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**THE INFLUENCE OF ONLINE JOURNALISM ON
REVENUE GENERATION OF NIGERIA NEWS MEDIA
A STUDY OF THE NEWS AGENCY OF NIGERIA (NAN)**

BY

EDEH GINIKA UZOCHUKWU

PG/MA/12/63600

**A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
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**IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTERS OF ART (M.A.)
DEGREE IN MASS COMMUNICATION**

NOVEMBER, 2014

CERTIFICATION PAGE

This is to certify that I, Edeh, G.U., a postgraduate student in the Department of Mass Communication, UNN, and with Registration number 12/63600, has satisfactorily completed the requirements for course and research work for the award of Masters of Art Degree in Mass Communication.

The content embodied in this work is original and has not been submitted in part or full for any other diploma or degree of this or any other university.

_____   _____
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Supervisor   Head, Dept. of Mass
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Date:_____   Date:_____

_____
External Supervisor

Date:_____

DEDICATION

I dedicate this work to the Almighty God whose mercy, favour and strength kept me throughout the research of this work. My dedication also goes to my ever supportive husband, Mr. Kingsley Okoye for his encouragement and backing to make this work a success.

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All thanks to Almighty God who endowed man, with wisdom and the ability to learn and understand. I am grateful to God for His blessings of divine heath and intellectual strength upon my life which guided me throughout the work.

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I will remain eternally grateful to my lecturer and our current Head of Department, Dr Greg Ezeah whose contribution also made the work a success.

My special thanks goes to my dear husband, Kay for his encouragement, support and understanding in all ramifications. May God reward you abundantly, dear. I am also grateful to my siblings for all their good wishes, I love you all.

My sincere gratitude must also go to my employer, the Management of News Agency of Nigeria (NAN) for giving approval for me to undertake this programme.

To all those I did not specifically mention, please accept my apologies and humble thanks, I shall always have you in mind as your personal contributions are unquantifiable.

I must also emphasize, that any error of content is mine and mine alone, I take responsibility and ask the reader to regard such mistakes as human fragility that should graciously be forgiven.

TABLE OF CONTENTS

CHAPTER THREE: METHODOLOGY

CHAPTER FOUR

CHAPTER FIVE:

LIST OF TABLES

ABSTRACT

It is known especially in recent times that the media serve the public directly as a source, both of information and guidance. It is also a well known fact that the new media has continued to reshape the face of journalism in the world both positively and negatively. There is no doubt that the mass media especially in third world countries like Nigeria, are feeling the impact. Information technology is increasingly affecting our lives in a manner which has become common place. Journalism is also one area which technology has affected. This journalism has been undergoing dramatic changes as it adapts to and takes advantage of digital technologies. New media developments are having a profound effect on all levels of the journalistic enterprise. The pace of these changes is quickening, altering the practice of the profession as never before. These changes, which encompasses a wide range of activities from news gathering to editing and dissemination, are bringing many benefits, but with attendant challenges. Media organizations as any other social institutions have always used technology in the production and distribution process. They have been sensitive to innovations in communication technologies, mainly due to economic reasons. In the last decades of the 20th century, print media outfits were profitable business, but now, all indicators are showing warning lights. Readership is declining steadily especially among young readers who are now more attracted dependent on the Internet for their news. Media houses especially hard copies of newspapers, magazines and the rest, are gradually going into extinction and the resource base of various media houses is gradually dwindling. The News Agency of Nigeria (NAN) which is the mother umbrella of all the media house is also being affected by this development. Many of its `would be' subscribers now prefer the internet to read and get their news stories at the confines of their room, offices etc. Readers prefer to click and pay less to get news than patronize hard copies of newspapers, magazines. This research work is geared towards suggesting alternative money making ventures for various media houses and also making suggestions to the government on how best to boost the functionality of the agency.

