

**AUDIENCE PERCEPTION OF ONLINE NEWS CLIPS IN PROMOTING PROFESSIONAL
BROADCASTING PRACTICE IN EDO STATE.**

BY

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JUNE, 2026

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

This project is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts under the supervision of Mr Bobby Eghosa Obayuwana.

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

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DEDICATION

This research work is dedicated to God Almighty for his guidance, strength and wisdom during the period of this study.

CERTIFICATION

This is to certify that this research work was written and submitted by me, Okodugha Dorothea Osereme with mat no: ART2301175 to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State.

Mr Bobby Eghosa Obayuwana

Supervisor

DATE

Dr. Daniel Ekharefo

Head of Department

DATE

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ABSTRACT

This study examined audience perception of online news clips in promoting professional broadcasting practice in Edo State. The objectives of the study were to determine the level of audience exposure to online news clips, examine audience preference and frequency of access, assess the influence of source credibility and presentation quality on audience trust, evaluate audience perception of professionalism and ethical standards in online news reporting, and determine the extent to which exposure to online news clips affects perceived credibility and audience engagement. The study adopted a survey research design. Data were collected through the administration of structured questionnaires to respondents in Edo State, of which 397 valid copies were retrieved and used for analysis. The data were analysed using frequency tables and percentages. The findings revealed a high level of exposure to online news clips among respondents, with most participants accessing and viewing such content regularly through digital platforms including news websites and social media. The study also found that respondents prefer online news clips to traditional print media because of their accessibility, convenience, and engaging presentation. Furthermore, the findings showed that online news clips are frequently shared among audiences, thereby extending their reach and influence. Source credibility, visual and audio quality, peer influence, and frequency of exposure were identified as major factors influencing audience trust and perception of online news content. The study further revealed that respondents generally perceive online news clips as professional, balanced, and trustworthy, particularly when produced by reputable media organisations. Repeated exposure was also found to strengthen audience perceptions of credibility and reliability. In addition, respondents agreed that online news clips contribute to the promotion of professional journalism standards, ethical reporting practices, and media accountability. The study concluded that online news clips have become an important component of contemporary news consumption and play a significant role in shaping audience trust, engagement, and perception of professionalism in broadcasting practice. It was therefore recommended that media organisations maintain high standards of accuracy, credibility, and production quality, while also providing continuous training for journalists to ensure adherence to ethical and professional broadcasting standards in the digital media environment.

CHAPTER ONE

INTRODUCTION

1.1. Background to the Study

Over the years, social media and online platforms have changed the way people consume news and information. Audiences no longer rely solely on traditional broadcast media; instead, they actively engage with online news clips, sharing opinions, commenting on contents, and influencing discussions about current events. Digital platforms such as Facebook, YouTube, and X (formerly Twitter) provide viewers with the opportunity to access news instantly, interact with broadcasters, and respond to professional media contents in real time. This interaction shapes how the public perceive news and contribute to discussions about the quality and credibility of broadcast journalism, (Aondover, Igwe, Akin- Odukoya and Ridwan, 2024).

According to Lee (2015) online news clips are short video segments published on digital platforms in order to inform viewers about current events. They are designed to be easily accessible on social media sites, news websites, and mobile apps, while allowing audiences to watch news on demand. Online news clips provide immediate access to information and combine audio, visual, and textual elements to help viewers understand a story quickly. These clips highlight key points of a news event and make it easier for busy audiences to stay updated without watching long broadcasts. Similarly, Aondover, Igwe, Akin- Odukoya, and Ridwan (2024) explain that online news clips are a tool for engaging audiences, as they allow viewers to react, share, and comment on content. They are not just recordings of television broadcasts, rather, they are produced and edited for online

consumption, making them more interactive and appealing. Online news clips have become an important way for people to follow events, form opinions, and participate in discussions about social, political, and cultural issues by breaking news into concise, shareable videos.

Akande, Falobi, Akin- Odukoya, Ajasa, and Ridwan (2024) explain that online news clips serve as channels for disseminating information and also as tools for influencing public understanding and opinion. Viewers of news clips do not passively absorb content, they interpret, critique, and form judgments about the professionalism of broadcasters, the accuracy of information, and the relevance of news stories. In this sense, online news clips act both as a source of information and as a measure of media professionalism, affecting how audiences perceive the integrity and effectiveness of broadcasting. Dwesini and Magade (2021) emphasise that digital platforms can transcend time and geographical boundaries, enabling news content to reach a wide audience quickly. This capability allows professional broadcasters to engage directly with viewers, while also exposing their work to public scrutiny.

Similarly, the Reuters Institute of Journalism (2025) notes that online platforms function as social systems that transmit cultural, political, and societal ideas, shaping community perspectives and reactions. The way audiences respond to news clips through comments, shares, and discussions shows their understanding of events as well as their evaluation of the broadcaster's professionalism. However, audience perception can vary widely. While some viewers critically evaluate the quality and reliability of news clips, others may focus on sensational aspects, humor, or entertainment value. Uchenna (2024) caution that the framing of content on social media can focus too much on certain perspectives while overlooking others. This may influence public judgment about the credibility and

professionalism of broadcasters. Additionally, algorithms usually promote contents that generate more engagements, meaning that popular but less professional clips can sometimes overshadow more accurate or well- produced news. For example, during the #EndSARS protests in Nigeria, many dramatic video clips taken by citizens at the Lekki Toll Gate and shared on platforms like Facebook and X shaped how people understood the events online, even when all details were not fully verified. The National Broadcasting Commission (NBC), later sanctioned major Nigerian stations including Arise News, Channels TV and AIT for using these unverified online clips in their reporting. The argument was that they violated broadcasting standards by airing social media- sourced footages without proper authentication and potentially inflamed tensions during the protests. These stations were fined significant amounts as a penalty for what the NBC described as unprofessional use of online content.

There is no gain saying that the interaction between online news clip and professional broadcasting can affect public perception and media practice in Nigeria. Given the growing influence of online news clips on public opinion, it becomes essential to understand audience perception in Edo State. Therefore this study examines audience perception of online news clips in promoting professional broadcasting in Edo State.

1.2. Statement of the Problem

The advancement of digital communication technologies and the rise of social media platforms have changed news production and consumption patterns in Nigeria. Broadcast media and other organisations usually integrate online news clips sourced from social media platforms like Facebook, X (formerly Twitter), Tiktok and Instagram into their news contents in order to enhance immediacy and expand audience reach. While this development has

improved access to information, it has also introduced challenges relating to the maintenance of professional standards and journalistic credibility within broadcast media practice.

A major concern with the growing use of online news clips is the issue of verification and editorial control. Unlike traditional broadcast news, many of these clips are created by social media users and shared without following established professional and ethical journalistic standards such as accuracy, fairness, and objectivity. In the quest to provide breaking news and attract larger audiences, some broadcasters air these clips without properly verifying their authenticity. This practice increases the risk of spreading false and misleading information, which can confuse the public and undermine trust in the media. The 2019 fuel scarcity crisis in Nigeria can buttress this point where several online videos showing long queues and alleged violence at filling stations were aired by certain television stations. But investigations later revealed that some clips were either outdated and from different locations. Such incidents show how reliance on unverified online content can compromise professional standards and negatively affect the credibility of broadcasters in Nigeria.

Similarly, the problem is made worse by the tendency for online news clips to be sensational. Clips that show dramatic scenes or strong emotions often attract a lot of attention and are shared very quickly. During national events such as the #EndSARS protests, several sensational online clips were repeatedly shared and, in some cases, incorporated into broadcast news coverage. Although these clips shaped public discourse, subsequent controversies surrounding their authenticity raised serious questions about the reliability of broadcast news that depends heavily on online sources. Regulatory bodies such as the National Broadcasting Commission (NBC), have sanctioned stations like Arise News,

Channels TV, and AIT for airing unverified online content. Although this has raised many concerns over professionalism, the sanctions however indicate a growing institutional concern that reflect much reliance on online news clips which can undermine professionalism, ethical conduct, and public trust in broadcast journalism.

In addition to regulatory concerns, the perceptions of audiences constitute a critical dimension of this problem. Audiences now actively engage with news content across multiple platforms and frequently encounter both professionally produced broadcasts and online-generated clips. However, it remains unclear how audiences interpret these different forms of content or how they assess the credibility and professionalism of broadcasters that utilise online news clips in their reporting. Nwabueze (2015) for instance provides an extensive discussion on the nature, features, and rise of online news, as he emphasised on its multimedia elements and accessibility. However, his work does not investigate how audiences perceive the credibility, professionalism, or ethical standards of these news clips.

Akpoveta (2016) highlights the delivery of news through digital platforms and the provision of real-time updates, but findings from such study does not explore audience reactions or their evaluation of broadcast quality. This research gap indicates that while online news is commonly available and consumed, little knowledge is known about how audiences assess its professionalism and reliability, which is critical for guiding ethical and high-standard broadcasting practices in Nigeria.

Furthermore in Edo State, the growing access to the internet and the increasing usage of social media platforms have greatly increased the number of people watching online news clips. Many viewers now receive news from traditional television stations and also from social media platforms, where the content is sometimes unverified or sensational. This

creates a complex media environment in which mass media audiences tries to distinguish between accurate, professionally produced news and online clips that may be misleading and incomplete in nature. Without a clear understanding of how people perceive and judge these online clips, broadcasters may continue to prioritise speed, excitement, and audience engagement over careful reporting and ethical standards. As time proceeds, this could weaken professional broadcasting, reduce the credibility of news stations, and make it harder for audiences to trust the information they receive. While these issues amongst others persists, it therefore becomes necessary to investigate audience perception of online news clips in promoting professional broadcasting practice in Edo State

1.3. Objectives of the Study

The objectives of the study seeks to:

1. Ascertain the extent to which audiences in Edo State are exposed to online news clips .
2. Examine how audiences in Edo State perceive the credibility of online news clips from media organisations.
3. Identify the factors that influence audience perception of online news clips in Edo State.
4. Assess the role of online news clips in promoting professional and ethical broadcasting practices among media organisations in Edo State.

1.4. Research Questions

1. To what extent are audiences exposed to online news clips in Edo state?
2. How does the audience perceive the credibility of online news from media organisations in Edo?

