

**THE IMPACT OF NEW MEDIA (X) ON NEWS CONSUMPTION AMONG
UNIVERSITY STUDENTS**

BY

ISAAC OSAHUNWENSE EGBON

ART2100911

UNIVERSITY OF BENIN,

BENIN CITY.

SEPTEMBER, 2025.

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

SEPTEMBER, 2025.

DECLARATION

I, **Isaac Osahunwense Egbon**, hereby declare that this project entitled "The Impact of New Media (X) on News Consumption among University Students" is my original work and based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Nnabuike Chinonso. All sources of information, data and materials used in the preparation of this study have been duly acknowledged through appropriate references.

Isaac Osahunwense Egbon

ART2100911

CERTIFICATION

This is to certify that this work, "The Impact of New Media (X) on News Consumption among University Students," was carried out by Isaac Osahunwense Egbon, with Matriculation number ART2100911, in the Department of Mass Communication, Faculty of Arts, University of Benin, Edo State, Nigeria. The work embodied in this project is original and completed under my supervision. It is therefore certified as meeting the requirements for the award of Bachelor of Arts (B.A.) degree in Mass Communication.

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Dr Nnabuike Chinonso
(Project Supervisor)

Dr Daniel Ekhareafo
(Head of Department)

Date: _____

Date: _____

STUDENT'S THESIS

AUTHOR'S STATEMENT

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DEDICATION

This work is dedicated to almighty God, the fountain of wisdom, knowledge and understanding. His divine guidance and grace have been my strength throughout this journey, his infinite mercy and love have illuminated my path, enabling me to complete this work.

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Abstract

This study investigated *the Impact of New Media (X) on News Consumption among University Students*. A sample size of 276 Full-time Mass Communication students (2024/2025 academic session) in University of Benin were used as the scope of this study, focusing on their engagement patterns, motivations and influencing factors. The study was anchored on Democratic Participant Media Theory and Uses and Gratification. The findings revealed a high level of engagement, with entertainment and news consumption emerging as primary motivations. Speedy reporting, credibility and accuracy were identified as key factors influencing news consumption. However, the prevalence of fake news posed a significant concern, highlighting the need for critical thinking skills and media literacy among university students. The findings equally emphasised the significance of new media platforms giving credibility, accuracy and engagement top priority, and the need for educators and legislators to encourage media literacy and critical thinking abilities. The study shed light on how the media landscape is changing and how this affects college students' consumption and distribution of news. In light of the findings, it was recommended that news organisations should put credibility and timely reporting first, and new media platforms should include elements that encourage media literacy and critical thinking, like fact-checking tools and critical commentary. Teachers and legislators were also urged to support students' development of media literacy and critical thinking abilities.

CHAPTER ONE

1.1 Background of the Study

The emergence of technology constituted a vital part of people's lives, with New media especially "X" (formerly known as Twitter) being a prime example. Social media provide instant access to information, transforming the way people communicate, share personal information, exchange ideas, feelings, photos and videos at an incredible rate. This development has brought numerous positive implications, including connecting millions of people worldwide within seconds. However, students and adolescents are particularly vulnerable to the risks associated with the New media due to their limited self-regulation capacity and susceptibility to peer pressure (Asemah, 2011).

New media (X handle) provides a forum for people to discuss topics and opinions, by enabling users to share or exchange information, ideas, images, and videos through a variety of networks. It includes blogs and social networking sites, which are now an essential part of everyday life. Social media is "the relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationships," according to Shabnoor and Tajinder (2016). Registering on a network, making a profile, and interacting with people in a virtual environment are all part of using new media. People are using blogs, social networking sites, video sites, online chat rooms, and forums to communicate both personally and professionally as the number of social media platforms and applications keeps increasing.

New media can be a useful tool if used properly. However, because it provides instant posting opportunities that frequently lack thoughtful consideration, its nature presents risks. Furthermore, even after being removed, social media posts may still have an impact (Ghulam, Yoseuf, & Syed, 2014).

The Technological developments frequently change how students learn, and an obsession with new media can result in an insatiable desire to use it (Andreassen & Pallesen, 2014), users create their profiles, communicate with one another and share information within the intricate network of new media.

Overuse of social media can interfere with everyday routines, such as missing classes or being late to work in order to spend more time on Facebook and other social media sites. Griffiths, Kuss, and Demetrovics (2014) assert that overuse of social media can have detrimental effects on one's social, professional, and personal life. According to Wu, Cheung, Ku, and Hung (2013), compulsive social media users frequently struggle at work, in school, and in their relationships with others.

1.2 Statement of the Problem

The New media have become an integral part of modern communication, profoundly impacting how undergraduates with focus on how University Students consume news stories on X handle. Despite its significance, there's a notable lack of thorough research on how the New media affect news consumption among these students. Past studies have mainly examined the New media's effects on political participation, socialization, and academic performance, leaving a gap in understanding the impact of the New media(X) on News Consumption among University Students.

This research aims to understand the impact of New Media (X) on News Consumption among University Students. According to Rithika and Sara (2013), News Consumption plays a crucial role in shaping public opinion and influencing decision-making, especially among young adults. Therefore, examining the influence of New media on news consumption among University

Students is essential. This investigation is vital for developing strategies to enhance media literacy education and promote credible news dissemination.

The primary goal of this study is to explore the patterns of News Consumption among Undergraduates in Nigerian Universities online, focusing mainly on the University Students. By doing so, the study seeks to contribute to a better understanding of how social media shapes news consumption habits among young adults in academic settings. This understanding will provide valuable insights into the ways in which New media platforms are used for News consumption, the types of news that are most popular among undergraduates, and the potential implications of social media use for news consumption on students' knowledge, attitudes, and behaviours.

Furthermore, the study will examine the potential benefits and drawbacks of New media use for news consumption among undergraduates, including its impact on their critical thinking skills, information literacy, and ability to discern credible sources of information. The findings of this study will have important implications for educators, policymakers, and media practitioners seeking to promote media literacy and critical thinking skills among young adults. By exploring the complex relationship between social media and news consumption among undergraduates, this study aims to provide a nuanced understanding of the ways in which social media is shaping the news consumption habits among Undergraduates in Nigeria.