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DEPARTMENT OF MASS COMMUNICATION
FACULTY OF ART
UNIVERSITY OF NIGERIA, NSUKKA

NOVEMBER, 2014

CHAPTER ONE

INTRODUCTION

1.1   Background to the Study

Experts in the nation's media and marketing communication industries at a
forum organized by the Advertising Agencies' Association of Nigeria, (AAAN), in
2010 in Lagos, raised alarm on the future of newspaper in Nigeria. Majority of the
participants concluded that unless the print media braced up to the challenges posed
by the new media, it might go extinct in the nearest future.

This apprehension was no doubt a fall-out of the report which portrayed an
alarming slide in the patronage of newspaper. According to the 2010 study carried
out by the Advertisers Association of Nigeria (ADVAN) across the country, the
daily sales figure of all the newspapers was less that 300,000, meaning that only
one in every 470 Nigerians buy newspapers daily (Ekeng, 2010). Putting this reality
in proper perspective, Popoola (2010) said that all the newspapers in Nigeria today
have combined circulation figure that is far less than 500,000 copies per day when
compared to 1980 when the population of Nigeria was about half of what it is
today. Presently the stockpile of unsold copies of newspapers and magazines in the
circulation departments of most print media organizations is a vivid sign of this
challenge. Ekeng (2010), disclosed that *The Punch* as the number one selling
national daily only circulates 34, 264 copies, *The Sun* was ranked third with 25, 632
unit sales. *Vanguard* got 25, 241, while *Guardian* and *Thisday* came 5th and 6th

respectively, with 25, 222 and 21, 703 daily sales. *Daily Trust*, the most popular newspaper up North has 11, 672 daily unit sales. *Tribune*, the oldest surviving newspaper in Nigeria, was another surprise, managing only 8, 314 daily sales. The above mentioned dailies constitute what is known as the top 8 in the standing. The others combined, including *Compass*, *Daily Independent*, *Leadership, National Life, New Nigerian, Mirror* and *Westerner*, could barely rake up 1,600 daily sales. The question then should be, why the alarming slide in the patronage of newspaper? This is very important as a wrong diagnosis will invariably lead to an inappropriate treatment. Ekeng (2010) noted that circulation decline is a global phenomenon as the newspaper industry in America, Europe and even Asia are also affected. This, he said, is primarily due to the impact of the Internet, which guarantees quick news for free. Topping the list of all the causes is the crashing local economy, which has greatly reduced the purchasing power of most Nigerians.

Most editors do not connect to the reading public through their publications which in most cases lacks depth and quality content that serves the majority. In the last two decades, the world has witnessed increase in the population of active middle age people. This increase has brought about new social life which is global in scope. The Internet brought this social state. Most of the newly empowered middle class have access to the Internet and seriously have developed a mind set. Why should I buy a newspaper for information when the same is available on my

blackberry free of charge? Moreover, the Internet gives me access to different sources for the same information—all for free.

The role of the Internet and Information Technology in online journalism cannot be over-emphasized. Information technology has and is playing a veritable role in changing the face of journalism practice in the world and Nigeria is not left out. The increasing impact of technology through the new media in publishing and dissemination of information has given room for an increase in both professional and amateur journalism in Nigeria media organizations.

Today, the Nigeria media is not limited to the radio, television and the print alone, the upsurge in technology via the internet has created new platforms for the dissemination of news and information within minutes. With the click of a button, news and information can be posted on Facebook, Twitter, You Tube, blog and websites, intimating the world of any development instantly. These new technologies makes use of video, audio and picture. They have transformed the shape and face of media organizations in the country.

Journalism has been undergoing dramatic changes as it adapts to and takes advantage of digital technologies and the new media, and they are having profound effect on all levels of the journalistic enterprise. The pace of these changes is quickening now, altering the practice of the journalism profession as never before. These changes encompass a wide range of activities from news gathering to dissemination and are bringing many benefits, but with attendant challenges. At a

Journalism Conference in Dublin Trench (1996:2) identified "several ways in which information technology touches on the practice of journalism, all of which have affected how journalists do their job". He posited that technology has led to the following direct input by reporters and from external agencies into the editorial system. The way reporters gather and disseminate news is changing. Internet is emerging as a medium of mass communication. That brings in fresh competition to other media, even forcing changes in content. The emergence of communication technology has made it necessary for media establishments to make their presence felt on the net and technology has facilitated the creation of websites with social networking sites to complement them, while some smarter media organizations are also making use of blogs, to make their presence more pronounced.

