNALISM IS AFFECTING MAINSTREAM MEDIA TO LOSE THEIR READERSHIP?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Yes	67	67
No	31	31
Unsure	2	2
TOTAL	100	100

Tables 15 indicate the responses of the respondents on whether citizen journalism is affecting mainstream media to lose their readership. 67 respondents choose yes, 31 chooses no and 2 respondents chooses unsure. From the presentation here in table 15, it is clearly portrayed that 67 respondents who said are more than others.

TABLE 16: DO YOU THINK UNPROFESSIONALISM IS AN ISSUE OF CITIZEN JOURNALISM?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Yes	70	70
NO	28	28
Not sure	2	2
TOTAL	100	100

This above table reveals the responses gathered in the field on whether unprofessionalism is an issue of citizen journalism. 70 respondents said yes, 28 respondents said no and 2 respondents are not sure. There is predominance of 70 respondents who said yes.

TABLE 17: HOW DOES UNPROFESSIONALISM IN CITIZEN JOURNALISM SERVE AS AN ISSUE TO THE CONVENTIONAL MEDIA?

To this open-ended question, majority of the respondents are of the view of that unprofessionalism is a major issue in Citizen Journalism, which according to them has raised series of dust on the conventional media in the society. In their submissions, the effect of Citizen Journalism content may overshadow the believability of the mainstream media. It reduces Journalism ethical standards and violates the laws as well. They further deposited that citizen journalism news contents are sensational, seditious, defamatory and leading to contradictions to conventional news.

However, other respondents argues that the subject of discuss (citizen journalism) has shifted the focus of the conventional media audience. It has also reduced the rate of advertisement submissions and the means of generating revenue by the mainstream media is reducing. Lack of professionalism in citizen journalism has led to the concept of "All Comers' Game" and jeopardizing reputation of journalism through constant over distribution of unresearched, not scrutinized and irrelevant news contents on the airspace.

4.1 DISCUSSION OF RESEARCHER'S FINDINGS

The discussion of this work is hanged on the answers to the research questions as generated from the items in the questionnaire.

RESEACH QUESTION 1: What role does citizen journalism play in Nigeria?

Tables 6, 7, 8 and 9 give answer to this research question. In table 6, the analysis shows that majority of the respondents are familiar with the concept of citizen journalism, which emerged as a result of media convergence aided by new information communication technologies. Table 6 indicates the majority of the respondents uses the various new media to access, gather news events and communicate to their audience as well. Table 8 reveals the level of the addiction of respondents to citizen journalism contents, which signify that the respondents are more exposed to their various new communication tools. And Table 9 shows that the respondents access citizen journalism platform to satisfy their different purposes, with the available 'press tools' to access and communicate to their viewers or listeners.

From the aforementioned registered points, it can inferred that the concept of citizen journalism is waxing stronger and continue performing series of functions since the Advent in technology, where new media birthed blogs, social networks, micro-blogging and other digital tools have enabled people to engage in the practice of citizen journalism to publish their personal newsworthy events.

RESEARCH QUESTION 2: To what extent has the Dynamics of citizen journalism affected the traditional media?

The question 2 was provided answers to in tables 9, 10, 11, 12 and 13. It is worthy noting that, the citizen journalism is not just affecting the traditional media houses in Nigeria, but is also shifting the attention of the traditional media audience from viewing constantly the traditional media contents, this is because the citizen journalism is faster and encounters no gate keeping function of the press. As ascertained in the study, there is a visible paradigm shift from the traditional Media platforms in the quest for news, educational contents, information and entertainment purposes. Nowadays, people depend much on citizen journalism platforms for news contents which in turn help to form their decisions and viewpoints.

RESEARCH QUESTION 3: What is the relevance of Citizen Journalism in promoting journalism profession in Nigeria?

This question 3 was answered in tables 8, 9 and 14. The concept of citizen journalism, despite its dark side, has ignited the spirit of searching new media in the quest for trending, hot stories, entertainment and other purposes of man. Many a time, it helps the audience to know what is trending on time before the traditional media could finish their research and process of news production. As seen in the responses assembled in table 8, 9 and 14, most people are more exposed citizen journalism platforms to get news contents, they do go online to source for news stories, without having to wait for news hours on television and radio, or to go Newspaper/Magazine stand to buy, and at times waiting before they could access the happenings in their society.

RESEARCH QUESTION 4: What are the issues of citizen journalism in Nigeria?

This research question was provided to in Tables 10, 11, 13, 16 and 17. There are many issues in citizen journalism as seen in the above-mentioned tables. Traditional media are suffering day in day out, as a result of the dust that citizen journalism keeps raising. It makes the audience of the traditional Media to be confused of which account is the factual and truthful.

Borrowing a leaf from the responses that were gotten in open ended question 17 in the questionnaire, majority of the respondents posited that unprofessionalism is a capital issue in Citizen Journalism, which according to them has raised series of dust on the conventional media in the society. In their submissions, the effect of Citizen Journalism content may overshadow the believability of the mainstream media. It reduces Journalism ethical standards and violates the laws as well. They further let loosed that citizen journalism news contents are sometimes sensational, seditious, defamatory and leading to contradictions to conventional news, because there is proper editing from the editorial board, and the gate keeping function is not properly executed. For instance, before a Journalist goes out to verify hard or breaking news, the story is already seen flying on the airspace like tweets or instagram posts.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF STUDY

This research work set out to monitor the Dynamics of citizen journalism and its implications on the traditional media. The Advent in technology, which has led to the concept of global village, as coined by Marshall McLuhan, has birthed several uncontrolled and unprofessional news outlets that are performing journalism profession. With this massive increase in citizen journalism platforms, the question begging for an answer is, what is the future of the traditional media? This study actually emerged as a result of the current rapid trend of user generated contents, showing constant increasing enthusiasm of the Mass media audience to citizen journalism instead of its intergration into the professional method of making news.