1.3 Research Objectives

This study aims to examine *the impact of New Media(X) on News Consumption among University Students*, the objectives are:

1. To assess the level of New media (X) engagement among university students.
2. To identify the motivations behind undergraduates' use of New media(X) for news consumption.
3. To investigate the factors that shape news consumption habits among university students.
4. To investigate the essence of news consumption to university students.

1.4 Research Questions

Based on the objectives, the following research questions can be formulated:

1. What is the level of New Media (X) engagement among university students?
2. What are the motivations behind undergraduates' use of New Media (X) for news consumption?
3. What factors shape news consumption habits among university students?
4. What is the essence of news consumption to university students?

1.5 Significance of the Study

The world has been transformed by the spread of new media, particularly the "X" platform (formerly known as Twitter), which offers university students a plethora of opportunities and has

significant social, psychological, and economic effects. A major concern for many societies is the impact of new media on different groups of people, especially in terms of influencing their attitudes. Examining social networking sites' effects on college students is essential given their explosive growth. The purpose of this study is to advance knowledge of how social media affects university students' news consumption patterns, social interactions, and academic performance.

This study is important because it examines the fundamentals of university students' news consumption. More useful insights will be obtained by comprehending the degree of new media engagement, the reasons behind using social media for news consumption, the variables influencing news consumption patterns, and the fundamentals of new media use among college students. The results of this study will be crucial in guiding plans to encourage undergraduates to use social media in a healthy way, improve their media literacy, and develop their critical thinking abilities. This study will aid in the creation of evidence-based interventions and policies that promote university students' academic achievement and general well-being. This study is extremely relevant and significant, providing a timely and valuable contribution to the body of existing knowledge, especially considering the paucity of research in this area, especially in the context of university settings. For educators, legislators, and media professionals looking to encourage university students to use new media responsibly and develop critical thinking abilities, the study's conclusions will have significant ramifications.

1.6 Scope of the Study

This study explores the impact of new media (X) on news consumption among university students specifically focusing on Mass Communication undergraduates at the University of Benin. These students, training in fields of Journalism and Public Relations will provide valuable insights into the patterns of new media news consumption among university students. The findings from this group will be used to make generalizations about news consumption patterns among other undergraduates in university.

The study will examine how Mass Communication students engage with X platform, the types of news they consume and the factors influencing their news consumption habits. By investigating this specific population, the study aims to gain a deeper understanding of the essence of news consumption among university students. The results of this study will contribute to a better understanding of how undergraduates in similar settings might interact with new media and consume news, ultimately informing strategies to promote media literacy and critical thinking skills among university students.

1.7 Operational Definition of Terms

Consumption: The act of using or engaging with a particular product, service, or form of media. In the context of this study, consumption refers to the ways in which university students engage with news content on new media platforms.

Impact: The effect or influence that one thing has on another, often resulting in significant changes or consequences. In the context of this study, impact refers to the potential effects of new media on news consumption habits among university students.

New Media: A broad term that encompasses digital technologies and platforms that have emerged in recent years, including social media, online news outlets, blogs, and other forms of digital communication. New media is characterized by its interactive nature, allowing users to engage with and share content easily.

News: Information about current events, issues, or developments that are reported and disseminated through various media channels, including traditional news outlets and online platforms. News can take many forms, including articles, videos, podcasts, and social media posts.

Students: Individuals who are enrolled in a university or other educational institution, pursuing academic programs or courses of study. In the context of this study, students refer specifically to university students who are the focus of the research.

University: An institution of higher education that provides students with academic programs, research opportunities, and a range of extracurricular activities. Universities play a critical role in shaping the intellectual and professional development of students.

X (formerly Twitter) platform: A social media platform that allows users to share short messages (tweets) with their followers. X is a popular platform for real-time news, discussions, and networking, and is widely used by individuals, organizations, and media outlets. In the context of this study, X may be one of the new media platforms examined for its impact on news consumption among university students.

CHAPTER TWO

LITERATURE REVIEW

2.1 Historical Review

The proliferation of technologies and rising internet penetration have propelled the notable growth and transformation of new media in Nigeria. As more Nigerians join online forums, social networking sites, and other online platforms, new media has fueled the growth of independent media in Nigeria. Even though online entertainment frequently takes center stage, social media's potential for participatory media is quickly becoming apparent.

The rise of information and communication technologies (ICTs) has ushered in a new era of media tools, indicating enormous potential for social media, claims Nwammuo (2011). Nigeria is not an exception to the way that new media technologies have made it possible for international broadcasters to reach a worldwide audience. By allowing new websites to compile views, information, news, comments, and a range of opinions, the internet has created new opportunities for news production, distribution, and consumption.

Nigerian news was primarily obtained from newspapers, magazines, periodicals, radio, and television before the internet took over the country's media landscape. But as social media has grown, the traditional media's hold on how news is disseminated has weakened. The internet's

development and early introduction to Nigeria in the 1990s helped close the gap between media professionals and the general public.

The diffusion of internet technology in Nigeria was initially slow, but it gained momentum in the late 1990s and early 2000s. According to Asemah (2011), it took almost a decade for traditional media in Nigeria to fully adapt to the trend offered by internet technology. The growth of internet penetration in Nigeria has been significant, from 0.1% in the late 1990s to 28.9% in 2010 (International Telecommunication Union (ITU 2021). This growth has enabled social media to thrive, with 43,982,200 internet users in Nigeria as of June 2010.

The emergence and development of the internet and its related technologies are closely related to the current state of social media in Nigeria. When features started appearing on websites in 2004, enabling users to publish stories and contribute noteworthy content, news writing and reporting underwent a significant change. The journalism profession is now more inclusive thanks to platforms like BlogSpot and WordPress, which allow citizens to actively participate in the processing and dissemination of news.

Newspapers can now offer interactive platforms thanks to online media, giving readers a plethora of chances to participate and contribute to the news. With features like U-report, I-report, E-report, and blogs growing in popularity, media audiences' ability to contribute to professional

journalism has greatly expanded. All things considered, social media's development in Nigeria has changed how news is created, shared, and consumed while creating new avenues for public involvement.