Technology has made it possible for people to read an entire newspaper online. It has given way to a new form of freedom to information dissemination. For example , the 'Good Governance Tour' in the South East by the former Information Minister, Mr. Labaran Maku and the National Conference were highly commended by Nigerians and these commendations were made possible through the social media networks. Globally, the rise of digital media platforms presents enormous opportunities to better inform citizens world over and it has also given everyone a fair chance of becoming a writer and a commentator.

Nonetheless, these opportunities have brought in new barriers to the free flow of information, such as filtering, blocking of contents, digital surveillance and restrictive digital media laws.

Similarly, the News Agency of Nigeria (NAN), which is a wire service media organization, is also facing its challenges with the emergence of the new media.

Media organizations which are supposed to subscribe to NAN now have other means of getting news, information. This development is consequently affecting the existence as well as the resources of the agency.

1.2   Statement of the Problem

It is difficult to think of a more important institution in our democratic society than the news media. This research has been instituted to determine the influence of online journalism in Nigeria media with specific emphasis on the News Agency of Nigeria (NAN). NAN is a wire service which in no small measure has helped in equipping media outfits to judiciously accomplish their primary objective which is to inform, educate and entertain the teeming audience through the comprehensive reports disseminated within and beyond the confines of media outfits existing in its geographical boundary. Its mandate to deliver and disseminate information and news to subscribers first before any other medium is gradually being eroded by the emergence of the new media. Similarly, the agency's resource base is gradually going down because most of its `would- be' subscribers are now

addicted to the internet for their news. As a result of the prohibitive expenses in stationing journalists around the world to source for news, local news media rely on NAN for such news. The emergence of online journalism has also encouraged amateur reporting. Many media organizations, blogs, websites in a quest to be the first to broadcast news, give some information without confirmation. However, this research will examine the extent to which online journalism has impeded the `talk to NAN, talk to all' slogan of the agency in terms of immediacy and timeliness.

Many times, online newspapers, blogs, websites beat NAN to stories which it is supposed to wire first to its subscribers. This study will examine the extent to which online journalism has affected the operations and revenue generation of many news organizations including NAN which is to be a wire service.

1.3 Objectives of the Study

The emergence of new technologies like the internet and websites like face book, twitter, badoo, interpretive multimedia systems and digital telecommunication has dramatically altered traditional news gathering processes and production formats.

The purpose of this study is to determine

- The extent, online journalism has influenced the practice of journalism in Nigeria media organizations.

- The study will also analyze investigate the negative and positive influence of online journalism on media organization.

- It will also find out the influence of ICT adoption in operating cost and revenue and explore ways of handling ICTs challenges.

1.4   Research Questions

The following research questions were formulated to guide the study:

1. How has online journalism affected news gathering, collation and dissemination in Nigeria news organizations?

2. How has the emergence of online journalism affected news content in Nigeria media organizations?

3. How has the introduction of online journalism affected the revenue generation of the News Agency of Nigeria?

4. What effect(s) does the new media have on news gathering and dissemination?

1.5   Scope of the Study

The study covers the impact of online journalism on Nigeria media organizations using the online journalism situation in News Agency of Nigeria. It is important to note that only editorial staff of the agency were utilized in generating data for the study.

1.6   Significance of the Study

Taking cognizance of the enviable and crucial role of the media in the society in its watch dog role of information dissemination, it is imperative to constantly ascertain how media organizations are faring in the performance of their duties with the advent of the new media.

The research work will provide a broad understanding to media practitioners on the general operations of NAN which is the only news agency in the country.