3. What are the factors that influence audience perception of online news clips in Edo state?
4. What is the role of online news clips in promoting professional broadcasting practice among media organisations in Edo state?

1.5. Significance of the Study

The study will be relevant to several stakeholders including audiences in Edo State, broadcasters, the media, policymakers and NBC . This study is significant to the media and broadcasters because it provides information into how audiences in Edo State perceive online news clips and evaluate the professionalism of media organisations. Understanding audience perception will also help broadcasters appreciate how their contents are received and identify areas where improvements are needed to maintain credible, professional and ethical standards. Additionally, the study will benefit media organisations by highlighting the role of online news clips in promoting professional broadcasting. With an examination of factors such as accuracy, presentation, and source verification, the research can guide media practitioners in producing content that is both engaging and reliable, reducing the risk of disseminating unverified or sensationalised news.

Policymakers and regulators such as the National Broadcasting Commission (NBC), can utilise the findings from this work to develop better guidelines for the use of online clips in news reporting. Additionally, audiences will gain more awareness of how their online interactions with news clips influence their perception of the mass media, helping them to become more critical and discerning consumers of digital news.

Finally, the study also contributes to academic knowledge by expanding research on digital media consumption and audience engagement in Nigeria.

1.6. Scope of the Study

This study focuses on audience perception of online news clips and their role in promoting professional broadcasting among mass media organisations in Oredo, Egor, and Ikpoba-Okha Local Government Areas of Edo State. Online news clips have become an important part of media consumption, and understanding how audiences see their credibility, professionalism, and ethical standards is essential for improving broadcasting practices. The study looks at how audiences respond to these news clips and how this affects the quality of media content in the selected areas.

The choice of Oredo, Egor, and Ikpoba-Okha Local Government Areas as study areas is deliberate and justified. This is because these areas are urbanised and densely populated, hosting different residents including students, working professionals, traders, and civil servants. This demograph people ensures the study captures different habits, opinions, and experiences with online news clips, giving a clear picture of how residents interact with digital news content.

Also, Oredo, Egor, and Ikpoba-Okha also have several media organisations and high internet access, making online news easily available to residents. The presence of media outlets allows observation of professional broadcasting standards in online content, while the urban setting makes the research manageable. Focusing on these three areas helps the study examine audience perception of online news clips and their role in supporting professional media practices.

1.7. Operational Definition of Terms

Audience: These are residents of Oredo, Ikpoba-Okha and Egor Local Government Areas, who consume news content online. These include people who watch, share, comment on, or interact with online news clips on social media platforms, news websites, and mobile applications.

Perception: It is the way the audience interprets, understands, and evaluates online news clips. It involves forming opinions about the credibility, accuracy, presentation, and overall professionalism of the media organisations that produce or share the news content.

Online News Clips: Online news clips are short video segments produced or shared by media organisations for online platforms. They are designed to inform audiences about current events in a concise and visually engaging manner and are accessible on social media sites, news portals, and mobile applications. These clips can include news summaries, highlights, or full reports tailored for digital consumption.

Professional Broadcasting in Edo State: It involves the way which the use of online news clips by media organisations helps maintain and enhance standards of credible, accurate, and responsible reporting. It includes adherence to journalistic ethics, verification of facts, clarity in presentation, and the ability to engage audiences while upholding professionalism within the media industry of Edo State.

Edo State: This is the location where the study will be carried out. Basically, it will be conducted at Oredo, Egor and Ikpoba-Okha local government areas of Edo State.

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews existing literature relevant to the study on audience perception of online news clips in promoting professional broadcasting in Edo State. The purpose of the literature review is to examine concepts, theories, and previous empirical studies that provide a foundation for understanding the subject matter.

2.1. Conceptual Review

2.1.1 Concept of Online News

According to Nwabueze (2015), online news are news contents that are created, published, and shared through the internet using digital platforms. This form of news covers channels such as news websites, blogs, social media platforms, and mobile news applications. It gives users quick and easy access to information from different sources and often includes multimedia features like pictures, videos, and interactive content. Nwabueze explains that online news has grown in popularity because it is easy to access, convenient to use, and capable of providing immediate updates on events happening across the world.

Agba (2012) explains that the growth of the internet has led to changes in online news, reshaping traditional journalism and the way audiences consume media content. Online news has made information more accessible to people and has allowed audiences around the world to receive news updates instantly. Similarly,

Akpoveta (2016) notes that online news involves the delivery of information and reports on areas such as current affairs, politics, sports, entertainment, and other issues through digital platforms. It focuses on providing news updates in real time or close to real time, enabling users to follow breaking news as events occur.

Online news is therefore a type of journalism that depends on digital technologies to collect, produce, and distribute news content to a wide and global audience almost instantly. It allows users to read news stories, watch videos, listen to audio content, and interact with news features using internet-enabled devices such as computers, smartphones, and tablets. Online news platforms may be operated by traditional media organisations like newspapers, radio, and television stations, as well as by online-based media organisations and independent content creators.

As noted by Nwabueze (2015), online news has certain features that clearly set it apart from traditional media. These include:

Accessibility: Online news is easily available to users at any time of the day and from any location, provided there is access to the internet and a compatible device such as a smartphone, tablet, or computer. This flexibility removes the limitations of time and place associated with traditional media, allowing audiences to stay informed whenever it is convenient for them.

Multimedia Integration: Online news makes use of different forms of media, including written text, photographs, videos, infographics, audio clips, and interactive tools. This combination of formats helps to present information in a clearer and more appealing way, improves understanding of complex issues, and enhances the overall user experience.

Global Reach: News content published online can be accessed by audiences across the world without restriction. Unlike traditional media that may be limited by distribution areas, online news transcends geographical boundaries, enabling information to reach a global audience instantly.

Interactivity: Online news platforms encourage active audience participation by allowing users to comment on news stories, share content on social media, react through likes or emojis, and engage in discussions. This level of interaction creates a two-way communication process between news producers and consumers and promotes community engagement.

Personalisation: Many online news platforms use algorithms and digital tools to tailor news content to individual users. These platforms recommend news stories that are more relevant, thereby improving user satisfaction and engagement.

Real-Time Updates: Online news provides immediate coverage of breaking news and ongoing events. News updates can be published and revised instantly as new information becomes available, ensuring that audiences receive timely, current, and up-to-date information as events unfold.

2.1.2 Online News Clips

Online news clips are short digital video segments that present news stories or reports through internet-based platforms such as news websites, social media, and mobile applications. Unlike traditional long-form television broadcasts, online clips are typically brief from a few seconds to several minutes, and are designed to capture audience attention quickly. These clips combine audio-visual elements to communicate information efficiently, often including narration, interviews, images, video footage, and graphics to enhance comprehension and engagement (Akpoveta, 2016).

Agba (2012) contends that a main characteristic of online news clips is their immediacy. They are created and uploaded in near real-time, as they allow audiences to receive breaking news as events unfold. This immediacy addresses the demand for instant access to

information in a digital society where audiences expect updates on global and local developments without delay. Online clips satisfy the need for timely information in emergencies or changing situations by providing concise and accessible updates. Another important feature of online news clips is interactivity. Many platforms enable audiences to engage directly with content through likes, shares, comments, and other forms of feedback. This participatory element encourages audience involvement and creates a two-way communication process, distinguishing online clips from traditional one-way broadcasting models. Interactive features also allow media organisations to gauge audience interest and refine content to meet user preferences, (McQuail, 2010).

Oso (2012) avers that online news clips are highly versatile in terms of content. They cover different topics including politics, social issues, entertainment, sports, business, and culture. This variety ensures that different audience segments can access content relevant to their interests. Additionally, online clips often use multimedia storytelling techniques, combining text captions, infographics, and video sequences to communicate complex information in a more digestible and engaging manner. As Oso argues online news clips appear in various forms. These include;

News Bulletin: A common form is news bulletin clips, which are short segments summarising breaking news or major events. These clips often feature a presenter or voiceover summarising the story, supported by relevant visuals such as images, footage, or graphics. They are designed for quick consumption, as they allow viewers to grasp the essential information within a short time frame.

Feature or documentary-style clips: These type of clip provides more in-depth coverage of a topic. Unlike news bulletins, these clips explore issues in greater detail usually including interviews, expert opinions, field reports, and background

information. They combine visual storytelling techniques such as video sequences, animations, and infographics to make difficult issues understandable and engaging for audiences. This form is commonly used for investigative reporting, human-interest stories, or educational content.

Social media or user-generated clips: These are short videos shared on platforms like Facebook, Twitter, Instagram, and TikTok. These clips may include live updates, citizen reporting, viral events, or multimedia posts created by individuals rather than professional news organisations. They are usually interactive, allowing viewers to comment, share, and respond, making them highly engaging and participatory. While these clips increase accessibility and immediacy, their credibility can vary, highlighting the importance of critical evaluation by audiences

Baran and Davis (2015) adds that the credibility of online news clips is influenced by the source and presentation of content. Professional news organisations maintain editorial standards to ensure accuracy, objectivity, and balance, while user-generated clips may vary in reliability. Trusted online clips reinforce public confidence in digital journalism and encourage informed decision-making. Finally, the production and dissemination of online news clips are shaped by technological advancements and audience behaviour. The growth of high-speed internet, mobile applications, and social media platforms has transformed how news is created, distributed, and consumed. Media organisations now integrate analytics to track viewership patterns and engagement, allowing for content that maximises reach and impact. Consequently, online news clips represent an evolving form of journalism that is responsive to both technological trends and the informational needs of contemporary society (Nwabueze, 2015).

2.1.3 Professional Broadcasting

Asemah (2016) explains that professional broadcasting is the planned, ethical, and skilled production and transmission of broadcast content through radio and television by trained media practitioners, with the aim of informing, educating, entertaining, and serving the public interest. It is guided by established professional standards, ethical codes, and regulatory frameworks that ensure accuracy, balance, fairness, and responsibility in content creation and dissemination. Professional broadcasting is not arbitrary, rather, it is systematic and value-driven. It is reflective of societal norms while upholding the credibility and integrity of the broadcast media.

