

**TRADITIONAL MEDIA VERSUS NEW MEDIA: THE FIGHT FOR  
DOMINANCE AMONG THE YOUTHS IN OUR SOCIETY TODAY.**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN  
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THE AWARD OF BACHELOR OF ARTS [B.A] DEGREE IN MASS  
COMMUNICATION.**

**SEPTEMBER, 2023.**

**DECLARATION**

This research is based on a study undertaken by me in the department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Miss Uduak Ekpenyong.

All ideas are products of my personal research and where the views of others have been used, they are duly acknowledged.

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## **CERTIFICATION**

This is to certify that this research work was carried out by **OFUAFO ROYAL ERIGHA** with Mat. No: ART1801781 in the Department of Mass Communication, Faculty of Arts, University of Benin, Edo state. Under the supervision of:

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**Miss Uduak Ekpenyong**  
*Project Supervisor*

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**Date**

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**Dr. Dan Ekhearefo**  
*Head of Department*

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**Date**

## **DEDICATION**

This research work is dedicated to my God who not only inspired me but saw me through till the end.

## **ACKNOWLEDGEMENTS**

My deepest gratitude goes foremost to God Almighty for the strength, wisdom and perseverance to begin and end this journey in excellence.

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## ABSTRACT

*The core objective of this study is to examine the extent to which traditional media and the new media have remained dominant in the lives of the youths in our society and to further investigate not just which of these media have dominated the sphere of the youths but also find out the reasons why this is so. The study was anchored on uses and gratification theory and media dependency theory. Like the name implies, the youths have woken up to the several opportunities presented to them through the media and as active participants of the media, they depend on it to explore these various opportunities with their focus on which of the media world be more effective and efficient in their drive towards these said opportunities. The survey research method was adopted. To this end, 100 copies of the questionnaire were administered to students in the University of Benin, Ekehuan campus. It was discovered in the study that the new media has really dominated the world of the youths. Some youths stated they used the new media for various reasons amongst which are entertainment, education, information, business and even politics. The study therefore recommends that media practitioners, especially those with the youths as their target audience should re-strategize in their goal of reaching the youths. Contents that would inspire the thinking faculty of the youths to produce the right results for both them and the society at large should be constantly made use of. Already, there is an integration of traditional media to the new media, this collaboration should not be viewed as a loss but for the benefit of the greater good, knowing that these youths are the future of the society. In a society where the youths who are viewed as a menace in the society are fully equipped with information and knowledge that revolutionary, it would inspire them to be better and the society as well. The new media should be taken advantage of. If the new media among the youths is paid more attention, we would realize that most atrocities committed in the society will reduce. The new media has come to stay; the world is changing, it's time for us to change to.*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Communication is one of the most important part of man's life. As water is important to a man, so is communication. Communication involves every part of our lives as human beings including business, finance, academics, marriage, culture, religion, etc. Asemah (2011) defines communication as the system of passing information, ideas, messages, feelings, etc between two or more people through previously agreed language, code, sign or symbol. This suggests that for communication to be said to have taken place, it must go through agreed mediums and channels and it must be well understood. According to Demare cited in Odetoynbo (1998), these four (4) key questions are recommended in every communication; to whom am I speaking to? What is the value of this communication? What is the point of conclusion? Can the substance of the whole message be immediately grasped by the reader through swimming the title or heads or subheads?

According to Jacob, Wilfred and Ferdinand (2015) Mass communication is the use of technological devices in passing out information to the people as a group such as radio, television, newspapers/ magazines, computer, etc Wilson (1993) defines mass communication as the process whereby professional communicators use technological

devices to share messages over some distance to influence a large audience. The mass media are generally the vehicles through which information are circulated to the members of the public and according to Asemah (2020), they can be generally be categorized into three (3); Indigenous Media, Traditional Media and New Media or Modern Media. The Indigenous media are the primitive mode of information dissemination e.g gong, whistle blowing, folklore, etc while the traditional media includes the radio, television, magazines , newspapers, billboard, etc and the new media includes the internet, social media, websites, blogs, emails, etc.

As a white man once said, “If you want to hide something from a black man, put it in books.” This phenomenon, however popular it may seem, proves to not be the case in our society today as the people have come to the awakening of rebuilding our society in all areas – government, education, economy, culture, etc. There is a deep hunger for knowledge not just among the peoples in our society but particularly among the youths who are literally the leaders of tomorrow. With this consciousness among the youths in our society, to not just effect change in our society but in our nation at large, they delve deep in search of knowledgeable information that can cause them to effect this change and this is done through the mass media.

As rightly stated by Asemah (2011), one of the importance of mass communication is that media of mass communication are agents of development. This

simply means that the mass media can be used to bring about positive behavioral change in the audience. The mass media is a fountain of information and a well of knowledge which I refer to as the past, present and future of our society. This simply means that through the mass media, we can learn the history of our society and through that history, channel the information and rightly intervene in decisions that might be ghastly to our present while also determining how such decisions might affect our future negatively or positively. The mass media serves as a bridge between the people and the government, which also serves a watchdog in our society.

In Nigeria, where persons from age 18-35 are considered youths, there is high pursuits of meaningful information on the endless possibilities that exists for their improvement and how to affect the necessary changes. The mass media has played a huge role in getting the youths today acquainted with leadership. With the Students' Union Government (SUG) as an example, the mass media is being used to champion their cause and with these kinds of campaigns, the media is being used extensively. It has been observed that for every election being held, the candidate makes use of the mass media in general, either by posting their intent on their Facebook, Twitter, WhatsApp and Instagram or by printing banners or flyers to paste on the Students Union buses just to influence others to vote for them. These are one of the ways youths, especially within the educational vicinity use the mass media.

Also, with the rise of start-up businesses especially among the youths, the use of the mass media plays a huge role in attracting customers. Having worked in a media organization, I found that lots of new businesses often showcased their products or services on media platforms attract more customers.

The mass media has played a huge role in reshaping our lives and restructuring our thinking faculty and thus to this end, this study shall therefore determine the tendency of the Youths in their preferential use of the broadcast media or the new media in their quest for a change in the society.

## **1.2 Statement of the Problem**

The mass media is a means to an end, I.e, people use the media as means to get something, be it information, entertainment or education. As youths become more engaging and more aware of their environment, they tend to seek out the most effective medium in their various pursuits and with the rise of technology in our society today, these various mediums are at their fingertips.

According to Asemah (2020), the media is used as a diversion from anxiety or stress, social integrative tool, psychological tool or cognitive tool or even tools to satisfy emotional needs. The traditional media and the new media are the most widely used categories of media, knowing this, this research aims to investigate the dominant

form of media used by youths in our society today with emphasis the Students of University of Benin, Ekehuan Campus.

### **1.3 Objectives of the Study**

The specific objectives of this study are to:

1. To investigate the impact of the traditional media and new media among youths (Students of University of Benin, Ekehuan Campus).
2. To rightly Identify the level of usage of the traditional media and new media among youths.
3. To detect their preferential use of either the traditional media or new media in their various life pursuits.

### **1.4 Research Questions**

The research questions were generated from the above objectives of study which are;

1. What is the impact of the traditional media and new media among youths in our society today?
2. What is the level of usage of the traditional media and new media among the youths?
3. Why do youths prefer a the traditional media over the new media and vice versa?

## **1.5 Significance of the Study**

This study has become an area of interest because of the perceived indifference between the traditional media and the new media especially among the youths in our society and this has made it of great importance to embark on this research.

This study would help to reveal the importance and preferential status of the traditional media and new media and furthermore, aim to investigate how the youths can use preferred form of media to its fullest in the growth of our society today.