It will also serve as a guide to future researchers who will want to delve into related topics.

The research work will also support governments' efforts in trying to remodel the agency for a more relevant and accomplished purpose.

1.7   Definitions of Terms

In order to clarify the meaning of some operational key concepts used in this study, the researcher define the following concepts are defined to facilitate the understanding of readers:

ONLINE

Online, according to Ward (2003) is the "generic term often used loosely to describe digital information access, retrieval or dissemination".

JOURNALISM

Ganiyan (2004) defines journalism as "the job of gathering, writing and dissemination of news and views about the society through the means of the mass

media. It is a profession that involves gathering, processing and reporting of news to the general public.

ONLINE JOURNALISM

Qasim Akinreti (2003) describes online journalism as the media share of digital revolution. It combines this with the core journalism skills of reporting, editing and news production, features and programmes.

Online-Journalism can be defined simply as ``a journalism in online", more specifically, it is "a new form of journalism which is used for conveying public opinion and published by the primary news provider with various text, video, and link."

THE MASS MEDIA

It refers to the medium through which information is communicated to the general public like news papers, magazines, radio, television, film books and the new media i.e. the internet Qasim Akinreti (2007)

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CHAPTER TWO

LITERATURE REVIEW

2.1   Information Technology Trends

Alongside the traditional mass media as sources of information and education are the new media, offshoot of information technology. New Media is a broad term in media studies that emerged in the later part of the 20th century. It holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content.

In a fast paced world where information can be found with the click of a button, newspapers are finding it hard to compete. Since the early 1990s, the image of a new revolution has been haunting. Variously called the Information Revolution or the Information and Communication Technology (ICT) revolution, it assumes a classic shift in production processes and relations, the emergence of a new knowledge-based economy and a quantum leap from an industrial society into an information society. Also, the Internet, a major force behind information technology, is argued by Song, Shao and Wu (2010:5) to represent the most significant change in the media market during the past decades. The Internet is becoming the dominant force in the information world, transforming the ways in

which information is aggregated, stored, searched, and retrieved. In addition, Campbell, Martin, and Fabos (2009:8) noted that the Internet is facilitating the convergence of media forms, the process whereby old and new media are available via the integration of personal computers and high-speed satellite based phone or cable links.

Virtually all Nigerian newspapers have been adapting themselves to this new media age. The traditional medium for publishing content is paper, and now newspapers have tried certain new medium such as online newspaper edition and mobile phone newspapers. As at today, 60 Nigerian newspapers are online.

Sounding this warning in 2005 the media mogul, Rupert Murdoch, Chairman and Chief Executive Officer of News Corporation, in a speech delivered to an audience of newspaper editors, noted that the "dynamic revolution taking place in the news industry today revolves around the fact that 'technology-savvy young people are becoming increasingly likely to turn to the web as their news medium of choice."

According to Amodu (2007), cited in Anaeto and Anaeto (2010), the unprecedented success of the Internet in most aspects of human endeavour, particularly e-commerce, has precipitated the incorporation of the same into the communication process. Also explaining the usefulness of the Internet in communication, Negroponte (1995) in Anaeto and Anaeto (2010) states that the fact that the Internet has the power to cut across social and geographic distance and

help find new ways of facilitating the flow of information and knowledge makes it an especially attractive medium of communication.

Media organizations as any other social institutions have always used technology in the production and distribution process. They have been sensitive to innovations in communication technologies, mainly due to economic reasons. In the last decades of the 20th century, print media outfits were profitable business, but all indicators showed warning lights. Readership was declining steadily especially among young readers more attracted by audiovisual products, and their advertising share was disputed by the increasingly fragmented television market (Santinoli, Heinonen, Boczkowski).

Mario Santinoli argues that a foreseen economic crisis was the actual impulse for technological innovation in media organizations. Page composition and pre-print process were first to be digitalized and the responsibility for the design was fully concentrated in the newsroom, making media companies to get rid of many workers in the printing workshop. When news writing was also computerized, this trend was even stronger, many parts of the technical production process were simplified and automated in the computer system.