2.2 Conceptual Review of New Media

New media has been defined by various scholars as a collection of web-based tools that enable the production, sharing, and consumption of user-generated content. According to Kaplan and Haenlein (2013), New media builds on the theoretical and technological foundations of Web 2.0, emphasizing its interactive and participatory nature. This definition highlights the user-centric approach of New media, where individuals can create and consume content simultaneously, revolutionizing how people interact with each other and with information. Similarly, Ukaegbu (2017) describes the New media as a networked communication platform where users share and access user-generated content, emphasizing the networked structure of social media. Other scholars, such as Kietzmann (2011) and Qualman (2013), also define New media as a collection of web-based tools that facilitate the production, sharing, and consumption of user-generated content, highlighting the value of the internet as a tool for information sharing and online community development.

The key features of New media can be identified as user-generated content, interactivity, networked structure, community building, and content sharing. New media platforms rely on users to create and share content, making them active participants in the content creation process.

These platforms enable users to interact with each other and with content in real-time, creating a dynamic and participatory environment. The networked structure of New media allows users to connect with others and access user-generated content, while community building enables users to create and join online communities, fostering a sense of belonging and connection among users. Furthermore, social media platforms facilitate the sharing of various types of content, including text, images, videos, and more.

The implications of New media are significant, transforming the way people communicate, access information, and interact with each other. New media has created new opportunities for businesses and organizations to connect with their audiences and promote their products and services. Overall, social media is a complex and multifaceted phenomenon that has revolutionized the way people interact with each other and with information, with its key features having significant implications for individuals, organizations and society as a whole.

2.2.1 Conceptualizing News Consumption

News consumption refers to the process by which individuals actively seek out and receive news and information through various channels. This concept has been explored by several scholars, who describe it as a multifaceted process that involves exposure to news content, attention, comprehension, and retention. According to McCombs and Shaw (2013), news consumption is a selective process, where individuals choose which news items to view and understand based on their needs, interests, and preexisting beliefs. Lippmann (2015) further suggests that news

consumption plays a crucial role in shaping individuals' understanding of the world around them, as it provides them with the information they need to make sense of their environment.

The rise of social media has significantly impacted news consumption habits, with platforms like Facebook and Twitter becoming increasingly important sources of news for many people. Verstraete, Derek, and Jane (2017) note that disseminating news on social media has become a standard practice, not only among users and readers but also among journalistic organizations seeking to drive traffic to their websites. Urban and Bodoky (2013) also highlight the role of social media in reshaping media consumption habits, particularly Facebook. Today, news consumption encompasses a range of activities, including listening to news podcasts, reading news articles online, watching news videos, and engaging with news content on social media platforms. Overall, news consumption is a complex and dynamic process that is influenced by a range of factors, including individual preferences, technological advancements, and changing media landscapes.

2.2.2 Classification of New Media News

News consumption on new media platforms, particularly X (formerly known as Twitter), has become a significant aspect of modern media consumption among university students. X real-time updates, hashtags, and concise format make it an ideal platform for news dissemination and discussion. According to Lewis and Molyneux (2018), X can be classified as a Social Networking Site (SNS) that facilitates social interactions and information sharing among users.

Dijk and Poell (2013) would categorize X as a curation platform, where users can select and arrange content, as well as a circulation platform, where content is distributed and ranked.

X's unique features, such as hashtags and trending topics, enable users to discover and engage with news content in real-time. Verstraete, Derek, and Jane (2017) note that disseminating news on social media has become a standard practice, with journalistic organizations aiming to drive traffic to their websites through content sharing on platforms like X. Urban and Bodoky (2013) highlight the role of social media, including X, in reshaping media consumption habits.

The classification of X as a social media news platform is important for researchers, journalists, and media organizations to understand its unique characteristics and potential uses for news dissemination. Kümpel et al. (2015) emphasize the importance of tailoring social media strategies to each platform's strengths and weaknesses in terms of user engagement, reach, and content types. By understanding X's role in news consumption, media organizations can develop effective strategies to reach their audiences and promote their content.

Building on the previous discussion about X as social media news platform, it's clear that various classifications of new media platforms exist, each with unique characteristics and uses for news dissemination. Tandoc, Lim, and Ling (2018) categorize traditional social networks, such as X and Facebook, as internet-based platforms that enable users to connect with others and share content, making them ideal for news distribution and audience engagement.

Microblogs, like X, are specifically highlighted by Gruzd, Jacobson, and Dubois (2017) as platforms that enable users to post short messages, often with links or multimedia content, facilitating real-time updates and breaking news reporting. This aligns with Twitter's features, such as hashtags and trending topics, which enable users to discover and engage with news content in real-time.

Other classifications include news aggregators, like Google News, which compile and present news content from various sources (Johnson & Kaye, 2014); online communities, like Reddit, where users discuss and share content on specific topics (Tandoc et al., 2018); and live streaming platforms, like Periscope, which allow users to broadcast live video content (Hermida et al., 2017). Understanding these classifications can help media organizations develop effective strategies to reach their audiences and promote their content on different social media platforms.

2.3 Evolution of X (Formerly Twitter)

X, formerly known as Twitter, has evolved significantly since its launch in July 2006. Initially gaining popularity as a microblogging and social networking service, the platform has undergone substantial changes, including the introduction of features such as Trending Topics in 2008 and Twitter Moments in 2015 (Lists (2019)). These features have facilitated news consumption, allowing users to track topics, curate tweets, and follow curated lists of accounts. However, the platform has also faced challenges, including criticism for enabling the spread of disinformation and hate speech. In response, Twitter implemented measures such as marking tweets with

misleading information and adding links to fact-checks, particularly during the COVID-19 pandemic.

Following Elon Musk's acquisition in 2022, the platform was rebranded as "X" in 2023, and has since focused on live streaming video programming, social audio features, and paid subscription services. Despite a decline in global usage, X remains a prominent platform for news consumption, with over 330 million monthly active users and ongoing changes to its algorithm, verification process, and content moderation policies.

2.4 Empirical Review

The following are the empirical reviews of the related literatures:

Investigation of the relationship between social media news consumption and perceptions of journalistic norms and practices by Nardis, Patsiaouras and Terzis (2020)

This empirical review examines the effects of social media on perceptions of journalistic norms and practices, as well as its impact on academic performance. Nardis, Patsiaouras and Terzis (2020) conducted a quantitative study of 404 Greek citizens, aged 18-60, using an online survey

to investigate the relationship between social media news consumption and perceptions of journalistic norms and practices. The study's findings revealed a significant negative correlation between social media news consumption and perceptions of journalistic norms and practices. Specifically, social media users were less likely to trust journalists and perceive their reporting as accurate and unbiased compared to non-social media users. Furthermore, news information overload exacerbated negative perceptions of journalistic norms and practices among social media news consumers. The study's methodology was robust, with a quantitative research design that allowed for the collection of data from a diverse sample of Greek citizens. The use of an online survey enabled the researchers to reach a large sample size and collect data efficiently. The study's findings have implications for our understanding of the impact of social media on perceptions of journalism and highlight the need for further research in this area.