According to McQuail (2010), professional broadcasting involves the application of journalistic principles such as objectivity, truthfulness, accountability, and respect for audience diversity in the production of broadcast programmes. It covers various programme formats including news, documentaries, interviews, talk shows, educational programmes, public service announcements, and entertainment content, all produced to meet both public service obligations and organisational goals. The professionalism of broadcasting is evident in the quality of content, adherence to broadcasting codes, and the competence of broadcasters in programme planning, presentation, and delivery.

Oso (2012) maintains that professional broadcasting can be described as a specialised field of mass communication in which radio and television content is produced, processed, and transmitted by trained and qualified practitioners who operate within established ethical codes, professional standards, and regulatory frameworks. It emphasises accuracy, balance, objectivity, and technical competence in programme production and presentation, ensuring that broadcast messages are credible, socially responsible, and capable of meeting the informational, educational, and cultural needs of the audience (Okunna, 2002).

Professional broadcasting also can be described as a regulated and organised broadcasting practice where content creation and dissemination are guided by clearly defined institutional policies, editorial control, and professional values. It involves careful programme planning, fact-checking, ethical decision-making, and compliance with broadcasting laws in order to serve the public interest while maintaining quality and accountability. Professional broadcasting supports democratic communication, social development, and effective public engagement across diverse audiences when these principle are followed (Baran & Davis, 2015).

In the contemporary media environment, professional broadcasting has evolved with advances in digital technology and media convergence. The introduction of digital broadcasting, live streaming, multimedia production, and interactive platforms has expanded the scope of professional broadcasting beyond traditional radio and television. Irrspecitve of these changes, the major principles of professionalism which includes accuracy, ethical conduct, technical competence, and social responsibility are important to broadcast practice. Professional broadcasting therefore ensures that content is not only appealing but also credible, reliable, and socially relevant.

Professional broadcasting performs several key roles in society, which can be explained using the PENISE functions adapted from Asemah's (2016) PENISE model: Persuasion, Information, Education, Surveillance, Entertainment, and Social Integration.

I. Persuasion and Audience Perception of Online News Clips

Persuasion in professional broadcasting is structured communication guided by editorial ethics, regulatory frameworks, and professional codes. Advertisements, political messages, and public enlightenment campaigns are carefully scripted, fact-checked, and approved to

ensure credibility. Professional broadcasters operate under established standards that reduce propaganda, sensationalism, and misinformation.

Online news clips shared across digital platforms often originate from professional broadcast houses. When audiences identify these clips as products of regulated media institutions, they tend to associate them with responsibility and ethical influence. This perception strengthens trust in professional broadcasting within the digital space. However, if persuasive messages appear biased or manipulative, audience confidence may decline. Therefore, the persuasive quality of online news clips plays a significant role in shaping public perception of broadcasting professionalism in Edo State.

II. Information and Online News Consumption

The informational role remains central to professional broadcasting. Accuracy, balance, verification, and timeliness distinguish professional news from unverified online sources. Through structured news bulletins, correspondent reports, and expert interviews, broadcasters provide reliable information that supports informed decision-making.

Online news clips serve as condensed versions of full broadcast reports. Audience perception depends largely on clarity, credibility, and visible source identification. When clips display station branding, professional anchors, and structured reporting formats, viewers perceive them as authentic and trustworthy. This perception enhances the relevance of professional broadcasting in the digital era. Where attribution is unclear or reporting appears incomplete, skepticism may arise. Thus, informational integrity significantly influences how audiences evaluate professional broadcasting.

III. Education and Knowledge Development

Professional broadcasting contributes to public education through programmes that explain complex issues in accessible language. Health campaigns, governance discussions, agricultural advisory programmes, and documentary features expand public understanding of social and developmental issues. Online news clips derived from educational broadcasts extend their reach to wider audiences. When such clips are perceived as enlightening, practical, and socially beneficial, audiences view professional broadcasting as development-oriented and responsible. This positive perception strengthens the role of broadcasting as a tool for intellectual growth and social awareness.

IV. Surveillance (Watchdog Role) and Public Trust

The surveillance function involves monitoring societal activities and promoting accountability. Investigative journalism, coverage of public hearings, and emergency reporting position professional broadcasters as watchdogs over institutions and public authorities.

Online circulation of investigative clips enhances visibility and public engagement. When audiences perceive such reports as objective and fact-based, trust in professional broadcasting increases. This perception reinforces the broadcaster's image as a guardian of transparency and public welfare. However, perceived selectivity or bias may weaken public confidence. Therefore, the effectiveness of the surveillance function influences audience perception of broadcasting credibility.

V. Entertainment and Cultural Standards

Entertainment in professional broadcasting is developed within ethical and cultural guidelines. Dramas, music programmes, sports coverage, and reality shows are curated to entertain while maintaining societal values and standards.

Entertainment-based online clips contribute to audience perception of professional broadcasting. When such content reflects cultural respect, moderation, and quality production, audiences are more likely to associate broadcasting institutions with professionalism and social responsibility. Ethical entertainment differentiates regulated broadcast content from unregulated digital materials that may promote harmful stereotypes or inappropriate behaviour.

VI. Social Integration and Audience Perception of Online News Clips

Social integration is a major function of professional broadcasting. It strengthens social cohesion, shared values, and collective identity within society. Through programmes that highlight cultural festivals, interfaith dialogues, community initiatives, and stories of collective achievement, professional broadcasting promotes unity across ethnic, social, and religious differences. Professional broadcasters ensure fair representation of diverse groups, encouraging tolerance and reducing prejudice. Coverage of traditions, religious events, and community celebrations reinforces belonging and shared responsibility. This integrative role supports peaceful coexistence and social stability.

Online news clips extracted from such programmes extend this function into digital platforms. When audiences encounter clips that reflect cultural respect, balanced representation, and inclusive messaging, they tend to perceive professional broadcasting as socially responsible

and unifying. In Edo State, where diversity is a defining feature of society, inclusive online broadcast content strengthens feelings of unity and collective identity.

2.1.4. Audience Perception

According to Ogbemi (2016), public perception is an important factor in shaping the reputation and image of any individual, organisation, or issue. It is formed through the collective opinions, feelings, and judgments of people, which together influence how a subject is regarded by society. Positive public perception can enhance trust, credibility, and support, while negative perception can lead to misunderstandings, mistrust, and reduced acceptance. Asemah (2019) describes public perception as the overall impression or understanding that people hold about an issue, person, or organisation at a given time. It reflects how individuals interpret information based on their experiences, beliefs, and social environment, and it is subject to change as new information or experiences are encountered.

Blumler (2011), states that public perception develops through social interaction, discussion, and exposure to various sources of information, including media content. It generally reflects the opinions of rational and informed members of society, while extreme emotional states or temporary conditions, such as intoxication or heightened stress, may distort individual perceptions and not accurately represent collective views. He further explains that public perception emerges from collective engagement, where people respond to and discuss issues within a social context. These perceptions are dynamic, shifting as circumstances change or as issues are resolved, highlighting their fluid and evolving nature.

Having a knowledge of public perception is very important because it influences how society responds to ideas, events, or initiatives. Once formed, perceptions can be difficult to change, making it important for individuals and organisations to be attentive to public sentiment and respond appropriately to concerns. Public perception also provides a basis for evaluating

social responses, identifying areas of strength or weakness in communication, and understanding the impact of societal actions or decisions. When the perception of people on certain issues are observed, it becomes possible to adjust to strategies, improve engagement, and align activities with societal expectations to achieve positive outcomes (Ogbemi, 2016).

Asemah (2019) opines that public perception also serves as a measure of social influence and credibility. How the public interprets the actions or statements of individuals, organisations, or authorities can shape behaviours, guide opinions, and even influence policy decisions. Communities can support initiatives or respond positively to messages when perception aligns with trust and confidence. Conversely, negative perception can result in resistance, rejection, or opposition to programmes and actions, underscoring the need for careful management of information and communication. Furthermore, public perception contributes to social cohesion and collective understanding. It helps society establish common interpretations of issues, events, or policies, which promotes dialogue and shared meaning. Through interaction and discussion, public perception can highlight societal priorities and values, serving as a feedback mechanism that informs leaders, policymakers, and communicators about the expectations, concerns, and sentiments of the community (Blumer, 2011).

2.2. Opinion Review

2.2.1. Factors Affecting Online News Clips

According to Deuze (2015) the production, distribution, and reception of online news clips are influenced by different interconnected factors that shape their quality, reach, and impact. These factors include technological advancements and platform algorithms to culture,

audience behaviour, and financial constraints. As he notes, credibility, accessibility, and effectiveness of online news clips depend on how they are produced and also on how they are received and interpreted by audiences. Additionally, issues such as data privacy, digital literacy, and unequal access to technology further influence the way these clips are consumed and shared. These factors are further explained below:

Technological Factors: Technological developments play a role in shaping online news clips. The quality, accessibility, and reach of clips depend on the availability of high-speed internet, mobile devices, digital cameras, video editing software, and other multimedia tools. Advanced technology allows for high-definition visuals, clear audio, interactive graphics, and smooth streaming, which enhance viewer engagement and comprehension. Conversely, limitations in internet connectivity, outdated devices, or insufficient technical skills can reduce the effectiveness of clips, causing buffering issues, poor video quality, or restricted access for certain audiences. Technological capacity influences the production quality, the timeliness and distribution of online news clips.

Content Credibility and Accuracy: The reliability and authenticity of news clips strongly influence how audiences perceive and respond to them. Clips that contain factual inaccuracies, misleading information, or biased reporting undermine public confidence and can contribute to misinformation. The presence of professional editorial oversight, verification processes, and adherence to journalistic ethics ensures that clips are trustworthy and informative. Audiences engage with clips they consider accurate, while repeated exposure to unreliable clips can erode the credibility of the platform and reduce long-term engagement. The challenge of balancing speed and accuracy is pronounced in online environments, where the pressure to publish breaking news quickly can sometimes compromise verification standards.

Audience Engagement: The degree of audience interaction affects the reach and influence of online news clips. Metrics such as views, likes, shares, comments, and watch time are used to measure engagement, which in turn determines how widely clips are promoted by social media and news aggregation algorithms. High engagement not only increases the visibility of clips but also enhances their social impact, encouraging discussions and collective awareness of issues. Low engagement, on the other hand, can limit exposure and reduce the effectiveness of clips in disseminating information.