At the end of this study, it is expected that collected data would serve as an embodiment of knowledge for researchers, lecturers and students among others who would wish to carry out research on a similar study.

## **1.6 Scope of the Study**

The scope of this study is concerned with the perceived preference on traditional media and new media among the youths in our society with particularity on students in University of Benin, Ekehuan Campus with regards to their everyday life and basic pursuits or desires in life.

## **1.7 Limitations of the Study**

There is evidently some level of constraints and restraints in general while embarking on a research. Some of the major visible challenges faced in this study

include the unwillingness of students to properly fill the questionnaires as it was deemed a nuisance and the financial limitations to get certain materials.

## **1.8 Operational Definition of Terms**

### **Traditional Media:**

This is divided into print media and traditional media.

### **Print Media:**

These are traditional mass media published on paper, they include newspaper, magazines, billboards, pamphlets, fliers, mass mailings, etc.

### **Broadcast Media:**

This involves electronically and simultaneously sending information containing signals, print messages and audio or video content to a vast group of recipients using television, radio, etc.

### **New Media:**

This refers to the media that generated with the rise of technology. For examples, internet, social media, emails, websites, blogs, etc.

### **Dominance:**

This means the fact or state of being controlling or prevalent in a given hierarchy.

### **Youths:**

This is the time between childhood and adulthood (maturity). It can also refer to one's peak in terms of health or the period of life known as being a young adult.

## **CHAPTER TWO**

## **REVIEW OF RELATED LITERATURE**

### **Introduction**

This section examines history, relevant literatures and previous studies related to this current study. The review of relevant literatures is done under the following subheadings:

- History of Traditional Media
- History of New Media
- Advantages and Disadvantages of the traditional media and new media
- The youths and the media
- Factors that influence the preferred choice of media
- Empirical Review
- Theoretical Framework

### **2.1 Brief History of the Traditional Media**

#### **2.1.1. Newspaper**

In Nigeria, newspaper publishing arrived in 1859 when Reverend Henry Townsend of the Church Missionary Society (CMS) founded the first newspaper. It was called Iwe Irohin Fun Awon Ara Egba Ati Yoruba which when translated into the English Language means “A newspaper of information for the Egba Speaking people of

Yoruba.” It was divided vertically into two equal parts, with one column giving a Yoruba text and the other, an English version of the same text. The newspaper carried a combination of religious, social, political and cultural stories. Though the newspaper folded up after a short while in 1867, Reverend Henry Townsend was seen as the father of the Nigerian Press, Ndolo (2005).

The next newspaper to be established after Iwe Irohin was the Anglo African Newspaper. It was the second newspaper that was established in Nigeria by a foreigner, a West Indian immigrant called Robert Campbell. The newspaper was established in Lagos in 1863 to promote the interest and welfare of “Lagosians.” Anglo African Newspaper was published in English and it was a weekly newspaper that carried both local and international news. The first page of newspaper was devoted to advertisements, notices and announcements but sadly, it was folded in 1865. Some other newspapers that existed within the same period were; The Eagle and Lagos critic (1883-1888), The Nigerian Pioneer (1914-1937), The Lagos weekly (1891-1930) and The Africa Messenger (1921-1924) but sadly, they were all short-lived.

The birth of the modern newspaper began in 1937 when the West African Pilot was established by Nnamdi Azikiwe. The West African Pilot carried news on the plights of farmers, the unemployed and market women. It sought to redress the problems caused by the ‘white man’, criticized his policies and demanded self-rule. His

newspaper chain was called The Associated Newspaper of Nigeria. Nnamdi Azikiwe was determined to fill the partial journalistic vacuum in Nigeria. The newspaper was used to mobilize people against the colonial rule in Nigeria and awakening political consciousness through the print media. The agitations against the colonial rule and a rise in political awareness and politicking gave rise to the establishment of various nationalist commercial newspaper, thus, Nnamdi Azikiwe became the father of Modern Nigerian Journalism.

In 1949, The Nigerian Tribune was established in Ibadan by Obafemi Awolowo. In 1951 when he became the leader of Action Group, he used the newspaper for extensive campaigns. The Nigerian Tribune was also used to struggle for independence by Awolowo. In 1977, Olusegun Obasanjo who was the then Military Head of State took over the New Nigerian Newspaper because he felt it was fermenting troubles. He took over all the prominent radio and television houses hence the birth of NTA and Radio Nigeria today, Asemah (2011).

The first private newspaper in Nigeria was established in Lagos in 1980 by Chief Ibru and it was called the Guardian. Today, we have numerous newspapers in Nigeria owned by both individuals and government and some of them include; This Day, the Sun, The Daily Champion, The Punch, National Interest, etc, Ndolo (2005).

### **2.1.2 Magazine**

Right from its inception in the colonial area, magazines have thrived amidst momentous competitions in the media sphere to survive till present. Ukonu (2008) gives a somewhat concrete history of magazines in Nigeria. He discusses the history of magazines in Nigeria in three (3) epochs; the colonial era, Post-independence Nigeria era and Magazine the 1980s.

Citing Ogbodoh Titus, Ukonu (2008) opines that the first known magazine to be published in Nigeria during the colonial era is the Nigeria Gazette in 1900. It had as its content, important government notices and laws. The second magazine in the colonial era was the Nigeria Handbook, which was first published in Lagos in 1917. It was a general interest magazine that dwelt mainly on national features, climate of Nigeria, geology, water supply, minerals, the people and the history of Nigeria. The third magazine was the Nigeria Magazine which was first published in 1927 as bulletin of educational matters, which was later meant solely for teachers. Other magazines in the colonial era were; The Nigerian School Master (1934) and the Overseas Educational Magazine (1927), Nigeria Digest, Nigeria year book, the torch, etc.

From independence in 1960, 1<sup>st</sup> October, the magazine industry in Nigeria witnessed a proliferation. In February 1960, the African Mirror was established. In April of the same year, the African Magazine followed. In 1962, the Daily Times group of newspapers published a magazine called the Spear. It also published a gender

specific magazine called the Women's world but it went out six months after publication. In the 1970s, the Read Magazine started publishing after the civil war. During the oil boom in Nigeria which came after the civil war, the proliferation of different categories of magazines which served specialized audience came into play. Other magazines in the Post-independence era were Modern Woman (1970), Happy Home and Family Health Magazine (1971), The African Impact (1971), Times International (1974).

In addition to the increase that struck the magazine industry intermittently after the oil boom, in the 1980s, there was another sporadic proliferation of magazines. The Punch groups opened the flood gate by floating two magazines; The Super and The Opheha. In 1984, the Concord, a weekly magazine was introduced by Late Chief MKO Abiola with his wife, Doyin Abiola as the Managing Director and Editor-in-Chief. In 1985, the African Concord, a weekly magazine too was launched by the Concord group to cover other African countries, Europe and North America. Other magazines in this era include; Newswatch (1985), Prime People (1986), The Hotline (1985), etc.

### **2.1.3 Radio**

Radio broadcasting was introduced in Nigeria in 1932 by then British Colonial authorities as an experiment of the empire service of the BBC. One of its main tasks was to relay the overseas service of the BBC through wired systems with loudspeakers.