An Exploration on the usage of social media among undergraduate students in Nigerian universities by Nannim (2022)

Nannim (2022) explored the usage of social media among undergraduate students in Nigerian universities, with a focus on the need for regulatory guidelines governing social media use in these establishments. The study used a quantitative research design, with 400 undergraduate students from three Nigerian universities receiving a self-administered questionnaire. The study's findings demonstrated the popularity of social media among college students, with Facebook, Instagram, and WhatsApp being the most widely used platforms. The study also discovered a

significant negative correlation between social media usage and academic performance, with most respondents admitting to spending more time on social media than on their studies. The study's findings highlight the importance of understanding the impact of social media on academic performance and the need for regulatory policies to guide social media use in educational settings. The study's methodology was robust, with a quantitative research design that allowed for the collection of data from a diverse sample of undergraduate students. The use of a self-administered questionnaire enabled the researchers to collect data efficiently and ensured the anonymity of the respondents.

Overall, these studies demonstrate the complex and multifaceted nature of social media's impact on individuals' perceptions and behaviors. The findings highlight the need for further research in this area and the importance of developing strategies to promote responsible social media use and mitigate its negative effects. By examining the effects of social media on perceptions of journalistic norms and practices, as well as its impact on academic performance, this empirical review provides insights into the complex dynamics of social media's influence on individuals' perceptions and behaviors.

The impact of social media on academic performance has been a topic of interest for many researchers. Ibe (2016) found that in-school adolescents in Enugu, Nigeria, are exposed to various social media platforms, and while there are dangers associated with social media use, such as poor study habits and identity theft, there is no significant difference in the mean ratings

of urban and rural, male and female adolescents on the influence of social media on academic adjustment.

Investigation on the Effect of Social Media on Academic performance among university students in Malaysia by Mohammed Said (2015)

Mohammad Said (2015) investigated the effect of social media on academic performance among university students in Malaysia and found that while there is no direct relationship between social media and academic performance, student engagement mediates the effect. This suggests that social media can be used in a learning environment to promote student engagement and subsequently improve academic performance. Mowafy (2018) studied the social media effects on academic performance among university students in Egypt and found that students' perceptions of social media's impact on their academic performance vary.

Examined the Influence of Social Media use on Academic Performances among high school students in Ethiopia by Seleshi and Abebe (2022)

Seleshi and Abebe (2022) examined the influence of social media use on academic performance among high school students in Ethiopia and found that students who used social media for

educational purposes scored higher in subjects like English, Mathematics, and Chemistry than those who used social media for non-educational purposes. Additionally, students who spent less time on social media daily performed better academically. Maqableh et al. (2015) investigated the impact of social networking sites on students' academic performance at the University of Jordan and found a significant impact of social media use on academic performance.

However, not all studies have found a significant relationship between social media use and academic performance. Nore (2021) studied the impact of social media usage on academic performance among accounting students in Malaysia and found an insignificant relationship. Gilbert (2018) assessed the impact of social media on academic performance among college students and found that while social media can be useful for students, it can also be a distraction. Vardanush (2019) analyzed the impact of frequent social media usage on mental health and found a positive correlation between social media use and depression symptoms.

Assessment of the Impact of Social Media on Academic Performances among Medical Students in Iraq by Ahmed (2016)

Ahmed (2016) assessed the impact of social media on academic performance among medical students in Iraq and found that while students spent a significant amount of time on social media, there was no correlation between time spent on social media and academic performance. Chandrasena and Ilankoon (2022) studied the use of social media among health sciences undergraduates in Sri Lanka and found that most students used social media for communication, entertainment, and online learning. They also found a statistically significant association between the mean Grade Point Average (GPA) and frequencies of using social media.

Investigation on the Correlation between Social Media use and academic performance among University Students by Asemah (2019)

Asema (2019) investigated the correlation between social media use and academic performance among university students and found a statistically significant correlation between time spent on social media and entertainment purposes of use and academic performance. Saleem et al. (2019) conducted a study among students in Oman and found a direct correlation between the number of hours spent using social media and students' grades. Overall, the literature suggests that the impact of social media on academic performance is complex and depends on various factors, including the purpose of use, time spent on social media, and individual differences.

2.5 Theoretical Review

This study was grounded on two theoretical frameworks, Democratic Participant Media Theory and Uses and Gratification Theory.

Democratic Participant Media Theory: This theory posits that every individual and group in society should have access to the media to express their views and opinions. This theory challenges the dominance of mainstream media and advocates for decentralization, localism, and pluralism in media ownership and access. According to this theory, small-scale media enterprises and community-based media can provide a platform for diverse voices and perspectives, enabling citizens to participate in governance and exercise their rights to self-determination. By emphasizing the importance of access and right to communication, this theory provides a framework for understanding the potential of new media to democratize information dissemination and consumption.

Uses and Gratification Theory (UGT): This theory provided a complementary perspective, positing that individuals actively select and utilize media to fulfill their specific needs and desires. According to UGT, people are not passive recipients of media messages but rather active seekers of media content that satisfies their particular needs. This theory explains how audiences actively select and use media to satisfy their psychological, social, and cultural needs, including information seeking, entertainment, social interaction, personal identity, and surveillance.

In the context of this study, the UGT provides a framework for understanding why university students use social media to obtain news and information. The theory suggests that students use

social media because it satisfies their information needs, provides interactivity and social connection, and allows them to interact with news content in a way that fulfills their needs for social interaction and personal identity. By examining the gratifications that students seek from using social media platforms, this study can gain insights into the impact of new media on news consumption among university students.