Platform Algorithms and Content Distribution: Online news clips are usually distributed and recommended through algorithmic systems on social media platforms, search engines, and news aggregators. These algorithms prioritise content based on relevance, popularity, and user behaviour, determining which clips reach which audiences. While algorithms can increase visibility for highly relevant or trending clips, they may also reinforce echo chambers or filter bubbles, limiting exposure to diverse perspectives. This selective distribution shapes public understanding by influencing which narratives are seen and which remain hidden, affecting the overall societal impact of online news clips.

Financial and Resource Constraints: The production, maintenance, and distribution of online news clips are influenced by the financial capacity of the producing organisation. Limited funding can restrict the quality of video production, depth of reporting, multimedia integration, and frequency of updates. Many online news outlets rely on digital advertising and sponsorship revenue, which can be unpredictable and unevenly distributed, especially for smaller platforms.

Socio-Cultural Factors: Cultural factors, societal norms, language, and audience values influence how online news clips are produced, presented, and received. Clips that align with the interests, beliefs, and cultural expectations of the audience achieve more engagement and acceptance. Misalignment with local or regional culture, sensitive issues, or social norms can lead to reduced viewership, criticism, or rejection.

Data Privacy and Ethical Considerations: Online news platforms increasingly collect user data to personalise content, recommend clips, and target specific audiences. While data-driven strategies can improve user experience and engagement, they also raise ethical and privacy concerns. Audiences may feel uncomfortable with tracking, profiling, or potential misuse of personal data, which can affect trust in the platform.

Digital Divide and Accessibility: Unequal access to the internet, technological devices, and digital literacy affects who can view, understand, and interact with online news clips. Individuals in regions with poor internet infrastructure, limited device availability, or low digital literacy may be excluded from accessing important news content. This digital divide reinforces inequalities in information access, creating gaps between the information-rich and information-poor segments of society.

2.2.2. Relationship Between Online News Clips and Professional Broadcasting Standard

The relationship between online news clips and professional broadcasting standards is rooted in the digital transformation of the media industry. As broadcast organisations distribute news through online clips, traditional broadcasting practices have expanded its operations from radio and television schedules to include digital platforms. This evolution has required broadcasters to adapt their production routines, editorial processes, and ethical considerations to suit the fast-paced nature of online dissemination. Online news clips now serve as extensions of broadcast content, making it necessary for broadcasters to maintain the same

standards of accuracy, balance, and responsibility that guide conventional broadcasting, even in a highly competitive digital environment (Baran and Davis, 2015).

According to Kovach and Rosenstiel (2014) professional broadcasting standards emphasises on accuracy, fairness, objectivity, and public accountability. When broadcast news is repackaged into online clips, these standards are expected to guide content creation and presentation. However, the demand for speed and audience engagement online places pressure on broadcasters to prioritise immediacy over thorough verification. Scholars note that while online clips enhance accessibility and reach, they also increase the risk of errors, sensational headlines, and incomplete reporting if professional guidelines are not strictly followed.

Chadwick (2013) asserts that audience interaction further strengthens the link between online news clips and professional broadcasting standards. Online clips allow viewers to comment, share, and react instantly unlike radio and television. This interactivity exposes broadcast content to public scrutiny and feedback, making professionalism more visible and measurable. Ethical lapses, biased framing, and misleading clips are quickly challenged by audiences, thereby compelling broadcast organisations to be more transparent and responsible in their online practices. As noted by Chadwick (2013), this participatory media environment has redefined professionalism by making audience trust a central measure of broadcasting credibility.

Furthermore, the use of online news clips has also influenced newsroom culture and professional identity among broadcasters. Journalists are now expected to be multi-skilled, producing content suitable for both broadcast and digital platforms while maintaining professional norms. This convergence has blurred the boundaries between broadcasting and online journalism, but it has not eliminated the importance of established standards. Instead,

it has reinforced the need for ethical training, editorial oversight, and regulatory compliance to ensure that online clips reflect the values of professional broadcasting (Deuze, 2017).

Napoli (2014) also states that the economic and competitive pressures of the digital media environment have intensified the tension between professionalism and popularity in online news clips. Metrics such as views, likes, shares, and comments tend to influence editorial decisions, sometimes encouraging broadcasters to frame clips in more dramatic or sensational ways to attract attention. While audience analytics can help broadcasters understand viewer preferences, excessive reliance on such metrics may undermine professional standards by prioritizing virality over substance. Scholars argue that maintaining professional broadcasting standards in online news clips requires a deliberate commitment to public service values, even when such values may not immediately translate into high digital engagement.

Iosifidis (2011) argues that regulatory frameworks further define the relationship between online news clips and professional broadcasting standards. Broadcasting organisations are guided by codes of ethics and regulations set by media regulatory bodies, which emphasise accuracy, decency, balance, and respect for the public interest. As broadcast content migrates online in the form of news clips, these regulations are increasingly extended to digital spaces. However, enforcement becomes more complex online due to the global and decentralized nature of the internet. This has created a situation where broadcasters must rely not only on external regulation but also on strong internal editorial control to ensure that online news clips comply with professional broadcasting norms (Iosifidis, 2011).

2.2.3. Audience Perception of Online Media Content

Audience perception plays an important role in the consumption and impact of online news clips because it shapes how people interpret, trust, and engage with digital news content.

Online news clips are usually short, multimedia-driven summaries of broader news stories, and the way audiences perceive them influences not only their understanding of events but also their opinions and attitudes. According to McQuail (2010), media content, including online news affects the way cultural meanings and social norms are transmitted. As audiences are continually exposed to news clips on social media, news websites, and apps, these clips gradually influence how people perceive current events, issues, and even the credibility of the news organisations that produce them.

Deuze (2015) maintains that online news clips can reinforce and challenge existing beliefs and values. He asserts that the design, presentation, and framing of digital news affect audience interpretation, highlighting certain facts while downplaying others. For instance, clips that use dramatic visuals, catchy headlines, or selective reporting may emphasize urgency or conflict, shaping how viewers understand the events being reported. Similarly, Belch and Belch (2021) note that the inclusion of culturally familiar elements such as local language, context-specific examples, and relatable visuals can enhance comprehension and trust, making audiences more likely to accept and share the content. When audiences see their experiences or concerns shown in online news clips, it strengthens the perceived relevance and authority of the information presented.

O'Sullivan et al. (2014) argue that audience perception can influence changes in news consumption habits and attitudes toward media credibility. Exposure to online news clips can introduce audiences to alternative perspectives, new ideas, and global events, which may gradually alter their knowledge, opinions, and even behaviour. that repeated exposure to digital news formats can reshape the ways audiences access and evaluate information, fostering both engagement and critical thinking.

However, Asemah et al. (2021) caution that sensationalised and poorly verified clips can distort audience perception, leading to misinformation, biased interpretations, and reduced trust in news platforms. In developing countries, where digital literacy varies widely, audiences may be more susceptible to misperceptions caused by misleading clips, which can undermine public understanding of social, political, and cultural issues.

Generally the interactivity of online platforms have changed the way audiences engage with news clips. Comments, likes, shares, and reactions allow users to actively participate in discussions and express their viewpoints, creating a dynamic feedback loop between producers and consumers.

Crystal (2010) in Asemah (2019) observes that audience perception is no longer passive. This is because people evaluate the credibility, objectivity, and entertainment value of clips while influencing how others perceive the same content through social engagement. Trending clips and viral news summaries can shape collective understanding of an event, often amplifying certain narratives while marginalizing others. Phrases, visuals, and soundbites from these clips can enter public discourse, influencing both social conversations and individual perceptions of reality. In addition, audience perception is affected by trust and prior experiences with news sources. Studies indicate that individuals are more likely to accept online news clips from sources they perceive as reliable, reputable, and professional.

Pavlik (2008) highlights that professional standards such as accuracy, objectivity, and editorial oversight, play a role in building trust. When audiences perceive that clips adhere to these standards, they are more engaged, more likely to share content, and more receptive to the messages conveyed. Conversely, repeated exposure to biased, sensationalised, or unverified clips can damage trust, causing audiences to question the integrity of online news platforms and potentially disengage from digital news altogether.

Dem Mooji (2019) contends that the format and accessibility of online news clips influence audience perception. Short, visually appealing, and mobile-friendly clips are more likely to capture attention and sustain interest, particularly among younger audiences who prefer quick and digestible content. He notes that digital media consumption is shaped not only by content but also by convenience, usability, and immediacy. When clips are easily accessible and developed to fit in with audience preferences, viewers begin to perceive them as relevant and informative. However, if clips are poorly structured, lack context, or are difficult to access, audiences may perceive them as unreliable or trivial, affecting overall engagement and understanding.

2.3. Empirical Review

Okon (2020) conducted a study on the impact of online news consumption on traditional media readership among university students in Lagos, Nigeria. The objectives of the study were to examine the frequency of online news access among students, determine the effect of online news on the circulation of traditional newspapers, and explore the influence of social media platforms on news consumption patterns. The study was anchored on Uses and Gratifications Theory, which suggests that audiences actively choose media that best satisfy their informational, entertainment, and social needs. The research employed a survey method with a sample of 150 students, selected through purposive sampling. Data were analyzed using descriptive statistics, including frequencies and percentages. Findings revealed that a majority of students preferred accessing news online through social media platforms and news websites rather than purchasing printed newspapers. It was concluded that online news consumption significantly contributes to the decline in hardcopy newspaper readership. The

study recommended that traditional media outlets integrate digital strategies and develop interactive content to retain audience engagement.

Eze and Nwachukwu (2019) carried out a study on the influence of digital news platforms on the news consumption behavior of undergraduates in Southeast Nigeria. The study aimed to determine the extent to which students access news online, assess the preference for online versus traditional media, and investigate the role of technological tools such as smartphones and laptops in shaping news habits. The study was guided by the Digital Media Theory. The theory emerged from the collective contributions of digital communication scholars such as Manuel Castells in 1996 and Henry Jenkins in 2001. The theory posits that technological innovations transform information consumption and interaction patterns. A survey research design was used, with 120 students selected through stratified random sampling. The data collected were analyzed using percentages and charts to illustrate trends in news consumption. Results indicated that students increasingly rely on online news sources for real-time updates, with most participants reporting daily use of news apps and social media. The study concluded that technological accessibility has a profound influence on the shift from print to digital media. Recommendations included enhancing digital literacy programs and encouraging traditional media houses to adopt multi-platform strategies to sustain readership.