This service was called Radio Diffusion System (RDS). The Radio Diffusion System became the Nigerian Broadcasting Service (NBS) in April 1951. In 1954, broadcasting became a concurrent legislative matter in Nigeria. The NBS act was enacted in 1956. By 1957, the RDS also underwent a name change and became the Nigerian Broadcasting Corporation (NBC) to provide a nationally representative domestic service and external service. Seizing the opportunity of colonial-constitutional review which gave federal and regional governments concurrent powers in the ownership of broadcasting stations, the government of the western region established television and radio stations in 1959. In 1961, the NBC act was amended to give the federal minister of information power to give specific directives to NBC in matters of policy and appointments to the board. By 1962, NBC, External Service (Voice of Nigeria) was inaugurated and the first Nigerian Director-general was appointed. In 1977, AM/FM stereo was inaugurated as second sound channel. In 1978, the Nigerian Broadcasting Corporation was reorganized to become the Federal Radio Corporation of Nigeria (FRCN). The federal government under the regime of General Ibrahim Badamusi Babangida promulgated NBC Decree 38 in 1992 to allow private ownership of both radio and television Stations in Nigeria. Hence, some private radio stations include; Cool FM, Rhythm FM, Ray Power FM, Brilla FM, etc.

#### **2.1.4 Television**

October 31<sup>st</sup> 1959, marked the threshold of television broadcasting in Nigeria. It was in that year that the Western Nigerian Television (WNTV) was established in Ibadan under the leadership of the Late Chief Obafemi Awolowo. It was the first television station in Africa. The idea of establishing a television station was borne out of political dissatisfaction among others. In 1956, Obafemi Awolowo, the leader of the Action Group (AG) declared that the McPherson constitution of 1956 was no longer working. He and his colleagues in 1956 in the National Assembly session staged a walkout in protest. The Governor-General made a public statement through the radio, condemning their actions. On hearing the statement made by the government, Awolowo requested the Director General of the then NBC to give him airtime to reply the statement made by by the Governor-General but was not permitted to use the NBC. Enraged that his request was not granted, he thought the only way out would be to establish his own TV station.

The then constitution made provisions for both the federal and state government to establish their own radio and television stations. All these prompted Awolowo to establish the WNTV in 1959. With the success of WNTV, the other two political parties at that time felt the need to establish their own stations to serve their own people hence the NPC of Northern Nigeria established and the NCNC of Eastern Nigeria established the Eastern Nigerian Television in 1960.

The federal government also set up a television station in 1962. After the military had overthrown the civilian constitutional government in 1966, it created 12 states to replace the regions as second tier of government. New states established their own broadcasting stations. The Western region government took full control of the WNIS/WNTV by buying over all the shares held by the Overseas Re-diffusion Ltd. The Federal Broadcasting Corporation, NBC also began to expand in 1967, building a station in each state but this was reversed by a policy change in the 1970s. The then government ordered the transfer of most NBC stations to the states with the exception of those in Lagos, Ibadan and Enugu and added the Kaduna station of the Broadcasting Corporation of Northern Nigeria. It also transformed the NBC into the Federal Radio Corporation of Nigeria (FRCN). In 1976, television stations started beaming color programs. In 1978, the Federal Government under General Olusegun Obasanjo took over the television stations in Nigeria and changed their name to Nigeria Television Authority (NTA) and these stations were made to beam network programs.

In another reversal of policy, government promulgated a decree in 1992 which established a regulatory body, the National Broadcasting Commission (NBC) and opened the door to private participation in the ownership and operation of broadcasting stations. The Federal Government under the then commander in Chief, General Ibrahim Babangida deregulated the broadcast industry by granting license to private

individuals and organizations to set up radio and television broadcasting stations. The National Broadcasting Commission (NBC) was founded to monitor and regulate broadcasting on a national basis. The government initiated a review of the 1990 mass communication policy in 2004 and started to design new policies for community radio development and frequency spectrum management in 2006.

Nigeria has 36 states with each having her own television station. The Federal government also established a branch of NTA in each state. Today, the Nigerian Broadcast industry reaches daily over 9 million television sets; reaches over 100 million listeners, broadcasts in 15 languages all across Nigeria. In the recent democratization processes of 1990s, privately owned FM stations where they have been allowed have been cited as an important factor in giving the position a platform during elections and in ensuring that elections are conducted fairly.

Although the development of international communication was driven by the necessity of commerce to communicate over distances with other countries, the ever expanding and more efficient means of communication afforded a mass media that could serve political, social and cultural interests as well. It is not feasible for any country to maintain economic and political dominance over large populations through military force alone. Thus, a hegemonic mass media functions as this term suggests, a mass mediator for the negotiation of power in a global social system.

## **2.2. Brief History of New Media**

### **2.2.1 Social Media**

Social media is defined as the application that allows users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content (Selwyn: 2012, p.9). It is the stage for multi-directional human conversation. It is a platform for the dissemination of content, information and resources with one or more people. The computer-mediated technology that facilitates social interaction and permits the creation and distribution of information, ideas, career interests and other forms of expression via communities and networks.

This is not much different from the meaning given by Dewin (2010, p.33): Social media is the wide range of internet-based and mobile services that allow users participate in online exchange, contribute user-created content, or join online communities .Furthermore, Baruah (2012, p.19) posits that social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Similarly, Boyd and Ellison (2007) cited in Collin, Rahilly, Richardson and Third (2011, p.11) define social media as web-based services that allow individuals to construct a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection, and view and traverse their list of

connections and those made by others within the system. They add that the nature and nomenclature of these connections may vary from site to site.

The above definitions identify shared elements. They both agree that social media is web-based, online and mobile. There is also a shared opinion that social media platforms are interactive and participatory hence, it involves an audience or in these case user.

Social media started as a concept many years but has evolved into a sophisticated technology. The concept of social media can be dated back to the use of the analog telephone for social interactions.

The first unique step into social media communication was in 1971 when Ray Tomlinson successfully exchanged a message between two computers set close to each other. Social media communication evolved from there with the invention of the Computerized Bulletin Board System (CBBS) an online dialogue framework in 1978 by Randy Suess and Ward Christensen, a former IBM employee. Initially, they envisioned a place where they could immediately contact their co-employees for announcements, i.e. meetings, reports, and other affairs, rather than making multiple phone calls, distributing memos, and the likes of letters or other traditional means of communications.

They were looking into creating a computerized bulletin board, which is why they named the program CBBS (Computerized Bulletin Board System). Soon enough, more and more employees contributed their ideas and comments in the said online community. That event was a momentous episode in the history of computer and internet. It was the birth of online social networking. The CBBS platform was made known to other companies and has been used for specific purposes. The Bulletin Board System expanded largely and began breaking into the mainstream much sooner than it was foreseen to.

It was during the rise of the Internet Service Providers in the early 1990s when social networking sites began to flourish. Along with the availability of internet service to people, many individuals tried to have themselves acquainted with this new Technology. With the fast response of people to the budding internet community, the bulletin boards which were usually used by companies have started to expand their roles by offering their service to more people around the globe. More people joined the online community with the innate goal of creating an identity in this space and at the same time exploring the vast place that is the internet.

Because of this, many internet-savvy companies gave what people wanted that is, getting to know more people and sharing common interests and points of view; this

is possible through websites where they can socialize. These websites are now referred to as social networking sites.

Geocities, a social networking site created by John Rezner and David Bohnett in 1994 began web hosting service, allowing users to create and manage their websites. Later in 1995, TheGlobe.com and Classmates were created to serve the private purpose of communication with friends. Live Journal and Blogger joined the evolution in 1999 as a micro blog that ensures the possibility of communication with friends and interchange of information.

Social media attained a great measure of success with the launch of the then very popular friendster.com, created by Jonathan Abrams as a means of communication with people around the world. He concocted a perfect mix of popular features from earlier social networking predecessors.