By combining these two theoretical frameworks, this study can provide a comprehensive understanding of the complex dynamics of new media and news consumption among university students. The Democratic Participant Media Theory highlights the potential of new media to democratize information dissemination and consumption, while the UGT provides a framework for understanding the specific needs and gratifications that drive students' use of social media for news and information.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

This study adopted a survey research design, which enables an in-depth exploration of the research issue. The survey design utilizes questionnaires as the primary data collection

instrument to gather empirical data and identify descriptive characteristics of the phenomenon under investigation (Asemah, 2012). The primary goal of survey research is to develop generalized propositions about human behavior based on observations from a sampled population. Descriptive surveys provide a detailed description of the population being studied (Berger, 2000). This research method was chosen for its efficiency in collecting data and assessing *the impact of New Media(X) on News Consumption Among University Students*, allowing for a comprehensive understanding of the research issue.

3.2 Population of the Study

The population of this study comprised of full-time Mass communication students for the 2024/2025 academic year, 892 full-time undergraduates (both male and female) were used as the population of this study. According to Nworgu (1991), a population consists of all the components or subjects that the researcher is interested in and that a sample is drawn from.

3.3 Sample Size

The Taro Yamane (1967) population reduction formula was used to determine the sample size for this study, which consists of 276 University of Benin mass communication students. A total of 276 thousand respondents were selected for this study. Because this has a large population, the researcher decided to use the Taro Yamane formula.

Using Taro Yamane formula to calculate 892 as the population:

$$N = N / (1 + N(e^2))$$

$$N = 892 / (1 + 892(0.05^2))$$

$$N = 892 / (1 + 892(0.0025))$$

$$N = 892 / (1 + 2.23)$$

$$N = 892 / 3.23$$

$$N \approx 276$$

The sample size for this study is 276

3.4 Sampling Technique

The sampling technique used in this study is purposive sampling, a method that involves selecting participants based on their relevance to the research objectives. Mass Communication undergraduates at the University of Benin were specifically chosen for their expertise and familiarity with the subject matter, allowing them to contribute meaningfully to the study. This technique ensures that the selected respondents are knowledgeable and capable of providing in-depth insights that align with the study's purpose.

3.5 Instrument For Data Collection

The primary instrument for data collection in this study is a structured questionnaire, carefully designed to gather relevant information from respondents. The questionnaire consists of two sections: Section A and B, which contained 14 close-ended questions, aimed at eliciting data on

the research topic. This instrument was chosen for its efficiency in collecting large amounts of data from a sizable population.

3.6 Reliability of Instrument

To ensure the reliability of the questionnaire, which refers to the consistency and dependability of the measurement tool, a two-stage validation process was employed. First, the questionnaire was reviewed and modified by the researcher's supervisor, Dr. Nonso, an expert in the field, to ensure that the questions were clear, relevant, and aligned with the research objectives.

3.7 Method of Data Collection

The data collection method employed in this study is a field survey procedure, utilizing self-administered questionnaires. The researcher personally administered the questionnaires to the respondents, ensuring that all copies were retrieved and minimizing the risk of missing data. This approach allowed for a high response rate and enabled the researcher to clarify any questions or concerns respondents may have had, thereby improving the quality of the data collected.

3.8 Method Of Data Analysis

The collected data were analyzed using descriptive statistics, including simple percentages and frequency counts. The results were presented in tables, providing a clear and simplified

representation of the information. This analytical approach was chosen for its ability to summarize large datasets and highlight key trends and patterns, facilitating easy interpretation of the findings. The use of tables enabled the researcher to present complex data in a concise and organized manner, making it easier to draw meaningful conclusions and identify areas for further investigation.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presented the findings of the study on the Impact of New media (X) on News Consumption among University Students. The data collected from the survey questionnaire is analyzed and presented in tables to facilitate understanding and interpretation. The chapter provides an in-depth analysis of the respondents' demographic characteristics, their level of engagement with new media news, their motivations for using the "X" medium, and the factors that influence their news consumption habits.

TABLE 1: Respondents' Age Group

Age Group	Frequency	Percentage
15-20yrs	123	45
21-25yrs	92	33
26 and above	61	22
Total	276	100%

Field Survey, 2025.

According to the respondents' age distribution presented in this table 1, the majority (45%) are between the ages of 15 and 20 (frequency 123), followed by those between the ages of 21 and 25 (33%), and those aged 26 and over (22%), with a frequency of 61. The sample's preponderance of younger respondents raises the possibility that the survey is more representative of the opinions and viewpoints of this age group, which may be helpful in understanding how younger people view different issues, but it also emphasizes the necessity of making sure that older respondents' opinions are fairly represented in the analysis and conclusions derived from the survey.

TABLE 2: Respondents' Gender

Gender	Frequency	Percentage
Male	78	28%
Female	198	72%
Total	276	100%

Field Survey, 2025.

According to the respondents' gender distribution, the female gender make up a sizable majority of the sample (72%) with a frequency of 198. However, with a frequency of 78, men comprised 28% of the respondents. The results of the survey may be impacted by this gender representation imbalance, especially if there are notable differences in attitudes or opinions between men and women. The sample's underrepresentation of men emphasizes how important it is to take gender dynamics into account when analyzing and interpreting the survey's findings. To make sure that the opinions of male respondents are fairly represented, it might be necessary to weight the responses or employ other statistical methods.

TABLE 3: Respondents' Level in School

Variables	Frequency	Percentage
100 level	65	24
200 level	70	25
300 level	-	-
400 Level	141	51
Total	276	100%

Field Survey, 2025.

The majority of respondents (51%) are 400-level students, with a frequency of 141, according to the respondents' level distribution. Students at the 200-level, who make up 25% of the respondents, come

next with a frequency of 70. With a frequency of 65, the remaining 24% of respondents are 100-level students. Interestingly, the sample does not include any 300-level students. The absence of 300-level Students' view was due to the fact that they were on internship as when the study was carried out.

TABLE 4: Distribution by Ethnicity

Variables	Frequency	Percentage
Igbo	75	27%
Hausa	-	-
Bini	101	37%
Esan	33	12%
Others	67	24%
Total	276	100%

Field Survey, 2025.