The risk of overloading the journalist with technically oriented tasks is one drawbacks of computerization (Bromley, 1997:345).

(Christopher, 1988) points out other risks of the digitalization of newsroom of media outfits to include the over-flood of wire dispatches, isolation of the

journalist, more time devoted to production process than content itself (news gathering, editing) diminished content quality. Furthermore, technological innovations have created new organizational problems due to the lack of effective leadership skilled staff or appropriate resources for the new hardware and software. Soriano (2004:130) also reported that digitalization of print media layout was seen as diminishing flexibility and creativity, as easy to use templates substituted the handcraft work. Computer assisted news gathering based on online databases and in the 1990s, the internet was a promise for better investigative journalism, but in the end, it aggravated the increasing passive reporting trend, lacking a direct contact with the source (Christopher, 1998)

Soriano (2004:130) also reported that digitalization of print media layout was seen as diminishing flexibility and creativity, as easy to use templates substituted the handcraft work. Computer assisted news gathering based on online databases and in the 1990s, the internet was a promise for better investigative journalism, but in the end, it aggravated the increasing passive reporting trend, lacking a direct contact with the source (Christopher, 1998)

In other cases, the overall perception of journalist is positive as they have gained greater control over the final product. Media managers reiterated that technological innovation in the media was supposed to lower production cost by making the process more efficient, empowering reporters and better story coverage.

Many existing or similar research works tried to look at how the emergence of the new media have paralyzed the functioning of most journalists in the country.

According to an American research, audiences for online journalism started growing in 2009. In 2008, for the first time, more Americans reported getting their national and international news from the internet, rather than newspapers. Young people aged 18 to 29 now primarily get their news via the Internet, according to a PEW Research Center Report. The Pew Research Center, a growing number of news users are losing the old habit (Pew 1999). The trends highlighted are affecting all traditional media.

According to Pew, the internet has made the greatest inroads among younger and better educated people. More college graduates under the age of fifty, connect to the net everyday than radio, television and newspapers. The Internet, with its headline-news format and its capacity for quick updates, is clearly attractive to younger news consumers.

According to a Singapore perspective, conservative media landscape is changing as more people are able to access information from an increasing variety of sources. To remain viable in the competitive environment, the Singaporean two major homegrown news organizations have moved to meet the challenge of information dissemination. Local print media group, Singapore press Holdings (SPH) launched television station to produce broadcast news programs in 2001 in order to augment its flagship newspaper, The Strait Times.

Audiences to news sites continues to grow due to the launch of new news sites, continued investment in news online by conventional news organizations, and the continued growth in internet audiences overall. Over sixty-five percent of youths now primarily access news online.

2.2   Media and Technology Convergence

In times past, technological devices were separate, each operating a specific task. A camera was used to take pictures only, a phone was for making and receiving voice calls only, a tape deck or compact disc player was for playing music only and a computer was for typing only. But today, all that has changed. A single device can be used to perform all these functions. You can go even buy and sell from a mobile phone. What we are witnessing now is technology convergence.

We are now surrounded by a multi level media world where all modes of communication and information are continually reforming to adapt to the enduring demand of technologies, changing the way we create, consume, learn and interact with each other. The benefits of this phenomenon is to reduce complexities and cost. It follows therefore that the media in the modern age are blurring and blending into a single system or a set of interrelated systems. We are now living in the world of multimedia computers, compact discs, hand held data banks, national fiber optic networks, advanced facsimile messaging, the Internet and the World Wide Web. Computerization is now the module for all forms of electronic information: sound,

video and print. Computers are forcing a massive restructuring of media services to have an interface. Computers are becoming like TV sets while TV sets are becoming computerized with this result, a new kind of electronic hybrid, the telecomputer is emerging (Rodney, 2005).