Friendster became an instant success and gathered about three million members who signed up in its early months of launch. As years passed, Friendster reached an overwhelming hundred million users from all over the globe. With much demand from its users, Friendster unfortunately got out of hand and suffered from too many glitches in the server. Today, Friendster has been announced as a newly owned identity of a Malaysian Company, and outshone by present social networking sites but still remains to be patronized most especially in Asia.

The conception of myspace.com in 2002 opened the internet users to vast opportunities of self-expression which include wide control over a user's profile content. Practically different people from all walks of life have dedicated pages in Myspace. In Myspace, users experienced the best of creating unique identities to show to the online world. Myspace remained as the uncontested favorite among all the social networking sites until 2005 when it met its future competitor in the market. Soon enough, Myspace created additional features like mobile applications in order to keep up with the latest trends in the online community; and at the same time be at par with the growing popularity of contemporary social networking sites. Other social Medias established in 2002 as well includes WordPress and LinkedIn.

The next thing in line was Facebook in 2004 developed by a sophomore, Mark Zuckerberg. It started as a local social network made for the students of Harvard. Facebook which has grown to be the giant of all social media in the world today was actually made by hacking Harvard's database containing identification images of students. The initial idea was to compare the faces of students with images of animals, for entertainment purposes. However, due to the potentially damaging contents of the site, the creators decided to put it down before it caught the attention of school authorities. The application was shut down, but the idea of creating an online community of students came to existence. The platform was then improved and sooner

than they expected, Facebook was released in campuses other than Harvard. Thereafter, high schools were already starting to get attracted to the idea of having online communities, thus opening the website to the younger population. In 2006, facebook.com ultimately offered the opportunity to the rest of the world. As 2007 approached, the registrants reached an overwhelming number of roughly a million dozen. Facebook has grown to become the biggest and most popular social networking site today with a population of 2.4 billion active monthly users worldwide. (Facebook statistics, 2018).

In 2005, Chad Hurley, Steve Chen, and Jawed Karim created Youtube. In 2006, we saw Twitter followed by a big Google corporation presented Google+, a new product which offered a chance exchange not only information but also to run your own video chats. The year 2012 was a start for Pintrest which was the first social scrapbooking. It allows users to create and share albums with pictures.

Social media was first introduced in Nigeria through the Nigerian technologies in 1995 by the regional informatics network for Africa (RINAF) project, sponsored by the UNESCO. The same year the Nigeria internet group was formed as a non-governmental organization which aimed to promote internet facilities throughout the country. In cooperation with other companies, the NIG held a workshop to increase the level of awareness on the benefits of the internet for Nigeria. It was not until 1996 that

social media penetrated Nigeria after the Nigerian Communication Commission (NCC), the nation's telecoms regulator agreed to give license to 38 internet services.

On January 1st, 1997 Linkserve Limited immediately began commercial operations in the country, thus becoming the very first internet service provider (ISP) in Nigeria. The first sources of news received through the social media service were specialist blogs and online publications. They offered various thematic information to its readers. Yet today, twenty-four years after, the country is still struggling with the infrastructure of social media. There are no popular social media site made by a Nigerian yet a large percentage of Nigerians prefer to use other popular social media site like 2go, Eskimi, Facebook, Twitter, WhatsApp, Instagram, etc. National recognition came for social media when former Nigeria president Jonathan Goodluck launched his Facebook fan page to reach out to the youth and Nigerians with a view to getting feedback on electoral reform and other national issues.

### **2.2.2. Blogs**

Blogging has become an online integral term in Nigeria today. The emergence of blogs was a result of a free blogging platform, Blogger.com which was launched in 1999 by Evan Williams and Mog Hourihan of Pyra Labs which was initially for personal photos, family pictures, etc. In 2002, fashion blogs began to emerge in Nigeria which in turn, attracted many other Nigerians. In 2003, Google purchased

Blogger.com and acquired AdSense from Oingo Inc. and Google began to match ads to blog contents. AdSense made it possible for bloggers without huge platforms to start making money. As a result of this, many Nigerians began to set up their blogs mostly on entertainment, fashion, style, etc. In 2003 when Wordpress was released, blogs became bigger, fun and more competitive. Between 2006 and 2008, there were over a hundred of Nigeria's blogs on the web. Some of today's top ranking blog sites in Nigeria include, Linda Ikeji's blog, Bellanaija blog, Naijatechguide, Naijaloaded, etc.

### **2.3 Advantages of Traditional Media**

Traditional media offers credible information to the public. The information from the traditional media is concrete and credible as information that reaches the public is well researched and investigated before it is presented to the public. Information from traditional media often fuels the messages in the new media. Oftentimes, when a piece of information reached the public through other media, it is cross checked through the traditional media. Traditional media has gatekeepers to ensure the quality and authenticity of information. Journalists in traditional media are well trained to provide the necessary checks and balances.

There is immediate delivery of message with the traditional media. This simply means that the messages or information are delivered directly to the public without hindrance.

The messages generated through the media creates a lasting impact. In the cases of newspapers, magazines, billboards, etc, messages can be revisited at any time and place hence leaving a lasting impression on the public.

Traditional media can be used to reach many people simultaneously. The traditional media is unique in the sense that it covers all classes of people; old, young, rich or poor, etc and the message is delivered to them at the same time.

Urgent information can be broadly dispersed through the traditional media. In a state of emergency or public disaster in a particular country, the traditional media is more effective in reaching the public. This information is mostly controlled and distributed by the government on how best the public can remain safe. The traditional media played a major role in the fight against the recent Covid-19. The media constantly provided information on how to protect ourselves against the Pandemic.

### **2.3.1 Disadvantages of Traditional Media**

There is high channel/station switching. Because of the availability of numerous stations and channels or even the different print media, important information may be

skipped or lost. While looking for the preferred kind of information through the broadcast or print media, the public may miss out on the salient points of an information which may likely affect them.

There is limited audience selectivity. In cases where products or services are being advertised, the selected audience may not be effectively reached with the traditional media. This is because, the traditional media does not take account of a selected few but the general public at large. Hence, if an information concerning the youth is to be dispersed, it will most likely get to other classes of persons even when it was targeted mainly at the youths.

High Cost of Production. It is no stale news that people often use the media to promote their source of livelihood. It could be a business, product, idea, policy beliefs. The cost of these information to the public is very high. This high cost often discourage especially upcoming citizen to further expand their “horizon”.

Ownership Control: This is one of the major challenges of the traditional media. The popular saying, “He who pays the piper, dictates the tune” is evident as the flow of information is influenced by the owner. I’m media organizations owned by the government, any information or message that does not correspond with the stated government objectives will not be dispersed.

There is no instant feedback. Because of the nature of the traditional media, instantaneous feedback is often impossible.

## **2.4 Advantages of New Media**

New Media is data driven. New media has created an avenue for new media producers to track their progress and reach. Through the new media, you can ascertain what piece of information got to the public and the number of persons that got the message. In using Social media or blogs for example, producers can accurately track how many persons viewed their blogs or websites.

New media is Cost efficient. As compared to the traditional media, it costs little to disperse information to the selected public. Most especially, in promoting a product, service or idea, it is more efficient to use the new media than to buy airtime or space at an outrageous cost.

Feedback is instantaneous. With the new media, the public can freely give their opinion or comment on a piece of information. As compared to the traditional media where feedback is delayed, the new media does not just provide room for instant feedback of one person but of everyone who has come across the said information or message.

The new media presents unlimited access of information to the public. Through the new media, you can access any piece of information at your fingertips no matter how long it has been. With the merging of new media and traditional media, news stories that has been long forgotten can be brought up again.