Okafor (2020) conducted a study on audience perception of online news clips shared by television stations among residents of Benin City in Edo State. The study sought to examine the frequency of exposure to online broadcast clips, determine the level of trust audiences place in such clips, and assess whether professional branding influences credibility perception. The research was anchored on the Source Credibility Theory, which emphasizes trustworthiness and expertise as key determinants of audience acceptance of media messages. A survey research design was adopted, with 150 respondents selected using simple random

sampling. Data were analyzed using frequency distribution tables and percentage analysis. Findings revealed that most respondents frequently encounter online news clips through social media platforms and tend to trust clips that clearly display station logos, professional anchors, and structured reporting formats. The study concluded that professional identity markers significantly enhance credibility perception in digital environments. It recommended that broadcast stations maintain visible branding and uphold editorial standards when distributing online clips.

Adebayo and Egharevba (2021) examined the impact of social media dissemination of broadcast news on youth engagement with public affairs in Benin City. The objectives were to determine the extent of youth exposure to broadcast-derived online news content, evaluate its influence on political awareness, and assess whether online clips stimulate civic participation. The study was guided by the Uses and Gratifications Theory, which explains how audiences actively select media content to satisfy specific needs such as information and social interaction. A descriptive survey design was employed, with 180 youths selected through cluster sampling. Data were analyzed using percentages and mean scores. The results showed that a majority of respondents regularly consume short news clips from professional broadcast stations and report improved awareness of governance and social issues. The study concluded that online circulation of broadcast content enhances youth engagement with public discourse. It recommended that broadcast organizations tailor digital content strategically to sustain youth interest while maintaining professional standards.

Omoriegie and Salami (2022) carried out a study on the credibility assessment of online news videos compared to traditional television broadcasts among undergraduates at the University of Benin. The study aimed to evaluate students' trust levels in online news clips, compare perceived professionalism between digital and traditional formats, and determine factors

influencing credibility judgments. The research was anchored on the Media Dependency Theory, which posits that audiences depend on media perceived as reliable for understanding societal events. A survey research method was adopted, with 200 students selected using stratified sampling. Data collected were analyzed using percentage distribution and cross-tabulation. Findings indicated that while students frequently consume online news videos, credibility ratings were higher for clips clearly linked to established broadcast stations. The study concluded that professional affiliation remains a strong determinant of trust even within digital media environments. It recommended continuous quality control, verification practices, and digital adaptation strategies to reinforce audience confidence in professional broadcasting.

Ibrahim (2021) explored the effect of online news on newspaper readership among senior secondary school students in Abuja, Nigeria. The objectives were to assess the extent of online news consumption, examine its influence on hardcopy newspaper reading habits, and evaluate the role of internet accessibility in shaping news consumption patterns. The study adopted the Technology Acceptance Model (TAM) as its theoretical framework, which asserts that perceived ease of use and perceived usefulness of technology determine its adoption by users. A survey method was used, with 100 students selected through convenience sampling. Data were analyzed using frequencies, percentages, and cross-tabulations. Findings revealed that most students accessed news primarily through online platforms and seldom purchased newspapers. Internet-enabled devices such as smartphones and tablets were cited as major facilitators of this trend. The study concluded that online news is a significant factor in the declining circulation of printed newspapers and recommended that media houses adopt digital convergence strategies and invest in mobile-friendly news content to retain readership.

The current study identifies a significant gap in knowledge concerning the relationship between online news clips and audience perception within the Nigerian context. Although prior studies such as Cage (2022), Okon (2020), Eze and Nwachukwu (2019), Ibrahim (2021), Okafor and Ibrahim (2020), Adebayo and Egharevba (2021), and Omoregie and Salami (2022) have examined the shift from hardcopy newspapers to digital platforms, audience exposure to online news, and credibility comparisons between traditional and digital formats, their emphasis largely remained on general consumption patterns, technological accessibility, and the decline of print media patronage. These studies provided data into frequency of access, preference for digital media, youth engagement, and the role of smartphones and social media in shaping news habits. However, they did not sufficiently interrogate the influence of short-format online news clips, particularly those extracted from professional broadcast content and circulated across social media, news applications, and websites. As a result, there is limited scholarly understanding of how the structural characteristics of these clips such as brevity, visual presentation, editing style, multimedia elements, and interactive features affect audience interpretation, engagement levels, and perceptions of credibility and professionalism.

Furthermore, existing literature has not adequately integrated demographic and psychographic variables into the analysis of audience perception of online news clips. While access to internet-enabled devices and digital literacy have been identified as determinants of news consumption, insufficient attention has been given to how factors such as age, educational attainment, media literacy, and socio-cultural background influence viewers' trust, interpretation, and evaluation of online clips. There is also a noticeable gap regarding the role of professional broadcasting standards in shaping audience perception when content migrates from traditional transmission to digital platforms. The extent to which adherence to editorial ethics, verification processes, balanced reporting, and professional branding affects

trust and perceived reliability in online clips remains underexplored. Addressing these gaps will provide empirical insight into the effectiveness of online news clips as instruments of information dissemination and clarify their implications for journalism practice and professional broadcasting in Nigeria.

2.4. Theoretical Framework

The theoretical framework for this study is the Uses and Gratifications Theory which was developed by Katz, Blumler, and Gurevitch in 1974. This theory explains how and why audiences actively seek out specific media content to satisfy particular needs, rather than being passive recipients of messages. It emphasises that media consumption is goal-oriented, with individuals choosing media based on personal motives such as information, entertainment, social interaction, and personal identity reinforcement. The theory identifies key elements including the audience, the media content, the needs and gratifications sought, and the outcomes of media usage.

In this study, the “media content” refers to online news clips, and the “audience” refers to students and other media consumers in Nigeria who access these clips via news websites, apps, and social media platforms. Uses and gratification theory allows the researcher to examine how different features of online clips such as brevity, multimedia integration, interactivity, and real-time updates fulfill various needs of the audience. It also helps to analyse the factors that influence the choice of online clips over other forms of news, including credibility, convenience, and accessibility. For instance, audiences may select clips to stay informed on current events, to engage in social discussions, or for entertainment purposes.

Furthermore, the Uses and Gratifications Theory provides a framework for understanding audience perception, as it links media use to personal and social motivations. It allows the

study to explore how individual characteristics, such as education level, digital literacy, and media exposure, affect the way audiences interpret and respond to online news clips. The research can assess whether online clips meet the informational, cognitive, and emotional needs of viewers, and how these gratifications influence their trust, engagement, and perception of professional broadcasting standards. The theory is relevant and suitable for this study because it focuses on audience agency, enabling an in-depth understanding of why online news clips are consumed, how they are evaluated by viewers, and what factors shape audience perceptions in the Nigerian media context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study adopted the survey research design, which is commonly used in quantitative research to collect data from a large number of people within a short period of time. Survey research focuses on understanding respondents' opinions, attitudes, beliefs, and perceptions on specific social issues. In mass communication studies, this design is useful because it allows researchers to examine how audiences respond to media content and how such content influences their views and behaviour.

According to Obeka (2011), a survey involves the systematic collection of data from respondents through structured instruments such as questionnaires in order to describe, explain, and analyse social phenomena. This method ensures that responses are standardised, making it easier to compare views across different respondents. In this study, the structured nature of the questionnaire will help in gathering consistent and measurable data on how audiences perceive online news clips and the extent to which these clips reflect professionalism in broadcasting. The use of closed-ended questions will also make the data suitable for quantitative analysis.

The survey research design was considered appropriate for this study because it enabled the researcher to obtain first-hand information from a large and varied audience across Edo State. It also allowed for the efficient collection of data within the available time and resources. Through this design, the study systematically examined audience exposure to online news clips, their level of trust in such content, and their assessment of professional broadcasting standards. Consequently, the questionnaire was adopted as the primary instrument for data

collection, as it provided a practical and reliable means of gathering relevant data directly from the respondents.

3.2 Population of the Study

The population of this study is 1,450,000 (National Population Metrics, 2025) and it comprising of residents from Oredo, Egor, and Ikpoba-Okha Local Government Areas of Edo State. Oredo Local Government Area which serves as the administrative and commercial hub of the state has a population of 550,000 residents. Egor Local Government Area is estimated to have 537,000 residents. Ikpoba-Okha Local Government Area, which combines both urban and semi-urban communities has a population of 379,000 residents. These three LGAs were considered appropriate for the study due to their large population size, urban nature, and high level of access to online news content and broadcast media.

3.3 Sample Size

The sample size for this study was determined using the Taro Yamane (1967) formula, which is stated as:

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

where n = Sample

N = Population size

e = level of precision (sampling error of 0.05)

$$n = \frac{1,450,000}{1 + 1,450,000 \times 0.05^2}$$

$$n = \frac{1,450,000}{1 + 1450,000 \times 0.0025}$$

$$n = \frac{1,450,000}{1 + 3625}$$

$$n = \frac{1,450,000}{3626}$$

$$n = 399.9$$

$$n = 400$$

Therefore, using the Taro Yamane formula for determining sample size at a 5% level of precision, the study arrived at a sample size of 400 respondents. This sample size is considered adequate to represent the target population and ensure that the findings of the study are reliable, valid, and generalizable.

3.4 Sampling Technique

The study adopted a multi-stage sampling technique which combined purposive, simple random, and systematic sampling methods to ensure that respondents were fairly and adequately represented across the study area. This approach was considered suitable because the population of Edo State is large and widely distributed, making it impractical to study all residents. The use of multiple sampling procedures helped the researcher to reduce bias and improve the representativeness of the sample, (Asemah et al, 2022).