This presentation of data on the respondents' ethnicity, has the Bini ethnic group making up the largest percentage of the sample (37%) with a frequency of 101. The Igbo ethnic group, which comprises 27% of the respondents, came next with a frequency of 75. With a frequency of 33, the Esan ethnic group made up 12% of the sample, whereas other ethnic groups comprise 24%. The sample's notable ethnic group diversity emphasizes the importance of taking ethnic dynamics into account when analyzing and interpreting the survey's findings. The dominance of the Bini ethnic group could be due to the fact that the study was conducted in University of Benin, where Benin is the host community and majority of the students are of Benin extraction. The dominance of certain ethnic groups in the sample could potentially

impact the findings, particularly if there are significant differences in opinions or attitudes between ethnic groups.

TABLE 5: Assessment of the Respondents' Familiarity with "X" medium

Variables	Frequency	Percentage
Yes	270	28%
No	6	2%
Not sure	-	-
Total	276	100%

Field Survey, 2025.

With a frequency of 270, the vast majority of respondents (98%) are familiar with the "X" medium. Six respondents or just 2% of the total, said they were unfamiliar with the medium. This implies that most of the respondents are familiar with and utilise the "X" medium. The respondents' high degree of familiarity with the "X" medium raises the possibility that it could be a useful tool for information sharing and communication. Given the respondents' high degree of platform familiarity, the survey's conclusions regarding the use and effects of the "X" medium are probably trustworthy.

TABLE 6: Respondents' Engagement on "X" platform

Variables	Frequency	Percentage
Daily	214	78%
Weekly	59	21%

Monthly	-	-
Rarely	3	1%
Total	276	100%

Field Survey, 2025.

The majority of respondents (78%) use the "X" platform every day, with a frequency of 214. With a frequency of 59, another 21% of respondents use the platform once a week. Only 1% of respondents (3 individuals) rarely engage with the platform. The respondents' high level of "X" platform engagement indicates that it plays a significant role in their daily or weekly routine. This might affect how the platform is used for communication and information sharing, especially if reaching a big audience is the aim.

TABLE 7: Respondents' Preferred New Media platform for News consumption

Variables	Frequency	Percentage
Facebook	31	11%
X	145	53%
Instagram	34	12%
LinkedIn	25	9%
Others	41	15%
Total	276	100%

Field Survey, 2025.

The survey revealed that 53% of respondents (145 people) preferred the "X" platform, making it the most popular new media platform for news consumption. Facebook, which is preferred by

11% of respondents (31 people), and Instagram, which is preferred by 12% of respondents (34 people), come next. The respondents' preference for the "X" platform for news consumption raises the possibility that it could be a useful tool for reaching this audience with news and information. The survey revealed that 53% of respondents (145 people) preferred the "X" platform, making it the most popular new media platform for news consumption. Facebook, which is preferred by 11% of respondents (31 people), and Instagram, which is preferred by 12% of respondents (34 people), come next. The respondents' preference for the "X" platform for news consumption raises the possibility that it could be a useful tool for reaching this audience with news and information.

TABLE 8: Assessment of the Respondents' Primary reason for using “X” Medium

Variables	Frequency	Percentage
News consumption	71	33%
Entertainment	125	45%
Research	-	-
Socializing	11	4
Others	49	18
Total	276	100%

Field Survey, 2025.

This table showed that the respondents, 45% (125 people) out of the entire population stated that their main motivation for using the "X" medium is entertainment. With 33% (71 people) of respondents using the medium for news consumption, this is the second most common reason. With just 4% (11 people) of

respondents using the medium for socializing, this is the least common reason. The fact that entertainment is the most common reason given for using the "X" medium indicates that respondents are probably using it for recreational purposes, like watching videos or perusing content. The importance of the platform as an information source is demonstrated by the noteworthy percentage of respondents who use it to consume news.

TABLE 9: Respondents' Rate on Engagement on New Media News

Variables	Frequency	Percentage
Very engaged (more than 2 hours)	130	47%
Engaged (1-2 hours)	99	36%
Somewhat engaged (30 minutes to 1 hour)	31	11%
Not very engaged (less	16	6%

than 30 minutes)		
Total	276	100%

Field Survey, 2025.

This table presented respondents' rate on their engagement on the new media, more than two hours on the platform by the majority of respondents (47%, 130 people), who are highly involved with new media news. 99 respondents, or 36% of the total, are active users who spend one to two hours on the platform. Just 16 people, or 6% of the respondents, spend less than 30 minutes on the platform, indicating low levels of engagement. The respondents' high degree of engagement with new media news implies that they actively search for and consume news content on the platform. Information distribution and the impact of new media on public opinion may be affected by this.

TABLE 10: Respondents' Influence Factor on "X" Medium

Variables	Frequency	Percentage
Credibility of the source	41	15
Accuracy of the information	25	9

Speedy reporting	145	53%
Multimedia content	25	9%
Others	31	11%
Total	276	

Field Survey, 2025.

The response gotten in this table revealed that 53% (145 people) said speedy reporting is the most significant factor influencing the "X" medium among respondents. The second most significant factor, according to 15% of respondents (41 people), is the source's credibility. Multimedia content and information accuracy are also significant factors, as indicated by the 9% (25 respondents) who mentioned them. The necessity of timely and current information on the platform is highlighted by the significance of prompt reporting as an influence factor on the "X" medium. The importance of reliability and trustworthiness in the spread of information is further highlighted by the significance of the source's credibility as a factor.

TABLE 11: Respondents' View on the credibility of New Media

Variables	Frequency	Percentage
Strongly agree	16	6%
Agree	130	47%
Neutral	-	-

Disagree	99	36
Strongly Disagree	31	11%
Total	276	100%

Field Survey, 2025.

This table showed that 36% of respondents (99 people) disagreed that new media is credible, whereas the majority (47%, 130 people) agree. Six percent (16 people) strongly agree with the idea that new media is credible, while another eleven percent (31 people) strongly disagree.

The respondents' conflicting opinions regarding the legitimacy of new media indicate that different people have different ideas about how reliable and trustworthy the information that is spread via these platforms is. This emphasizes how important it is to critically assess and validate the information found on these platforms.

TABLE 12: Fake News Experiences of Respondents

Variables	Frequency	Percentage
Frequently	246	89%
Occasionally	30	11%
Rarely	-	-
Never	-	-
Total	276	100%

Field Survey, 2025.

While 11% (30 people) have occasionally come across fake news, the vast majority of respondents (89%, 246 people) have encountered it frequently. None of the respondents said they came across fake news infrequently or never. The need for critical assessment and verification of information on new media platforms is underscored by the high prevalence of fake news among respondents. This further emphasizes how crucial media literacy and fact-checking are to stopping the spread of false information.