Information Production is no longer for the elites. In the traditional media, well trained journalists are used in information dissemination but in new media, the producer might not necessarily be trained in Journalism or In Speech writing and communication as long as he can effectively get the message across to the public.

There is freedom of information dissemination with the new media. I'm traditional media, information is influenced by the owners but in new media, there is freedom to disseminate any kind of information.

#### **2.4.1. Disadvantages of the New Media**

Misinformation/Dis-information: This a major problem with the new media. The absence of skilled and trained journalist gatekeepers has made the credibility of the new media low because information or facts are not properly verified before dispersed to the public. As a result of this, most times, it discredits the source of the story.

The freedom of Information in social media has put inappropriate information at the fingertips of children. New media, being a world of its own is accessible to all at

any time. This has brought some inappropriate information to children on a platter of gold. Some contents meant for only the adult is accessible to the children as well.

The several opportunities brought by the new media has made the public indecisive on which information to consume or not. Nowadays, you cannot successfully browse through your social media platform without coming across informations and advertisements flooding your device.

## **2.5. The Youths and the Media**

The world is changing. The world has become a global village with information at “arm’s reach” and the youths are not left behind. Gone are the days where youths take a back seat in the society and watch with their arms crossed. The youths have stood up to their responsibility in both their personal development and the development of their society. Hence, they have equipped their selves with necessary information gotten from the media. Asemah (2020, p.44) rightly identifies Education as one of the roles of the Mass media. According to him, Education has been describing as the process of acquiring knowledge, skills, values and positive attitudes so as to make the individual to be a better member of the society. In a bid to drive home this point, the media has actively engaged the youths with different kinds of opportunities. From various skill acquisition programs to diverse business opportunities relevant in the world today, the media has provided an endless cycle of Educational insights. According to Okunna

(1999), the media are involved in the transmission of intellectual development, acquisition of skills and capabilities and the formation of Character which can be done formally or informally (incidentally).

With the turn of events in the society today, youths are constantly and actively on Media platforms, looking for bigger and better opportunities hence, youths depend on the media for these opportunities. Bringing it home, some youths use the media for political campaigns, advertising of their products or ideas, seek for job opportunities, acquisition of skills, information, entertainment, etc. The media has in turn provided numerous platforms for the youths in their various life's pursuits.

## **2.7. Factors that Influence the Youths Preferred Choice of Media**

- **Cost:** This affects to a large extent what type of media youths might prefer. In whatever life's pursuit, the cost determines the type of media used. If the cost is high, then there is a high chance that another option may be looked into.
- **Reach:** This is another factor that influences the youths preferred choice of media., The question often asked here is , “if I use this media, how many of my target audience will it get to?” A person advertising his/her product for example should look for a specific time and medium where his target audience would be actively present.

- **Personal Benefits:** As earlier stated, youths often use the media for their individual development and the development of the society at large. Because of this, the youths would prefer a medium that is of much benefit to them than the rest forms of media.

## 2.8 Empirical Review

According to Dizard, Jr. (1997, 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.

Popoola (2003, p. 5) observes that in 2001, following the government deregulation of the telecommunications sub-sector paved the way for the entrance of operators of mobile phones, otherwise called Global System of Mobile Communication (GSM) in Nigeria. The GSM today in Nigeria provides the easiest, most convenient, cheapest and prompt dissemination of information basis, either through bulk Short Message Service (SMS) , text messages, internet browsing and phone calls.

Research has shown that the new media plays a prominent role in the lives of the youths in our society today. According to Kara Chan (2007), majority of youths spend at least 3 hours per day on the internet. According to her, as the world’s population increases, there is proliferation of technologies and media formats of new systems of communication that network the population globally.

Another set of researchers have investigated the change in media use and have summarised it to be, Media displacement theory. These researchers; Lee and Leung (2008), Nimrod (2019) and Newell et al (2008) suggests that the use of traditional media will decline overtime and be replaced by the new media. On the other hand, Kim et al (2020) envisions either a total displacement of the traditional media or a partial replacement in the functionality of the media.

## **2.8. Theoretical Framework**

This work will be anchored on two relevant communication theories as they expose the core variable that forms the study's thematic focus. They are:

Uses and Gratification Theory.

Media Dependency Theory

### **2.8.1 Uses and Gratification Theory**

This theory is based on the reason people are having for getting exposed to the mass media. The philosophers of this theory believe that people are exposed to the mass media due to the benefits they derive from their message. Therefore, that media message does not have any effect on somebody who does not see any benefits from it. Hence, their effects depend on the needs people attaches to their message. This is also a utility theory. (Jacob and Wilfred p.78, 2015).

Uses and Gratification theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. This theory is audience-centered to understanding mass communication. Uses and Gratification Theory focuses on what people do with the media. It postulates that media is a highly available product and the audiences are the consumers of the same products. It answers the question, “What do people do with the media.”

The Uses and Gratification theory was coined in the early 1940s by Katz and Blumler (1974). This communication theory is positivistic in its approach based in the socio-psychological communication tradition and focuses on communication at a mass media scale.

The driving questions of User and Gratification Theory is why do people use media and what do they use them for? Uses and Gratification discuss how users deliberately choose media that will satisfy their given need and allow on to enhance knowledge, social interaction, personal integration needs, etc.

McQuail (1983) identifies the following common reasons for media use:

- Information
- Personal Identity
- Integration and Social Interaction
- Entertainment

Wimmer and Dominick (1994) proposed that Uses and Gratification began in 1940 when researchers become interested in why audience engages in various form of the media.

Schramms' (1994) sees Uses and Gratification theory as immediate reward and delayed record model of media gratification (Dozier & Rice, 1984).

### **2.8.1.1 Assumptions of the Theory**

Unlike other theories concerning media consumption, Uses and Gratification theory gives the consumer power to discern what media they consume with the assumption that the consumer has a clear intent and use. Meaning that consumers know that platform of online shopping soothes them based on their experience or knowledge they chose to be exposed to. Hence they are not manipulated by the information on the new media they take what they want and leave out the one not needed.

### **2.8.1.2 Uses and Gratification Theory Unique Assumptions are:-**

- The audience is active and its media use is goal oriented.
- The initiative in linking need gratification to a specific medium choice rests with the audience member.
- The media compete with other resources for need satisfaction.

- People have enough self-awareness of their media, use, interact and motive to be able to provide researches with accurate picture of that use.
- Value judgment of media content can only be assessed by the audience.

### **2.8.2 Media Dependency Theory**

The philosophers of this theory are of the opinion that audience depend on media information to meet their needs and goals and that social institutions and media systems interact with audience to create needs, interests and the motives in the persons, Asemah (2020, p.178). This theory states that the more dependent an individual is on the media for having his or her needs fulfilled, the more important the media will be to that person. This simply suggests that if a person finds a medium that provides him with several functions that are central to his desires, he will be more inclined to continue to use that particular medium in the future.

According to Ball-Rokeach and DeFleur (1976), three media needs determine how important media is to a person at any given moment:

- The need to understand one's social world (surveillance)
- The need to act meaningfully and effectively in that world (social utility)
- The need to escape from that world when tensions are high (fantasy-escape)

Dependency Theory was originally proposed by Sandra Ball-Rokeach and Melvin DeFleur (1976)

In relation to this research, youths in our society today make use of the media they feel will be more efficient and effective in satisfying their needs and fulfilling their goals. Business owners in both small and large scale, youths contesting for any political position at any level or even youths interested in different kinds of information both in their society or the world at large depend on the media to practically improve their intended goals or needs.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

Research methodology treats the process utilized in carrying out a research exercise. This chapter describes the method applied for the collection of data. It looks into the appropriate research methods that classify findings credible as regards the area of study, such as research design, population of study, sample size, sampling techniques, instruments for data collection, validity & reliability of instruments, method of data collection and analysis.