In the first stage, the three selected Local Government Areas, namely Oredo, Egor, and Ikpoba-Okha were chosen on purpose to ensure that each Local government area was included in the study. In the second stage, certain areas were selected from each Local Government Area using simple random sampling. The selected areas include Ring Road, Ekehuan road, and GRA in Oredo Local government area; Uselu, Idogbo, and Evbotubu in Egor Local government area; and Aduwawa, Ikpoba Hill, and Oregbeni road in Ikpoba-Okha Local government area. These areas were chosen because they are densely populated and have high access to online and broadcast news platforms.

In the third stage, streets and public places such as markets, motor parks, business centres, and residential areas within the selected communities were systematically chosen. Respondents were then selected using systematic sampling, where every n th individual or household was approached to participate in the study. This method ensured that respondents were selected at regular intervals, thereby minimising researcher bias. The combination of these sampling techniques ensured a balanced distribution of respondents across age groups, gender, and socio-economic backgrounds, thereby enhancing the reliability and generalisability of the study findings.

3.5 Instrument of Data Collection

The data for this study were collected using a structured questionnaire. According to Asemah, Gujbawu, Ekharefo, and Okpanachi (2012), a structured questionnaire is a research instrument consisting of a set of carefully designed and standardized questions arranged in a fixed order, with predetermined response options for all respondents, ensuring uniformity in data collection and making responses easier to compare and analyze statistically. The questionnaire was further divided into two sections. Section A focused on the demographic characteristics of the respondents, such as age, gender, and educational level. Section B contained variables designed to measure audience perception of online news clips and their influence on professional broadcasting standards in Edo state. The variables in the questionnaire were structured using a five-point Likert scale, ranging from Strongly Agree to Strongly Disagree.

3.6 Validity of the Instrument

To ensure the validity of the research instrument, the questionnaire was subjected to expert review from communication scholars and professionals in the media industry. The instrument was carefully examined and corrected by the researcher's supervisor in order to ensure that the questions were relevant, clear, and adequately addressed the objectives of the study. This process further ensured that the questionnaire measured what it was intended to measure in terms of audience perception about online news clips in promoting professional broadcasting in Edo state.

3.7 Reliability of the Instrument

Reliability here, refers to the consistency of a research instrument in measuring variables. To establish the reliability of the questionnaire, a pilot study was conducted, where twenty (20) copies of the questionnaire were administered to respondents outside the main study area. The responses obtained showed consistency in measurement, confirming that the instrument was reliable for the main study.

3.8 Method of Data Collection

Data for this study were collected through the personal administration of the questionnaire by the researcher, where copies of the questionnaire were directly distributed to respondents across the selected communities and retrieved immediately after completion. This method enabled the researcher to clarify questions where necessary and ensured a high response rate as well as accuracy of data from the research carried out. In addition, the method enhanced the response rate since questionnaires were not left unattended or delayed in return, and it also helped to ensure that the data collected were complete, reliable, and suitable for analysis.

3.9. Method of Data Analysis:

The data collected for this study were analysed using simple percentage analysis, with results presented in tabular form for ease of understanding and interpretation.

According to Asemah et al (2012), simple percentage analysis is a statistical technique used to express data in proportions out of a hundred, making it easier to compare responses and draw meaningful conclusions from quantitative data. This method was adopted because it provides a clear and straightforward way of summarizing respondents' opinions in relation to the research objectives. Each table was followed by brief explanatory notes to aid interpretation and to clearly show how the findings relate to the specific objectives of the study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the data collected from the survey. A total of 400 copies of questionnaire were distributed, out of which all were properly completed and returned for analysis. The data are presented in tables and analysed using simple frequencies and percentages using the likert scale format. The returned questionnaires represent 99.3% response rate and form the basis for the analysis in this study.

4.2 Data presentation and analysis

SECTION A

This section covers the demography of respondents in the study

Table 1: Distribution of Respondents by Gender

Category	No. of Respondents	Percentage
Male	222	56%
Female	175	44%
Total	397	100%

Source: field survey 2026

The demographic data on gender in table 1 shows that the majority of the respondents were male, representing 56% of the total respondents. This indicates that both genders were adequately represented in the study, although males participated more than females.

Table 2: Distribution of respondents by Age

Age	No of respondents	Percentage
18-25	96	24.2%
26-30	173	43.6%
30 and above	128	32.2%
Total	397	100%

Source: field survey 2026

Table 2 reveals that the respondents between the ages of 26–30 formed the highest proportion with 43.6%, followed by respondents aged 30 years and above. This implies that the study was dominated majorly by young and middle-aged adults who are more likely to consume online news clips and digital media content regularly

Table 3: Distribution of respondents by Marital Status

Martial Status	No of respondents	Percentage
Single	142	35.7%
Married	216	54.3%
Divorced	39	10%
Total	397	100%

Source: field survey 2026

Table 3 indicates that married respondents constituted the majority in the study with 54.3%. This shows that the study captured opinions mainly from individuals with family responsibilities who rely heavily on online news platforms for information and updates.

Table 4: Distribution of respondents by Occupation

Occupation	No of respondents	Percentage
Student	55	13.9%
Private employee	75	19%
Entrepreneur	184	46.3%
Civil servant	72	18.1%
Retiree	11	2.7%
Total	397	100%

Source: field survey 2026

Table 4 shows that entrepreneurs formed the largest group of respondents in the study with 46%, followed by private employees. This indicates that the majority of respondents are actively engaged in business-related activities and employment, which may increase their dependence on quick and accessible online news content

Table 5: Distribution of respondents by Local Government

LGA	No of respondents	Percentage
Oredo	127	32.0%
Egor	166	41.8%
Ikpoba Okha	104	26.2%
Total	397	100%

Source: field survey 2026

The data on local government of residence in table 5 reveals that majority of the respondents reside in Egor Local Government Area with 41.8%, followed by Oredo. This indicates that respondents from the three select local government areas were adequately represented in the study, with Egor contributing the highest number of participants. The distribution supports the geographical coverage of the research within the above study areas.

Table 6: I regularly access online news clips from news websites or social media platforms

Variable	Number of respondents	Percentage
Strongly agree	177	44.5%
Agree	164	41.2%
Neutral	29	7.3%
Disagree	26	6.5%
Strongly disagree	2	0.5%
Total	397	100%

Source: field survey 2026

Table 7 shows that a very large majority of respondents (85.7%) agree or strongly agree that they watch online news clips daily. This indicates a high level of habitual engagement with online news content, implying that it has become a routine source of information for most respondents in Edo state.

Table 7: I watch online news clips on my smartphone, tablet, or computer at least once a day

Variable	Number of respondents	Percentage
Strongly agree	177	44.5%
Agree	164	41.2%
Neutral	29	7.3%
Disagree	26	6.5%
Strongly disagree	2	0.5%
Total	397	100%

Source: field survey 2026

Table 7 shows that a very large majority of respondents (85.7%) agree or strongly agree that they watch online news clips daily. This indicates a high level of habitual engagement with online news content, implying that it has become a routine source of information for most respondents.

Table 8: I prefer watching online news clips to reading traditional newspapers or magazines

Variable	Number of respondents	Percentage
Strongly agree	164	41.2%
Agree	158	39.9%
Neutral	28	7.0%
Disagree	42	10.6%
Strongly disagree	5	1.3%
Total	397	100%

Source: field survey 2026

Table 8 reveals that a significant majority of respondents (81.1%) agree that they prefer watching online news clips to reading traditional newspapers or magazines. This indicates a strong paradigm shift in media consumption habits towards digital video-based news formats.

Table 9: I share online news clips with friends, family, or colleagues

Variable	Number of respondents	Percentage
Strongly Agree	138	34.7%
Agree	179	45.2%
Neutral	36	9.0%
Disagree	38	9.5%
Strongly Disagree	6	1.6%
Total	397	100%

Source: Field survey 2026

Table 9 indicates that a majority of the respondents (45.2%) agree that they share online news clips with others. This shows that online news content is widely circulated through social networks and interpersonal communication.

Table 10: I consider most online news clips from reputable media organisations to be accurate and trustworthy

Variable	Number of respondents	Percentage
Strongly Agree	134	33.8%
Agree	167	42.1%
Neutral	42	10.6%
Disagree	48	12.1%
Strongly Disagree	6	1.4%
Total	397	100%

Source: field survey 2026

Table 10 indicates that a large majority of respondents (42.1.%) agree that online news clips from reputable media organisations are accurate and trustworthy. This shows a generally high level of confidence in established media sources delivering online news content.

Table 11: Online news clips follow professional broadcasting standards in reporting events

Variable	Number of respondents	Percentage
Strongly Agree	133	33.5%
Agree	145	36.5%
Can't tell	44	11.1%
Disagree	70	17.6%
Strongly Disagree	5	1.3% %
Total	397	100%

Source: field survey 2026

The results in table 11 indicate that a majority of respondents (70.0%) agree that online news clips follow professional broadcasting standards in reporting events. This shows a strong perception that online news content generally adheres to acceptable journalistic and broadcasting practices.

Table 12: I believe online news clips provide balanced and unbiased information

Variable	Number of respondents	Percentage
Strongly agree	101	25.4%
Agree	145	36.4%
Neutral	52	13.1%
Disagree	87	21.9%
Strongly Disagree	12	3.2%
Total	397	100%

Source: field survey 2026

Table 12 shows that a majority of the respondents (36.4%) agree that online news clips provide balanced and unbiased information. This indicates a generally positive perception of fairness in online news reporting among respondents.

Table 13: The journalists producing online news clips demonstrate professionalism in their presentation

Variables	Number of Respondents	Percentage
Strongly agree	102	25.6%
Agree	135	34.1%
Neutral	52	13.0%
Disagree	94	23.8%
Strongly disagree	14	3.5%
Total	397	100%

Source: Field Survey 2026

Table 13 points out that a majority of the respondents (34.1%) affirm that journalists producing online news clips demonstrate professionalism. This shows a generally positive perception of journalistic competence in online media production.