TABLE 13: Months/Years of “X” Medium Use by Respondents

Variables	Frequency	Percentage
Less than 6 months	30	11
6 Months – 1 Year	47	17
1-2 Years	133	48

More than 2years	66	24
Total	276	100%

Field Survey, 2025.

The presentation in this table unveiled 24% (66 people) have been using the "X" medium for more than two years, whereas the majority of respondents (48%, 133 people) have been using it for one to two years. 11% (30 people) have been using the medium for less than six months, and another 17% (47 people) have been using it for six months to a year.

It is likely that the respondents are familiar with the platform and its features because a sizable portion of them have been using the "X" medium for a long time. This might have an impact on how information is shared and how the platform shapes public opinion.

TABLE 14: Traditional Newspaper Use by Respondents

Variables	Frequency	Percentage
Yes, regularly	24	9%
Yes, occasionally	49	18%

No, I prefer online news	84%	30%
No, I don't read printed Newspapers	119	43%
Total	276	100%

Field Survey, 2025.

The result showed here that 30% of respondents (84 people) prefer online news, while the majority of respondents (43%, 119 people) do not read printed newspapers. A further 18% (49 individuals) occasionally read printed newspapers, while 9% (24 individuals) regularly read printed newspapers. The Respondents' preference for online news emphasizes the trend toward digital media consumption. The newspaper industry and the traditional channels of information dissemination may be affected by the drop in printed newspaper readership.

4.2 Discussion of Findings

Research Question 1: What is the level of New Media (X) engagement among university students?

According to the findings garnered in this study, University of Benin students used as the scope of this study, are highly engaged with the New Media (X). More than two hours were spent on the platform by a sizable percentage of respondents (47%) who said they were highly involved with new media news. This implies that university of Benin students' daily lives now revolve around new media platforms, which give them an easy and accessible way to keep up with current affairs. UNIBEN students' extensive use of new Media highlights how crucial these platforms are in influencing their thoughts and beliefs.

University of Benin students are highly engaged with new media news, because mobile devices and internet connectivity are so widely available. Students can now access news and information from anywhere at any time thanks to the widespread use of smartphones and social media. Students' news consumption habits have changed as a result, with many now favoring online sources over conventional print or broadcast media. This study have ramifications for how college students receive and consume news, and they emphasize how important it is for news outlets to adjust to the shifting media environment.

The results of the study also bring up significant issues regarding how new media affects students' social and academic lives. How, for example, does students' academic performance change when they use new media extensively? How can students distinguish between reliable sources of information and false information? To make sure that students have the abilities necessary to successfully traverse the complicated media landscape, these are significant issues that need more research. All things considered, the high degree of new media engagement among University of Benin students emphasises how critical it is to comprehend how new media shapes students' attitudes and beliefs.

Research Question 2: What are the motivations behind undergraduates' use of New Media (X) for news consumption?

Some intriguing discussion can be drawn from the study's findings regarding the motivation behind undergraduates use of the new media (X) to consume news. Table 8 illustrated that 45% of respondents (125 people) stating that entertainment is their primary motivation, while 33% of respondents (71 people) utilising the medium for news consumption, this is the second most common reason. According to these results, undergraduates use new media platforms for a range of purposes. The dominance of entertainment as a motivation highlights the need for new media platforms should strike a balance between informative content and educational and entertaining features. According to Table 7, 53% of respondents prefer using the "X" platform for news consumption, indicating that the platform's features and content are appealing to undergraduates. To cater to this demographic, new media platforms could incorporate multimedia content, such as videos and infographics, to make news more engaging and interactive. By doing so, new media platforms can increase user engagement and retention, while also providing undergraduates with a valuable source of news and information. Ultimately, understanding the motivations behind undergraduates' use of new media can help platform developers create more effective and user-friendly interfaces that meet the needs of their target audience. The findings of this study highlighted that UNIBEN undergraduates use the New Media to satisfy their various needs, such as finding information and having fun.

Research Question 3: What factors shape news consumption habits among university students?

According to the findings of this study on the factors influencing University of Benin students' news consumption habits, speedy reporting is the most significant factor, as indicated by 53% of respondents (145 people) (Table 10). This implies that college students value timely information and are more inclined to interact with news outlets that offer current events coverage. Other significant factors are the accuracy of the information and the credibility of the source, which were mentioned by 15% (41 people) and 9% (25 people) of respondents, respectively.

These findings indicated that university of Benin students value reliable and trustworthy information, and that new media platforms must prioritise credibility and accuracy to remain relevant. The importance of speedy reporting highlights the need for news providers to invest in real-time reporting and updating capabilities. By doing so, they can cater to the needs of university students who are looking for timely and reliable information. Furthermore, the emphasis on credibility and accuracy underscores the need for news providers to maintain high standards of journalism and fact-checking to build trust with their audience. By prioritising these factors, new media platforms can establish themselves as credible sources of news and information, and attract a loyal following among university students.

Research Question 4: What is the essence of news consumption to university students?

The study unveiled in Tables 9, 11 and 12 that, university students must consume news in order to stay up to date on issues and current events that impact their lives. Table 9 showed that a sizable percentage of respondents (47%) spend more than two hours on the platform and are highly engaged with news from new media. This high degree of participation emphasizes how crucial news consumption is in forming their thoughts and beliefs.

The presentation in table 12 illustrated how common fake news is among respondents, underscoring the importance of critically assessing and confirming information on new media platforms. The fact that 89% of respondents frequently encounter fake news is a concern that warrants attention. According to this research, critical thinking abilities are necessary for college students to successfully negotiate the complicated media environment and separate reliable information sources from false information. Furthermore, 47% of respondents agreed that new media is credible, while 36% disagreed, according to the study's findings on the subject, which are shown in Table 11. This conflicting perspective on credibility emphasises how new media platforms must put accuracy, credibility and engagement first in order to guarantee the dependability and applicability of the information they offer. Overall, the study emphasises how important news consumption is to college students' lives and how new media platforms must put engagement, accuracy, and credibility first. New media platforms can thus give college students a useful source of news and information that can shape their thoughts and opinions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study investigated the impact of new media (X) on news consumption among university students, focusing on their engagement patterns, motivations, and influencing factors. The results showed a high level of engagement, with 47% of respondents spending over 2 hours on the platform, indicating that new media has become a vital part of their daily lives. Entertainment emerged as the primary motivation, with 45% of respondents citing it as their main purpose, while news consumption was the second most popular reason (33%). Speedy reporting was identified as the most influential factor (53%), followed by credibility of the source (15%) and accuracy of information (9%). These findings emphasize the need for new media platforms to prioritize timeliness, credibility, and accuracy. The prevalence of fake news was a significant concern, with 89% of respondents frequently encountering it, highlighting the importance of critical thinking skills for university students to navigate the complex media landscape.