#### **3.2 Research Design**

Okoja (2003, p.2) defines research design as the structure and strategy for obtaining a reliable and valid result of the problem. The researcher has employed survey as the study's design. Survey research is usually conducted for the purpose of making assertions about some population and is oriented towards the determination of a given phenomenon. Wimmer and Dominick (2000, p.107) observe that survey has certain well defined advantages such as the provision of information on which sound decision and judgment can be made.

The questionnaire method means that the researcher administers a set of questions to selected respondents. This method is necessary because the researcher has no control over his respondents.

### **3.3 Population of the Study**

The target population of this study was limited to students in the University of Benin, Ekehuan campus. An attendance survey conducted by the researcher of full-time undergraduate shows that there are about 2,336 students in the full-time program of University of Benin, Ekehuan campus.

### **3.4 Sample Size**

The sample size of this study constituted 100 respondents selected from the total population of two thousand three hundred and thirty six (2,336) students of the University of Benin, Ekehuan Campus. The sample size for this research was determined using the Taro Yamane's statistical formula shown below;

Where  $n$  = sample size

$N$  = population figure/size

$e$  = the level of significant at 0.1)

Therefore, to determine the sample size for the study;

$$n = \frac{N}{1 + n(e)^2}$$

$$n = \frac{2336}{1 + 2336(0.01)}$$

$$n = \frac{2336}{24.36}$$

$$n = 96 \approx 100.$$

### **3.5 Sampling Techniques**

In this study, the researcher employed the purposive sampling and stratified random sampling for appropriate representation of the sample size, cutting across the study mode, with the prevalent type media amongst the students among the traditional media and new media. Thus, the 100 students were purposively selected and homogeneously grouped using stratified random sampling from the five departments in Ekehuan campus of the university which includes; Theatre Arts, Mass communication, Fine and Applied Arts, Music and Early childhood education Department respectively.

The number of representation from each department (strata) involved in this research was determined using the stratified random sampling formula shown below;

<b>Homogeneous strata group</b>	<b>Population of each strata</b>	<b>Specific samples</b>	<b>allocation of</b>
Theatre Arts	543	23	
Mass communication	906	39	
Fine and Applied Arts	360	16	
Early childhood education	476	20	
Music	51	2	
<b>TOTAL</b>	<b>2336</b>	<b>100</b>	

n= population of each size

N= total population

S= total sample

Theatre Arts:

Mass communication:

Fine and Applied Arts:

Early childhood education:

Music:,

### **3.6 Description of Research Instrument**

This study adopted questionnaire instrument, which allows respondents to freely state their opinion and views on their most preferred type of media with reasons following. This instrument is chosen purposely as students can air their views without fear of anyone as names are not required on the questionnaires.

The questionnaire was carefully drafted using close ended or structured questions to elicit information relevant to the objective of the study. The questionnaire is divided into two sections. Section A contains 5 demographic questions while section B contains 15 psychographic questions.

### **3.7 Validity of Research Instrument**

The instrument was constructed by the researcher and presented to the project supervisor based on face validity. However, the instrument for this research study was thoroughly examined and scrutinized by the project supervisor for content validity.

### **3.8 Reliability of Research Instrument**

Reliability of the chosen research instrument reflects the consistency and accuracy of measurement over time, whether it provides the same results on repeated trials. Therefore, the instrument to an extent has been able to provide the same results on repeated trial, so the instrument is reliable.

### **3.9 Method of Data Collection**

The method of collecting the data presented for this study is the survey research method which allows the use of the questionnaire as an instrument for data collection. The researcher administered the questionnaire personally to be able to plead with the respondents to provide credible and reliable answers. The questionnaire was administered to 100 University of Benin Students considering their level of relativity to the study.

### **3.10 Method of Data Analysis**

The method of presenting the data collected for this study is the quantitative method of data analysis. This method involves statistical presentations to confirm the research. A simple statistic percentage given in a tabular form was used in the analysis of the data generated for the ease of understanding. Necessary explanation was made after each table and an analysis of the data collected from the instrument of the study was clearly delineated to avoid confusion of data presentation.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This chapter presents and analyses the data collected through the questionnaire. The data collected are analyzed using the sample percentage method. A total of 100 questionnaire were distributed.

The details of the questionnaire are analyzed below using frequencies, percentage and tables for the presentation of data.

#### 4.2 Data Presentation and Analysis

##### SECTION A:

This section covers the demography of respondents in the study

**Table 1: Distribution of respondents by sex**

<b>Sex</b>	<b>No of respondents</b>	<b>Percentage</b>
Male	44	44%
Female	56	56%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field Survey 2023**

Table 1 show that both males and females participated in the study. However, females were participated more in the filling of the questions.

**Table 2: Distribution of respondents by age**

<b>Age</b>	<b>No of respondents</b>	<b>Percentage</b>
18-22 yrs	56	56%
23-27 yrs	36	36%
28yrs- 35yrs	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 2 reveals the age distribution of the respondents under study. From the table, a majority of the respondents are between the age of 18-22 yrs and 23-27 yrs. This shows that a large portion of the respondents are between the ages of 18-22 yrs.

**Table 3: Distribution of respondents by marital status**

<b>Marital status</b>	<b>No of respondents</b>	<b>Percentage</b>
Single	77	77%
Married	23	23%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 3 indicates that a large percentage of the respondents are single. From the table, 77 respondents which represent 77% of the sample size are single. This shows that the study comprises more of respondents whose marital statuses are single.

**Table 4: Distribution of respondents by Religion**

<b>Religion</b>	<b>No of respondents</b>	<b>Percentage</b>
Christian	82	82%
Islam	11	11%
Traditional	2	2%
Others	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 4 shows that 82 respondents representing 82% of the sample size are Christians, while 11 (11%) are Muslims. This indicates that majority of the respondents available for the study, are Christians.

**Table 5: Distribution of respondents by Level**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
100	23	23%
200	25	25%
300	21	21%
400	31	31%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 5 shows that 31 respondents, representing 31% of the sample size are 400 level students while 25 respondents representing 25% of the sample size are 200 level

students. This table indicates that respondents from various levels participated in the filling of the questionnaire.

**Table 6: Distribution of data by Department**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Mass communication	32	32%
Theatre Arts	19	19%
Fine and Applied Arts	25	25%
Early Childhood Education	16	16%
Music	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 6 shows that 32 respondents representing 32% of the sample size are Mass communication students while 25 respondents (25%) are Fine and Applied Arts students. This table indicates that the various departments of The University of Benin, Ekehuan Campus were represented categorically by the respondents.

## **SECTION B:**

This section covers questions that provided psychographic data concerning the study from the respondents.

**Table 7: Which of these media do you have unlimited access to?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Social Media	58	58%
Blogs	16	16%
Radio	14	14%
Television	4	4%
Newspaper	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 7 reveals the level of access the respondents have media. From the data gathered, a greater percentage (58%) of the respondents have unlimited access to social media which is encapsulated under new media.

**Table 8: How often do you use the media?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Very Often	56	56%
Often	32	32%
Neutral	8	8%
Less often	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 8 shows that 56 respondents which is 56% of the study uses the media very often while others had different opinions on their usage of media.