It is believed that the telecomputer may replace the old fashioned TV receivers as well as personal computers, video cassette recorders and other gadgets. Furthermore, TV sets will be transformed from passive receivers of distant pictures into a multi-media interactive instrument, capable of handling all types of video, print and sound services delivered to homes and locations by wireless networks, each with the capacity of hundreds of interactive video channels. The building block of the information age is the semi-conductor chip, a device shared by computers. Computers and networks are connected by the semi-conductor chips.

Furthermore, advanced chip technology has changed computers from room-sized machine into a hand held devices which places vast amount and other information resources into the hands of the consumer. Thus, media and technology convergence is driven largely by the revolution of ICTs. This convergence is based on technological innovations in micro-electronics, computers and telecommunication. Through digitization, all kinds of data irrespective of origin and size can be manipulated and integrated on the basis of a common ICT structure.

2.3 Convergence in News Production: An Emerging Trend

Convergence is a very polysemous (several meanings for a word) concept that has been used to describe various trends in journalism that have something in common: the blurring of the limits between different media, professional skills and roles strategies (Dupagne and Garrison, 2006; Silcock and Keith, 2006).

However in communication terms, Convergence is a coming together of two or more distinct entities or phenomena, thereby removing entry barriers across the IT, telecoms, media and consumer electronics industries. It is increasingly common in the IT world; in this context the term refers to the combination of two or more different technologies in a single device. For instance, taking pictures with a cell phone and surfing the Web on a television are two of the most common examples of this trend, and also the recent innovation of an I-phone being used to shoot a video film in Japan.

Convergence, simply put, is how individual consumers interact with others on a social level and use various media platforms to create new experiences, new forms of media and content that connect us socially, and not just to other consumers, but to the corporate producers of media in ways that have not been as readily accessible in the past.

Media convergence is an economic strategy in which communications companies seek financial benefit by making the various media properties they own work together. The strategy is a product of three elements: corporate concentration, whereby fewer large companies own more and more media properties; digitization,

whereby media content produced in a universal computer language can be easily adapted for use in any medium; and government deregulation, which has increasingly allowed media conglomerates to own different kinds of media (e.g., television and radio stations and newspapers) in the same markets, and which has permitted content carriage companies (e.g., cable TV suppliers) to own content producers (e.g., specialty TV channels).

According to Dupagne and Garrison (2006); Silcock and Keith (2006), the common ground for any process labeled as media convergence is the blurring of the limits between different media –professional skills, formats, production strategies. Deuze (2004) then adds another similar trend: the blurring between the roles of producer and consumer. Thus, they proposed to analytically structure convergence into four dimensions that cover different phases of the communication process:

- Integrated production – Content
- Multi-skilled professionals – Source
- Multiplatform delivery – Medium
- Active audience – Receiver

Any of these dimensions of convergence can be developed in the media on its own, but in many cases, they are part of the same convergent project, which is to pass messages through a particular platform.

Media Convergence: Nigeria Example

Following the above proposition of the four major dimensions that cover media convergence and having examined the Nigerian Media system, no media organization fall totally into these dimensions.

In the first dimension which has to do with Integrated Production, the most relevant signs of convergence are to be found in the reformation of newsrooms which is also linked to the redefinition of professional roles, technical innovation and the development of innovative news formats and languages.

In Nigeria today, most reporters, photojournalist, video-journalism, editors, etc submit their stories, photos or videos through the internet or their mobile phone. Unlike in the last decade when editors and reporters work from personal offices/ independent newsrooms which sometimes delay the production of news-stories. They collaborate more and develop forms of integration of all the journalists into one newsroom, in which at the end of the day produces the content for different outlets at the same time.

Digitization of the production processes has been the technological innovation that has supported newsroom integration in most media houses across the nation.

Using the convergence of the multi-skilled professionals to examine the Nigerian media, it can be observed that Nigerian journalist are not only trained to report news stories but also to report the audios, photos and videos of the event

using their mobile phones or devices. Various workshops have been organized to train journalist to be skilled and professionally inclined with today's technology.