In the bid to achieve the abjectives of these findings, the reseacher employed a combination of literature review and survey design. The aspect of literature review was employed to digest, dissect and integrate related literature works on the concept and practice of citizen journalism, historical, positive and negative aspects, ethical considerations and the challenges that citizen journalism brings. The researcher equally borrowed a leave from the theoretical framework of Dennis Mc (1987) Democratic Participant Theory and Kurt Lewis (1947) Gate keeping theory of the press.

Furthermore, the study registered that citizen journalism is dominating the media airspace and contributing to the molding of political discourse. The Mass Media audience has shifted their attentions on those Media platforms that convey news, public affairs and entertainment. Hence, according to Raimi Fayinsola (2015) posits that the new Media have not only transformed the whole spectrum of

communication and information exchange, but they have not enforced metamorphosis of the world Media.

However, this study reveals that the continuous rise of the citizen journalism and new Media as well, will supplant the functions of the traditional journalists in Media houses. With the Advent of technology, the laws and ethics of journalism are changing and the citizen journalists can not mingle traditions and normative news values.

5.2 CONCLUSION

The Mass media is currently in an era of transformation and the modern Journalists are working round the clock to meet up with the newly invented technologies that enhance the free flow of news gathering and reporting. With the aggrandizement of technology, the new Media are beginning to supplant the older media. This is an age where passive-watcher culture is paving way for a participatory viewing culture and the society tends to start blending with the current development on the media space, there reducing the level of viewership and readership on the traditional Mass media. The invention of the new Media networks and applications have created many chances for generating revenue by the news platforms, at the same time, contributing to the rise in violation of professional ethical standards for the media practitioners and organizations.

Citizen journalism as described by several Communication Scholars, set apart from the traditional media journalism, but it may also be enveloping and both Professionals and Amateurs journalism in a larger network. The pivotal conceptual boundary highlighted is that user generated contents are unprofessional, citizen-based, informal and nontraditional forms. The traditional media and Professional draw their value and institutional power from the casting of their journalistic works in accordance with the normal of journalism. Professional here refers to the

combination of features like authority and command of available economic resources to the media organizations. This entails that the Professionals paid Journalists who are officially recognized for access to events as the press, adhering to Professional norms, traditional media develop an institutional face and reputation, which they clearly delineate opinions and news.

However, there are series of feelings over user considerations, it is necessary to work on the news materials through editing, so as to prevent the violation of the media law, pick materials that are newsworthy with huge appeal, maintain highly the journalistic Profession and ensure that there is an element of decency and balance as stipulated in the ethics of the profession.

5.3 RECOMMENDATIONS

The following are the recommendations of the researcher against the backdrop of the findings of the study.

1. The traditional media in Nigeria should put more investment on digital media of communication, because the era of traditional media getting off the stage and new media are supplanting the older media. By doing this investment will enable modern equipments to be available for the Journalists to use it in discharging their professional duties.
2. There ought to be constant professional trainings and conferences for Journalists in the traditional media houses, to meet up with the demands of the present-day Journalism practice.
3. There should be a body that regulates the operations of the online media practices, which enable the body to hold anyone who misuses the online media accountable. The body should also intervene on the feasibility of detecting the original source of material. This is essential because citizen Journalism platforms are so spongy that if not well controlled, could disastrous and capable of discombobulating the Nigeria society.
4. Those who are interested in practicing journalism profession but have no finance to go for a formal training, should be sponsored by the government, so as to avoid them going into the profession in a crook way.
5. There should be a law that bounds anyone from practicing journalism without undergoing a formal training in a government accredited institution that offers the journalism. Anyone who disobeys the law should be punished.

QUESTIONNAIRE

PART ONE

1. Sex of Respondent (a) Male (b) Female
2. Age of Respondent (a) 16-20 (b) 21-27 (c) 28-33 (d) 34-40 (e) 40 and above
3. Educational Qualification (a) Undergraduate (b) Graduate
4. Marital status (a) Single (b) Married
5. Religion (a) Christianity (b) Muslim (c) Others

PART 2

6. Are you conversant with the concept of citizen journalism? (a) Yes (b) No
7. Which aspect of citizen journalism are you conversant with? (a) Blogs (b) Social Media (c) Micro blogs (d) Websites (e) Video log (f) Podcast (g) Others
8. How often do you access citizen journalism contents? (a) Very high (b) High (c) Often (d) Not often (e) Undecided
9. What do you use the citizen journalism media platforms for? (a) Networking (b) News (c) Entertainment (d) Education (e) Information (f) Any other

10. What is your viewpoint on the credibility of citizen journalism media contents?
(a) Credible (b) Incredible (c) None

11. Do you agree that citizen journalism news content lacks credibility?

(a) Strongly agree (b) Agree (c) disagree (d) Neutral

12. Do you agree that conventional media are more credible than that of citizen journalism? (a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree (e) Neutral

13. Do you believe that the Dynamics of citizens Journalism has affected the credibility of Journalism Profession? If yes or No, what are your reasons?

14. What are the relevant of citizen journalism sites that makes them preferably to mainstream media? (a) Speed (b) Accuracy (c) Cost effectiveness (d) Ubiquity (e) Durability (f) Others

15. Do you agree that citizen journalism is affecting mainstream media to lose their readership? (a) Yes (b) No (d) Unsure

16. Do you think unprofessionalism is an issue of citizen journalism?

(a) Yes (b) No (c) Not sure

17. How does unprofessionalism in citizen journalism serve as an issue to the conventional media?

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