**Table 9: What do you mainly use the media for?**

<b>Variables</b>	<b>Number of Respondents</b>	<b>Frequency</b>
Information	34	34%
Entertainment	30	30%
Education	17	17%
Business	12	12%
Others	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 9 indicates that 34 respondents representing 34% of the sample size mainly use the media for information while 30 respondents (30%) mainly use the media for entertainment and others have other reasons why they use media.

**Table 10: The new media has helped in your life pursuits and personal development.**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Yes	74	74%
No	12	12%
Undecided	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 10 reveals that 74 respondents representing 74% of the sample size are of the opinion that new media has helped in their various life pursuits and personal development while other respondents had different opinions.

**Table 11: The traditional media has helped in your life pursuits and personal development.**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Yes	54	54%
No	20	20%
Undecided	26	26%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field Survey 2023**

Table 11 shows that 54 respondents representing 54% of the sample size are of the opinion that traditional media has helped in their various life's pursuits and personal development while some disagreed with this and some are indifferent about it.

**Table 12: Which of these media are you exposed to on a daily basis?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Social media	61	61%
Blogs	24	24%
Radio	2	2%
Television	4	4%
Newspaper	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 12 indicates that 61 respondents representing 61% of the sample size are exposed to social media on a daily basis while 24 respondents (24%) are exposed to

blogs on a daily basis. From the above table, a large number of the respondents are exposed to new media in general.

**Table 13: As a youth, which of these media do you prefer?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Social media	62	62%
Blogs	17	17%
Radio	9	9%
Television	8	8%
None	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 13 shows that majority of the respondents representing 62% (62) of the sample size evidently prefers social media while 17 respondents (17%) prefer blogs to other forms of media. From the table above, it simply means that majority of the respondents prefer the new media to traditional media.

**Table 14: What is the level of positive impact your preferred choice of media has made in your life?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Very high	36	36%
High	36	36%
Neutral	26	26%
Low	1	1%
Very low	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 14 indicates that 36 respondents representing 36% of the sample size are of the opinion that their preferred choice of media (new media) has made significant positive impact in their lives. Hence, the level of positive impact the new have made in their lives is very high. Also, 36 respondents (36%) are of the opinion that the level of positive impact the new media have made in their lives is high.

**Table 15: Why do you prefer your stated preferential choice of media?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
It is relatively cheap	9	9%
Unlimited access to credible information	18	18%
It's relevance to personal life goals and development	17	17%
Level of intending reach to prospective audience	11	11%
All of the above	45	45%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 15 reveals that 45 respondents representing 45% of the sample size are of the opinion that the reason they prefer their stated preferential choice of media (new media) is because of the following reasons: It is relatively cheap, Unlimited access to credible information, It's relevance to personal life goals and development and the level of intending reach to prospective audience. Hence, majority of the respondents are of

the opinion that the reason they prefer the new media are because of all the reasons stated above.

**Table 16: Which of these media do you get credible information from?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Social media	40	40%
Blogs	31	31%
Newspaper	12	12%
Radio	6	6%
Television	11	11%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 16 shows that 40 respondents representing 40% of the sample size get credible information from social media while 31% of the respondents get information from blogs I.e the respondents are of the opinion that credible information are gotten through new media while others had different opinions as to where they get credible information from.

**Table 17: How has your preferred choice of media influenced your choices?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Positively	65	65%
Negatively	14	14%
Neutral	18	18%
Undecided	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 17 shows that 65 respondents representing 65% of the sample size agree that their stated preferred choice of media (new media) has influenced their choices positively while 14% of the respondents disagree with this opinion and 18% are indifferent about it. Hence, majority of the respondents are of the opinion that new media has positively influenced their choices.

**Table 18: How do you think your preferred choice of media has helped in your personal development and the society at large?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
High	40	40%
Very high	36	36%
Neutral	17	17%
Very low	1	1%
Low	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 18 indicates that 40 respondents representing 40% of the sample size are of the opinion that their preferred choice of media (new media) has helped in their personal development and that of the society at large. Hence, majority of respondents reveal that the new media has highly helped in their development and that of the society at large.

**Table 19: Which of these media do you think is more effective in the dissemination of information to your own prospective audience?**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Social media	50	50%
Blogs	18	18%
Television	6	6%
Radio	1	1%
Undecided	25	25%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 19 unveils that 50 respondents representing 50% of the sample size affirms that social media is more effective in the dissemination of information to their own prospective audience. However 25% of the respondents remain indifferent on which of the media will be used effectively in the dissemination of information to their prospective audience and 18% of the respondents are of the opinion that blogs are more effective in this retrospect. However the case may be, it is safe to say that majority of

the respondents affirms that the new media is more effective in the dissemination of information.

**Table 20: What is your attitude of your preferred choice of media towards politics, business and academics especially among the youths in our society today.**

<b>Variables</b>	<b>Number of respondents</b>	<b>Frequency</b>
Positive	52	52%
Negative	17	17%
Undecided	7	7%
Neutral	24	24%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Field survey 2023**

Table 20 points out that 52 respondents representing 52% of the sample size have positive attitude of their preferred choice of media (new media) towards academics, businesses and the involvement of youths in politics our society today. This simply means that majority of the respondents think positively to the significant role new media has played especially in the education, business and even the political career of youths in our society today.

### **4.3. Discussion of Findings**

#### **4.3.1. Research Question 1: What is the impact of traditional media and new media in our society today?**

The purpose for this research question is to discover the impact traditional media and new media have made in our society especially among the youths. To answer this research question, the researcher relied on data obtained from tables 10, 11, 14, 17, 18 and 20.

From the data gathered in table 10, 74% of the respondents agrees that the new media has helped in their numerous life pursuits, 12% disagrees while 14% are indifferent that the new media has helped in their pursuits in life at all. In table 11 also, 54% of the respondents attests that the traditional media has actually helped in their lives pursuits while 20% disagree and 26% remain indifferent about it.

From table 14, 36% of the respondents agree that the level of positive impact the traditional media and new media have made is very high, another 36% says the level of positive impact is high, 26% of the respondents are neutral while 1% is low and 1% is very low. From table 17, in determining how the respondent's preferred media (traditional media or new media as the case may be) has influenced their choices, 65% of the respondents agree that they have been positively influenced, 18% are neutral, 14% disagree and 3% are yet undecided.

From table 20, the attitude of the respondents preferred choice of media towards politics, business and education especially among the youths has been determined. While 52% of these respondents have a positive attitude about this, 24% are neutral, 17% are negative while the rest 7% is undecided.

From the data analyzed, findings shows that the traditional media and new media in general have made significant impact in the lives of the youths in the society today.

#### **4.3.2. Research Question 2: What is the level of usage of traditional media and new media among youths in our society today?**

The purpose of this research question is to find out the level of usage of the traditional media and new media especially among the youths. To answer this research question, the researcher relied on data obtained from tables 7, 8 and 12.

Findings from tables 7 reveals that 74% of the respondents have unlimited access to the new media while 20% have unlimited access to the traditional media. From table 8, 57% of the respondents agree that they use the media very often while 32% use the media often, 3% use the media less often and 8% are neutral on the usage of the media.

In table 12, 85% of the respondents are exposed to the new media (Social media and blogs) on a daily basis while 15% are exposed to the traditional media ( Newspaper, television, Radio) on a daily basis.

From the data analysed, findings show that the general level of the usage of the media is high and even more so among the youths.

#### **4.3.3. Research Question 3: Why do youths prefer the traditional media over new media and vice Versa?**

The purpose of this research question is to find out why the youths prefer traditional media over new media or new media over traditional media. To answer this research question, the researcher relied on data obtained from tables 9, 13, 15, 16 and 19.