Table 14: Credibility of the news source affects how much I trust an online news clip

Variable	No of respondents	Percentage
Strongly agree	135	34.0%
Agree	137	34.5%
Neutral	40	10.1%

Disagree	71	17.9%
Strongly disagree	14	3.5%
Total	397	100%

Source: field survey 2026

Table 14 results indicate that a majority of the respondents (68.5%) agree that the credibility of a news source significantly affects their trust in online news clips. This shows that source reputation remains a key determinant of audience trust in digital news consumption

Table 15: The clarity and quality of visuals and audio in online news clips influence my perception

Variable	Number of respondents	Percentage
Strongly Agree	120	30.1%
Agree	130	32.6%
Neutral	44	11.0%
Disagree	90	22.6%
Strongly Disagree	13	3.7%
Total	397	100%

Source: field survey 2026

Table 15 indicates that a majority of the respondents (62.7%) believe that the clarity and quality of visuals and audio in online news clips influence their perception. This implies that production quality is an important factor in shaping audience judgement of online news content.

Table 16: Peer recommendations and social media shares impact my trust in online news clips

Variables	No of respondents	Percentage
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Strongly agree	100	25.3%
Agree	133	33.6%
Neutral	48	12.0%
Disagree	104	26.1%
Strongly Disagree	12	3.0%
Total	397	100%

Source: field survey 2026

Table 16 shows that a majority of the respondents (58.9%) affirm that peer recommendations and social media shares influence their trust in online news clips. This implies that interpersonal influence and online engagement shape audience perceptions of news credibility.

Table 17: Frequent exposure to online news clips affects how credible I perceive them to be

Variable	Number of respondents	Percentage
Strongly agree	110	27.8%
Agree	143	36.1%
Neutral	29	7.3%
Disagree	102	25.6%
Strongly disagree	13	3.2%
Total	397	100%

Source: field survey 2026

Table 17 indicates that a greater percentage of the respondents (36.19%) agree that frequent exposure to online news clips affects perceived credibility. This shows that repeated exposure plays an important role in shaping audience judgement.

Table 18: Online news clips encourage media organisations to adhere to professional journalism standards

Variable	Number of respondents	Percentage
Strongly agree	95	23.9%
Agree	156	39.3%
Neutral	33	8.3%
Disagree	100	25.2%
Strongly disagree	13	3.3%
Total	397	100%

Source: field survey 2026

Table 18 reveals that a combined majority of the respondents (63.2%) agree that online news clips encourage media organisations to adhere to professional journalism standards. This shows that the respondents perceive online visibility as a factor that promotes professionalism.

Table 19: Media organisations use online news clips to promote ethical reporting practices.

Variable	Number of respondents	Percentage
Strongly agree	99	24.8%
Agree	136	34.3%
Neutral	43	10.8%
Disagree	100	25.2%
Strongly disagree	20	5.0%
Total	397	100%

Source: field survey 2026

Table 19 shows that a combined percentage of the respondents (59.1%) affirm that media organisations use online news clips to promote ethical reporting practices. This indicates a generally positive perception of ethical intentions in online journalism.

Table 20: Watching online news clips increases my awareness of professional journalism principles

Variable	Number of respondents	Percentage
Strongly Agree	105	26.5%
Agree	137	34.5%
Neutral	35	9%
Disagree	98	24.6%
Strongly Disagree	22	5.5%
Total	397	100%

Source: field survey 2026

Table 20 reveal that a majority of respondents (61.0%) agree that watching online news clips increases their awareness of professional journalism principles. This indicates that online news clips serve an educational function in exposing audiences to journalistic practices.

Table 21: Online news clips help hold media organisations accountable for the accuracy of their reporting

Variable	Number of respondents	Percentage
Strongly Agree	113	28.5%
Agree	145	36.5%
Neutral	41	10.3%
Disagree	85	21.4%
Strongly Disagree	13	3.3%
Total	397	100%

Source: field survey 2026

Table 21 shows that a combined majority of respondents (65.0%) affirmed that online news clips help hold media organisations accountable for the accuracy of their reporting. This

implies that many respondents view online news clips as a tool for promoting transparency and monitoring journalistic accuracy.

4.3. DISCUSSION OF FINDINGS

Research question one: To what extent are audiences exposed to online news clips in Edo state?

The findings from Tables 6 to 9 reveal that respondents are highly engaged with online news clips in terms of accessibility, frequency of exposure, media preference, and interpersonal sharing behaviour. The results indicate that online news clips have become an integral part of respondents' daily media consumption patterns, as a large proportion of the respondents regularly access and watch news content through digital platforms such as news websites and social media. The findings further suggest that respondents rely heavily on smartphones, tablets, and computers for receiving news updates, reflecting the growing dominance of digital technology in contemporary information dissemination. In addition, the results show a strong preference for online video-based news content over traditional newspapers and magazines, indicating a gradual shift from conventional print media to faster, more interactive, and visually engaging digital news formats.

The findings also show that respondents actively share online news clips with friends, family, and colleagues, suggesting that online news consumption is not limited to individual viewing alone but also extends to social interaction and information circulation within personal networks. The results highlight the increasing importance of online news clips in shaping modern media consumption habits and audience engagement with news content.

The findings are further revealed in the tables. Table 6 indicates that 44.5% of respondents strongly agree and 41.2% agree that they regularly access online news clips from news

websites or social media platforms, while 7.3% were neutral, 6.5% disagreed, and 0.5% strongly disagreed. This shows that a very large majority of respondents (85.7%) frequently access online news clips, suggesting that digital platforms have become a major source of news and information among respondents. Table 7 shows that 44.5% of respondents strongly agree and 41.2% agree that they watch online news clips on their smartphones, tablets, or computers at least once a day, while 7.3% were neutral, 6.5% disagreed, and 0.5% strongly disagreed. This indicates that a large majority of respondents (85.7%) engage with online news clips daily, implying a high level of habitual exposure and dependence on digital news content for regular information updates. Table 8 reveals that 41.2% of respondents strongly agree and 39.9% agree that they prefer watching online news clips to reading traditional newspapers or magazines, while 7.0% were neutral, 10.6% disagreed, and 1.3% strongly disagreed. This suggests that a significant majority of respondents (81.1%) prefer digital video-based news formats to traditional print media, indicating a noticeable shift in media consumption patterns toward online news platforms. Table 9 highlights that 34.7% of respondents strongly agree and 45.2% agree that they share online news clips with friends, family, or colleagues, while 9.0% were neutral, 9.5% disagreed, and 1.6% strongly disagreed.

This implies that online news clips are widely circulated through interpersonal communication and social networks, thereby increasing the reach and influence of online news content among audiences.

These findings further align with Asemah (2011), who posits that audiences rely on digital platforms for information access, interaction, and content sharing. In this study, online news clips serve as sources of information and also as interactive media content that audiences actively consume and distribute within their social networks.

The findings also agree with the Uses and Gratification Theory, which holds that audiences are active users of media who selectively choose media channels and content in order to satisfy specific needs such as information seeking, personal identity, social interaction, and entertainment.

Research Question two: How does the audience perceive the credibility of online news from media organisations in Edo?

The findings from Tables 10 to 13 reveal that respondents generally perceive online news clips from reputable media organisations as credible, professionally produced, and relatively balanced in their reporting. The results indicate that audience trust is strongly shaped by institutional reputation, adherence to broadcasting standards, and perceived professionalism of journalists. However, while a majority of respondents hold positive views, a noticeable proportion still express neutrality or scepticism regarding accuracy, objectivity, and professional standards. The findings show that credibility in online news consumption is largely constructed through a combination of trust in established media brands and the perceived quality of news presentation.

The findings are further revealed in the tables. Table 10 indicates that 33.8% of respondents strongly agree and 42.1% agree that online news clips from reputable media organisations are accurate and trustworthy, while 10.6% were neutral, 12.1% disagreed, and 1.4% strongly disagreed. This shows that a large majority of respondents (75.9%) trust online news clips from reputable media organisations, suggesting that institutional reputation plays a central role in shaping perceptions of accuracy and trustworthiness in online news consumption. Table 11 shows that 33.5% of respondents strongly agree and 36.5% agree that online news clips follow professional broadcasting standards in reporting events, while 11.1% were neutral, 17.6% disagreed, and 1.3% strongly disagreed.

This indicates that a majority of respondents (70.0%) believe that online news clips adhere to professional broadcasting standards, representing a strong perception of journalistic compliance with accepted reporting practices, although a minority still question the consistency of such standards. Table 12 reveals that 25.4% of respondents strongly agree and 36.4% agree that online news clips provide balanced and unbiased information, while 13.1% were neutral, 21.9% disagreed, and 3.2% strongly disagreed.

This shows that a majority of respondents perceive online news clips as generally fair and objective, although a considerable proportion remain uncertain or doubtful about the level of bias in online news reporting. Table 13 highlights that 25.6% of respondents strongly agree and 34.1% agree that journalists producing online news clips demonstrate professionalism in their presentation, while 13.0% were neutral, 23.8% disagreed, and 3.5% strongly disagreed. This implies that respondents generally view journalists involved in online news production as competent and professional in their delivery, even though some respondents maintain reservations about their presentation standards.

The findings align with Nwabueze (2015), who argued that audience trust is influenced by perceived institutional reputation, message quality, and professionalism. Thus, respondents tend to evaluate online news clips positively when they originate from reputable organisations and are presented in a professional manner, although credibility perceptions remain mixed among a minority of respondents.

Research Question Three: What are the factors that influence audience perception of online news clips in Edo state?

The findings from Tables 14 to 17 reveal that respondents' trust and perception of online news clips are shaped by multiple interrelated factors, including source credibility, visual and

audio quality, peer influence, and frequency of exposure. The results indicate that audience evaluation of online news clips is not based on a single factor but rather a combination of institutional trust, message presentation, social influence, and repeated engagement. While a majority of respondents consistently show agreement across the variables, a notable minority maintain neutral or sceptical positions, suggesting mixed but generally positive perceptions of online news credibility.