The ideal Multi-skilled journalist, as some authors have suggested to label them (Bromley, 1997) would be able to produce news for any medium using any technological tool needed in every step of the process. This strategy allows companies to reduce labour, administrative and material costs, to use the same media content across several media outlets, to attract increased advertising by providing advertisers with package deals and one-stop shopping for a number of media platforms, and to increase brand recognition and brand loyalty among audiences through cross-promotion and cross-selling.

Multi-Platform Delivery of content has been the dimension of convergence that more visibly has developed in recent years, even though journalism research has seldom paid attention to the implications of this trend. The maturity of the Internet and mobile communications, as well as the data-enabled digital television systems have broaden the range of options for the citizens to access the news.

Broadcasting has increasingly been replaced by the Internet, enabling consumers all over the world the freedom to access their preferred media content more easily and at a more available rate than ever before. Many Nigerians can now access news information from their mobile phones, or internet, especially with the advent of social networks like Facebook, Twitter, LinkedIn and blog sites such as Naira land. It has been observed that newspaper organisations have adopted the means of internet to publish their stories. Examples like *The Punch*

(www.punchng.com), *The Guardian* (www.ngrguardiannews.com), *The Sun* (www.sunnewsonline.com), *Thisday* (www.thisdaylive.com), *The Nation* (www.thenationliveng.net), etc.

Even radio stations like Radio Nigerian, Freedom Radio (www.freedomradionig.com), Radio Lagos (www.radiolagosekofm.net), Classic FM (www.classic97.net), Brilla FM (www.brilafm.net), etc cannot but allow their presence to be felt worldwide prior to media convergence in Nigeria and Digitization.

Current media trends do not only seem to blur the differences among the media, but also the distance between producers and audiences (Jenkins, 2004). The origin of this redefinition of the relationship between journalists and citizens can be found in the qualitative changes in the audience habits and attitudes (Livingstone, 1999), namely fragmentation, specialization and active participation. Digital distribution technologies allow for the customization of content and ease the production of news that is highly targeted to specific niche audiences (Tewksbury, 2005). But it is active participation what may have a greater influence in the redefinition of professional journalism.

For the Nigerian journalist, the mobile phone keeps him in close contact with news sources. Besides, most journalists now have in their possession multimedia devices that enable them to take instant photographs, record interviews and keeps them connected to the internet. Other professionals also have leveraged on the importance of mobile phone

Blogs, wikis and other self-publishing tools have eased the ability of the citizens to produce their own content and potentially reach a global audience. Nowadays, everyone is a journalist due to the fact that there are forums in which the right thinking members of the society (non-journalist) can contribute to the comment/issues facing the society. In print publications, the citizens are given a separate page to publish their opinions about issues that affect them in their immediate society. The Broadcast media also has audience participation programs like One-on-One (NTA), Moments with MO, Inside out with Agatha, Tom- Tom road show on Inspiration FM, etc.

Below is a representation of the Media Convergence in Nigeria

THE PRINT PARADIGM IN NIGERIA

Print Publications	Online Publications	Mobile Publications
The News Agency of Nigeria (NAN)	Online Site, magazine	Facebook, Twitter
Punch	*Present*	*Present*
P.M News	*P.M News*	*Present*
The Nation	*The Nation*	*Present*
Sun	*Sun*	*Present*
Thisday	*Thisday*	*Present*
Vanguard	*Vanguard*	*Present*
Nigerian Tribune	*Nigerian Tribune*	*Tribune online*
News watch	*News watch*	*Present*
Tell Magazine	*Tell Magazine*	*Present*
Business Day	*Business Day*	*Present*
Guardian	*Guardian*	*Present*
Daily Trust	*Daily Trust*	*Daily Trust online*