From Table 9, 34% of the respondents affirms that they mainly use the media for information while 30% says they mainly use the media for entertainment, 17% use the media for education, 12% use the media for business and 7% have other use for the media.

From table 13, 79% of the respondents prefer the new media over traditional in the form of Social Media and blogs while 17% prefer the traditional media over the new media in the form of radio and television and 4% do not prefer either.

From table 15, 45% of the respondents prefer their stated preferred choice of media because of unlimited access to credible information, level of intending reach to their prospective audience, it is relatively cheap, and it's relevance to personal life goals and development while 18% says it is because of unlimited access to credible

information, 17% says it is the relevance of their personal life goals and development, 11% says it is the level of intending reach to prospective audience and 9% says it is relatively cheap.

From table 16, 71% of the respondents attests that they get credible information from the new media ( social media and blogs) while 29% get credible information from the traditional media (newspapers, radio, television). In table 19 also, 68% agree that the new media is more effective in reaching their prospective audience while 7% agree that the traditional media is more effective and 25% are undecided.

From the data analysed, it is evident that the new media is preferred to the traditional media for numerous reasons among which includes; unlimited access to credible information, it is relatively cheap, etc.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

The chapter summarizes the details of what the study is about, the method used in collecting data and the findings of the collected data.

The study was aimed at discovering the place traditional media or new media has in the lives of the youths in our society today. It was carried out using the survey research method. The survey research method for gathering data for the study made use of questionnaire as the research instrument to gather data from the respondents which provided the findings of the study.

From the responses gathered from the respondents through the questionnaire, the following were the findings of the study:

The respondents are more exposed to the new media than other media and to a very high extent. This is because they have found out that with the new media comes lots of benefits ranging from them as individuals to the society at large. From this study, it is prevalent that the effective use of the new media not only reveals the endless possibilities and opportunities for growth and development but also amplifies it.

The respondents also believed that the new media has made the “impossible” possible in the sense that restrictions, boundaries and limitations that has been placed by traditional media has eliminated to nothingness. This further amplifies the voice of the youths in their endeavours, be it education, entertainment, the flow of information, business, relationships or even politics.

In a world where we have to think outside the box to become “something” in the society, new media has delivered varieties to us on a golden platter. With new media in play, it is literally impossible for a youth in the society today to be “handicapped”.

## **5.2 Conclusion**

Youths are often described as the leaders of tomorrow and that is why every media body are targeted towards the youths. From the analysis of the data, the obvious conclusion from the study is the new media has penetrated every nook and cranny of the media world, leaving the traditional media with options to adjust their style to fit into this new world. This is why the traditional media are slowly merging with the new media. We can see this in the online newspapers, online advertising, online magazine, online promotional videos, etc. The new media has come to stay with the youths in our society in its territory.

### **5.3 Recommendations**

Based on the understanding that every research has the ultimate goal of inquiring into the nature of things with a view to improving the way a thing is done and to contribute to the overall development of the human society, this study makes the following recommendations with respect to its focus and objective;

As it is always said, “Everything that has an advantage has a disadvantage”. Hence, youths should be meticulously trained on how to harness the benefits that comes with the new media for their selves as individuals and the society at large.

The new media has brought the “world” to hands and especially the youths; this, they should be trained with rules and regulations guiding whatever want to indulge in alongside the importance of ethics.

It has been mostly said, especially in the media body that the new media has brought non-professionals on board. This can be controlled if these said personnel have a code that guides them as said media practitioners.

Starting from the University where some of these youths are in, the school curriculum should indicate special attention to the place of the new media in the society and how it is applied in their various field of study.

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## QUESTIONNAIRE

Department of Mass Communication  
Faculty of Arts  
University of Benin  
Benin City, Edo State

June, 2023.

Dear Respondent,

### REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

I am OFUAFO ROYAL ERIGHA, a final year student in the aforementioned Department of the University of Benin, Edo State. I am currently conducting a research in partial fulfillment of the requirements for the award of Bachelors of Arts Degree in Mass communication. TRADITIONAL MEDIA VS NEW MEDIA: THE FIGHT FOR DOMINANCE AMONG THE YOUTHS IN OUR SOCIETY.

I hereby solicit your corporation and sincere answers to the questions. I assure you that all data supplied will be treated with utmost confidentiality and used only for academic purposes.

Thank You in anticipation of your kind and swift response.

Yours Faithfully,

**Ofuafo Royal Erigha**  
*Researcher*

**INSTRUCTION: Please select an answer by ticking [] or filling as appropriate.**

**SECTION A: Demographic Data.**

- i . Gender: a. Male [] b. Female []
  
- ii . Age: a. 18-21 [] b. 22-25 [] c. 25-28 [] d. 29-32 [] e. 33-35 []
  
- iii. Level: a. 100 []. b. 200 [] c. 300 []. d. 400 []
  
- iii. Religion: a. Christianity [] b. Islam [] c. Traditional [] d. Others []
  
- iv. Marital status: a. Single []. b. Married []
  
- v. Study Mode:, a. Mass communication [] b. Theatre Arts [] c. Fine and Applied Arts [] d. Early Childhood Education [] e. Music []

**SECTION B: Psychographic Data**

- 1. Which of these media do you have unlimited access to? A. Radio []. B. Newspaper []. C. Television []. D. Social Media []. E. Blogs []
  
- 2. How often do you use the media? A. Very often []. B. Often []. C. Less often [] D. Neutral []

3. What do you mainly use the media for? A. Information [ ] B. Entertainment [ ]  
C. Education [ ]. D. Business [ ] E. Others [ ]
4. The new media has helped in your life pursuits and personal development. A Yes [ ]. B. No [ ]. C. Not sure [ ]. D. Undecided [ ]
5. The traditional media has helped in your life pursuits and personal development. A Yes [ ]. B. No [ ]. C. Not sure [ ]. D. Undecided [ ]
6. Which of these media are you exposed to on a daily basis? A. Social Media [ ]. B. Blogs [ ]. C. Radio [ ] D. Television [ ]
7. As a youth, which of these media do you prefer? A. New media [ ]. B. Traditional Media [ ]
8. What is the level of positive impact has your preferred choice of media made in your life? A. High [ ]. B. Very high [ ]. C. Low [ ]. D. Very low [ ]. E. Undecided [ ]
9. Why do you prefer your stated preferential choice of media? A. It is relatively cheap [ ]. B. Unlimited access to credible information [ ]. C. It's relevance in personal life goals, pursuits and development [ ] D. Level of intending reach to prospective audience [ ]. E. All of the above [ ]

10. Which of these media do you think gives credible information? A. Social Media [ ]. B. Blogs [ ] C. Radio [ ]. D. Television [ ] E. None of the above [ ]
11. How has your preferred choice of Media influenced your choices? A. Positively [ ]. B. Negatively [ ]. C. Neutral [ ]. D. Undecided [ ]
12. How do you think your preferred choice of media has helped in your personal development and the society at large? A. Very high [ ]. B. High [ ]. C. Very low [ ]. D. Low [ ] E. Undecided [ ]
13. Which of these Media do you think is more effective in the dissemination of information to your own prospective target Audience? A. Social media [ ]. B. Blogs [ ] C. Radio [ ] D. Television [ ] E. Undecided [ ]
14. What is your attitude of your preferred choice of media towards politics, business and academics amongst the youths in our society today? A. Positive [ ]. B. Negative [ ] C. Neutral [ ]. D. Undecided [ ]
15. How has your preferred choice of media bridged the gap in communication?