The findings are further revealed in the tables. Table 14 indicates that 34.0% of respondents strongly agree and 34.5% agree that the credibility of a news source affects how much they trust an online news clip, while 10.1% were neutral, 17.9% disagreed, and 3.5% strongly disagreed. This shows that a majority of respondents (68.5%) consider source credibility an important determinant of trust in online news clips, implying that institutional reputation remains a key factor in shaping audience confidence in digital news content. Table 15 shows that 30.1% of respondents strongly agree and 32.6% agree that the clarity and quality of visuals and audio in online news clips influence their perception, while 11.0% were neutral, 22.6% disagreed, and 3.7% strongly disagreed. This indicates that a majority of respondents (62.7%) are influenced by production quality when evaluating online news clips, indicating that clear visuals and sound quality significantly contribute to perceived credibility and audience judgement. Table 16 reveals that 25.3% of respondents strongly agree and 33.6% agree that peer recommendations and social media shares influence their trust in online news clips, while 12.0% were neutral, 26.1% disagreed, and 3.0% strongly disagreed. This implies that a majority of respondents (58.9%) are influenced by interpersonal communication and social media engagement, highlighting the role of social networks in shaping perceptions of news credibility, although a substantial minority remain unaffected by such influences. Table 17 indicates that 27.8% of respondents strongly agree and 36.1% agree that frequent exposure to online news clips affects how credible they perceive them to be, while 7.3% were neutral,

25.6% disagreed, and 3.2% strongly disagreed. This shows that a majority of respondents (63.9%) believe that repeated exposure influences credibility perception, implying that familiarity and continuous exposure play a significant role in shaping trust and acceptance of online news content.

These findings align with that of Ogbemi (2016), which states that trust in media content is shaped by a combination of source reputation, message quality, social influence, and exposure frequency. In this study, respondents tend to develop stronger trust in online news clips that are professionally presented, widely shared within social networks, and produced by reputable sources, although variations in perception remain evident among a minority of respondents.

Research Question 4: What is the role of online news clips in promoting professional broadcasting practice among media organisations in Edo state?

The findings from Tables 18 to 21 reveal that respondents perceive the role of online news clips as influential in promoting professionalism, ethical reporting, audience awareness of journalism principles, and media accountability. The results indicate that online news clips are not only consumed for information but are also viewed as instruments that shape journalistic standards and encourage responsibility among media organisations. While a majority of the respondents consistently express positive perceptions across these areas, a noticeable proportion remain neutral, implying that the perceived institutional impact of online news clips is strong but not universally accepted.

The findings are further revealed in the tables. Table 18 indicates that 23.9% of respondents strongly agree and 39.3% agree that online news clips encourage media organisations to adhere to professional journalism standards, while 8.3% were neutral,

25.2% disagreed, and 3.3% strongly disagreed. This shows that a majority of respondents (63.2%) believe that online news clips promote professionalism within media organisations, suggesting that increased visibility and audience scrutiny through online platforms may encourage higher journalistic standards. Table 19 shows that 24.8% of respondents strongly agree and 34.3% agree that media organisations use online news clips to promote ethical reporting practices, while 10.8% were neutral, 25.2% disagreed, and 5.0% strongly disagreed. This indicates that a majority of respondents (59.1%) perceive online news clips as a tool for promoting ethical journalism.

This suggests that respondents generally view online platforms as contributing positively to ethical awareness in news production, although a significant minority remain unconvinced. Table 20 reveals that 26.5% of respondents strongly agree and 34.5% agree that watching online news clips increases their awareness of professional journalism principles, while 9.0% were neutral, 24.6% disagreed, and 5.5% strongly disagreed. This shows that a majority of respondents (61.0%) believe that online news clips serve an educational function by exposing audiences to journalism standards and practices, although a notable proportion do not share this view. Table 21 indicates that 28.5% of respondents strongly agree and 36.5% agree that online news clips help hold media organisations accountable for the accuracy of their reporting, while 10.3% were neutral, 21.4% disagreed, and 3.3% strongly disagreed. This shows that a majority of respondents (65.0%) perceive online news clips as a mechanism for promoting transparency and accountability in media reporting, reinforcing the idea that digital platforms increase public scrutiny of journalistic output.

The findings align with De Mooij (2019), who argued that increased media visibility and audience participation enhance transparency, encourage ethical conduct, and strengthen professional standards in journalism. In this study, online news clips function as information channels and also as accountability tools that shape both audience awareness and media organisational behaviour.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This chapter presents the summary of the study which examined audience perception of online news clips in promoting professional broadcasting practice in Edo State. The study investigated respondents' level of exposure to online news clips, their preference and frequency of access, how source credibility and presentation quality influence trust, their perception of professionalism and ethical standards in online news reporting, and the extent to which exposure affects perceived credibility and audience engagement. A survey research design was adopted, and 397 valid questionnaire were retrieved and used for analysis.

The major findings from the study are summarised below:

The study found that respondents are highly exposed to online news clips across digital platforms such as news websites and social media. The findings show that online news clips are frequently accessed and watched daily, indicating that they have become a major source of information and a routine part of respondents' media consumption behaviour. This indicates a strong shift from traditional media formats to digital and video-based news consumption.

The study also revealed that respondents show a strong preference for online news clips compared to traditional newspapers or magazines. Most respondents indicated that they

prefer watching online news content because it is more accessible, engaging, and easier to consume. This shows a clear change in media consumption habits toward online platforms.

Furthermore, the findings show that respondents actively share online news clips with friends, family, and colleagues. This indicates that online news content is not only consumed individually but also widely circulated through interpersonal communication and social networks, thereby increasing its reach and influence among audiences.

The study further established that source credibility, visual and audio quality, peer influence, and frequency of exposure significantly affect respondents' trust and perception of online news clips. Most respondents agreed that they trust online news clips from reputable media organisations and that professional presentation and broadcasting standards contribute to their perception of credibility and reliability.

In addition, the findings revealed that respondents perceive online news clips as generally professional, balanced, and trustworthy, although a minority still express scepticism regarding bias and accuracy. The study also showed that repeated exposure to online news clips influences how credible respondents perceive them to be, indicating that familiarity plays an important role in trust formation.

The study found that online news clips are perceived to promote professional journalism standards, ethical reporting practices, and media accountability. Respondents believe that online visibility encourages media organisations to maintain professionalism, although some respondents remain doubtful about the consistency of ethical practices in online journalism.

5.2 Conclusion

Based on the findings of the study, it can be concluded that online news clips play a significant role in shaping audience perception, trust, and engagement with news content in

Edo State. The study reveals that respondents are highly exposed to online news clips and increasingly depend on them as a primary source of information. Online news clips are also preferred over traditional print media due to their accessibility and engaging format.

The study further indicates that trust in online news clips is largely influenced by source credibility, presentation quality, peer influence, and frequency of exposure. Reputable media organisations are more likely to be trusted, especially when their content is professionally produced and visually clear. In addition, social interaction and repeated exposure contribute significantly to how audiences perceive credibility. Furthermore, the study concludes that online news clips are generally perceived as professional, balanced, and trustworthy, although scepticism still exists among a portion of respondents. Importantly, online news clips are also seen as tools that encourage media accountability and promote professional journalism standards.

5.3 Recommendations

Based on the findings of the study, the following recommendations are made:

1. Media organisations should ensure that online news clips are accurate, balanced, and produced in line with professional broadcasting standards in order to strengthen audience trust.
2. Journalists and media houses should prioritise credibility by consistently verifying information before publication and maintaining transparency in reporting.
3. Greater attention should be given to improving the quality of visuals and audio in online news clips, as production quality significantly influences audience perception.

4. Media organisations should be mindful of the influence of peer sharing and social media circulation by ensuring that content remains reliable even when widely shared across platforms.

5. Continuous training should be provided for journalists involved in online news production to enhance professionalism and adherence to ethical journalism practices.

5.4 Limitation of the Study

The study was limited by the possibility of response bias, as some respondents may have provided socially desirable answers rather than fully objective responses. In addition, although 397 questionnaires were retrieved and analysed, three distributed copies were not returned, which may have slightly affected the completeness of the data.

Furthermore, the study was limited to respondents within Edo State, which may restrict the generalisation of findings to other regions with different media consumption patterns. Despite these limitations, the study provides useful insights into audience perception of online news clips in promoting professional broadcasting practice in Edo State.

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

February, 2026

Dear Respondent,

Request to Complete a Questionnaire

I am a final year student of Mass Communication, University of Benin. I am conducting research on “audience perception of online news clips in promoting professional broadcasting in Edo State.

The research is in partial fulfillment of the requirements for the award of Bachelor of Arts (B.A) in Mass Communication. I will be grateful for your assistance and co-operation in spending a few minutes to complete the attached questionnaire in order to facilitate the research.

I assure you that the information you provide will be treated with utmost confidentiality and will be used strictly for academic purposes.

Thanks.

Yours faithfully,

Researcher

Questionnaire

Instruction

Please tick (✓✓) or (x) as appropriate

SECTION A

1. Gender:

(a) Male [] (b) Female []

2. Age:

(a) 18 – 25 [] (b) 26 – 30 [] (c) 30 and above []

3. Marital Status:

(a) Single [] (b) Married [] (c) Divorced []

4. Department:

(a) Oredo [] (b) Egor [] (c) Ikpoba-Okha[]

5. Occupation:

(a) Student [] (b) Private Employee [] (c) Entrepreneur [] (d) Civil
Servant[] (e) Retiree []

SECTION B: PSYCHOGRAPHIC DATA

1. I regularly access online news clips from news websites or social media platforms.

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

2. I watch online news clips on my smartphone, tablet, or computer at least once a day

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

3. I prefer watching online news clips to reading traditional newspapers or magazines.

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

4. I share online news clips with friends, family, or colleagues. Strongly Agree ☐ Agree ☐

Neutral ☐ Disagree ☐ Strongly Disagree ☐

5. I consider most online news clips from reputable media organisations to be accurate and trustworthy. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

6. Online news clips follow professional broadcasting standards in reporting events. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

7. I believe online news clips provide balanced and unbiased information. Strongly Agree ☐

Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

8. The journalists producing online news clips demonstrate professionalism in their presentation. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

9. The credibility of the news source affects how much I trust an online news clip Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

10. The clarity and quality of visuals and audio in online news clips influence my perception. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

11. Peer recommendations and social media shares impact my trust in online news clips. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

12. Frequent exposure to online news clips affects how credible I perceive them to be.

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

13. Online news clips encourage media organisations to adhere to professional journalism standards. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

14. Media organisations use online news clips to promote ethical reporting practices Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

15. Watching online news clips increases my awareness of professional journalism principles. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

16. Online news clips help hold media organisations accountable for the accuracy of their reporting. Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

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