The study's findings have implications for news consumption and dissemination among university students, underscoring the need for new media platforms to prioritize credibility, accuracy, and engagement.

5.2 Conclusion

According to the study's findings, university students now rely heavily on new media (X) for their news consumption, which has changed how they obtain and interact with information. With 47% of respondents spending more than two hours on the platform, the high level of engagement with new media news highlights how important these platforms are in influencing students' thoughts and opinions. 53% of respondents stated that speedy reporting was the most important factor influencing how they consume news, which emphasizes the necessity for news organizations to adjust to the shifting media landscape and give priority to timely reporting in order to stay relevant.

Fake news is a serious problem that emphasizes the necessity of critically assessing and validating information on new media platforms, as 89% of respondents said they regularly come across it. According to this research, college students need instruction on how to assess the information they take in critically and separate reliable sources from false information. The results of the study suggest that critical thinking abilities and media literacy are necessary for college students to successfully negotiate the intricacies of new media and make wise choices regarding the information they take in.

This study has wide-ranging ramifications that will have a big impact on how college students consume and distribute news. Given the high level of interest in new media news, it is likely that students now rely heavily on these platforms for information, and traditional news sources may need to change in order to stay relevant. The fact that 45% of respondents cited entertainment as

their primary reason for using new media to consume news emphasizes the necessity for news providers to strike a balance between entertaining and educational content in order to draw and keep users. By doing this, news outlets can offer university students a useful source of news and information while also meeting their varied needs and preferences.

The results of the study also highlight how crucial critical thinking and media literacy are for negotiating the intricacies of new media. Students in higher education must learn how to assess the information they take in critically, spot biases and false information, and choose reliable sources. Teachers and legislators can enable college students to successfully traverse the shifting media landscape and take advantage of the opportunities provided by new media by emphasizing media literacy and critical thinking. In the end, the study's conclusions emphasize the necessity of a comprehensive strategy that places a high value on media literacy, critical thinking, and reliable information in order to handle the opportunities and problems brought about by new media.

5.3 Recommendations

The following recommendations have been made based on the findings of this study:

1. The news outlets should place a high priority on credibility and prompt reporting, in order to guarantee that students receive accurate and timely information.
2. There should be news features that encourage media literacy and critical thinking, like fact-checking tools and critical commentary, should be included in new media platforms.

3. The significance of new media in influencing students' views and opinions should be acknowledged by educators and legislators, who should endeavour to encourage media literacy and critical thinking in their students.

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APPENDIX
(Questionnaire)

**Department of Mass Communications,
Faculty of Arts,
University of Benin,
Benin City, Edo state,
Nigeria.**

Dear Participant,

REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

My name is **Isaac Osahumwense Egbon**, a final-year undergraduate student in the Department of Mass Communication, Faculty of Arts, University of Benin with a Matriculation Number: ART2100911. As part of my degree requirements, I am conducting a research study titled “**The Impact of New Media(X) on News Consumption Among University Students.**”

I am writing to request your participation in this study by completing the attached questionnaire. Your responses will be treated with utmost confidentiality, and all data collected will be used solely for research purposes. Please note that there are no direct benefits attached to participating

in this study, and you reserve the right to withdraw at any point in time. By responding to this questionnaire, you consent to the use of your responses for research purposes only.

Your cooperation and support in this academic endeavour are greatly appreciated. Thank you for considering this request.

Yours Faithfully,

Isaac Osahumwense Egbon.

(Researcher)

Section A: Demographic Data

Please tick (✓) in the appropriate box after each question.

1. What is your age group? (a) 15-20 years [], (b) 21-25 years [], (c) 26 and above[].
2. What is your gender? (a) Male [], (b) Female [].
3. What is your current level of study? (a) 100 level [], (b) 200 level [], (c) 300 level [], (d) 400 level [], (e)500-600 level [].
4. Ethnic Group
(a) Igbo[], (b) Hausa [], (c) Bini [], (d) Esan[], (e) Others[].

Section B: Psychological Data

5. Are you familiar with the new media “X” in particular?
(a) Yes [], (b) No [], (c) Not sure.

6. How often do you use the X platform?

(a) Daily [], (b) Weekly [], Monthly [], (d) Rarely [].

7. Which New media platform do you use most for news consumption?

(a) Facebook [], (b) X (formerly Twitter) [], (c) Instagram [], (d) LinkedIn [], Others [],

8. What do you primarily use X medium for?

(a) News consumption [], (b) Entertainment [], (c) Research [], (d) Socializing [], (e) Others [].

9. How would you rate your level of engagement with the new media news in a day?

(a) Very engaged (more than 2 hours) [], (b) Engaged (1-2 hours) [], (c) Somewhat engaged (30 minutes to 1 hour) [], (d) Not very engaged (less than 30 minutes) [].

10. What factors influence your news consumption habits on “X” medium?

(a) Credibility of the source [] (b) Accuracy of the information [], (c) Speed of reporting [], (d) Multimedia content (e.g., videos, images) [], (e) Others [].

11. Do you think new media news is credible?

(a) Strongly agree [], (b) Agree [], (c) Neutral [], (d) Disagree [], (e) Strongly disagree [].

12. How often do you encounter fake news on “X” medium?

(a) Frequently [], (b) Occasionally [], Rarely [], (d) Never []

13. How long have you been consuming news on “X” medium?

(a) Less than 6 months [], (b) 6 months to 1 year [], (c) 1-2 years [], (d) More than 2 years [].

14. Do you still read print newspapers?

(a) Yes, regularly [], (b) Yes, occasionally [], (c) No, I prefer online news [], (d) No, I don't read newspapers [].