xxxiv

2.4   An Overview of the Role of Technology in Journalism

Communication theorist Marshall McLuhan said in 1964 that the "content of any medium is always another medium." (McLuhan 1964) Indeed, online news is not different in content from its print and broadcast brethren; the same facts are presented. The big difference online is time scale. Online news is never "put to bed" but is continually updated. The new message of online news is encapsulated in the overall feel of a news site, its accessibility, and the presentation of content rather than the content itself. Information technology is increasingly affecting our lives in a manner which has become a common place. Journalism is also one area which technology has affected. It has been undergoing dramatic changes as it adapts to and takes advantage of digital technologies. New media developments are having a profound effect on all levels of the journalistic enterprise. The pace of these changes is quickening, altering the practice of the profession as never before. These changes, which encompasses a wide range of activities from news gathering to editing and dissemination, are bringing many benefits, but with attendant challenges.

At a Journalism conference in Dublin (Brian Trench1996:2), identified several ways in which information technology touches on the practice of journalism, all of which have affected how journalists do their job. He posited that technology has led to 'direct input' by reporters from external agencies, into the editorial system; transmission of journalists' copy from remote location into the

editorial system; on-screen page make-up; electronic scanning and on-screen editing of photographs and graphics; development of in-house electronic libraries; access to electronic information sources (Trench, 1996).

For each of these activities, today's technology offers journalists a growing capacity to accomplish them with ever-increasing efficiency. Such technology is becoming increasingly more powerful and more affordable, by smaller media organizations.

Direct input and transmission of copy has been greatly enhanced by the availability of a network of high capacity digital telephone lines. This has allowed high speed, error-free transfer of all sorts of information across wide areas. Such information would include large quantities of text, photographic images and computer programmes, all of which may be sent from one side of the globe to the other in minutes.

The recent combination of mobile telephones and laptop computers both have allowed the ultimate mobile office to offer reportage direct from the scene of news events, almost anywhere in the world. Other computer-based technology has caused a blurring of some traditional responsibilities in the workplace because element of the skills of some workers has been automated. Inexpensive desk-top publishing (DTP) systems have made available much of the skills of former print and design houses to many people with a personal computer and an eye for design. This ease of demarcation in the workplaces have reduced substantial cost and offered a growing degree of flexibility and speed to operations.

The print revolution started with the invention of printing by Johann Gutenberg in the fourteenth century. The next important development was the arrival of telegraph. Many of twentieth century's scoops were transmitted over telegraph and telex lines. The telephones brought in a fast means for the reporter to gather information, however, it was not used much for actual transmission of news as vocal communication was more prone to errors. The telephone, incidentally, gave the inspiration for radio. Parallel to these developments was the evolution of photography, motion picture photography and television. Computers have now brought about major changes to the scenario. The way journalists gather and disseminate news is changing. Photography is on a threshold with the arrival of digital cameras. Internet has also emerged as a medium of mass communication which has brought fresh competition to other media, even forcing changes in content. The emergence of communication technology has made it necessary for the media establishments to make their presence felt on the internet and technology has facilitated the creation of websites with social networking sites to complement them, while some smarter media organizations are also making use of blogs to make their presence more pronounced. Technology has made it possible for newspapers to be read online. It has given room to a new form of media freedom in information dissemination.

The mass protest of the oil subsidy removal in Nigeria for example, made Nigerians to enter into meaningful discussions on the subjects of corruption, police

brutality, comparing figures and statistics on Face book and other social media platforms.

Globally, the rise of digital media platforms presents enormous opportunities to better inform citizens the world over. Some of these are better access to more information, a greater diversity of information sources, convergence of video, audio and text on a single screen, access to primary documents and direct communications between the govern and the governed.

Technology has also ensured many journalist are using various sites for professional networking in the practice of journalism, new media technology has come to the rescue of press freedom, it has made it totally impossible by draconian government decrees to silence the press, as journalist have embraced blogging, preferring to upload their stories and pictures online.

There is no doubt that technology is increasingly playing a bigger role in journalism globally.

However, problems of the media are totally solved because of poor telecommunications infrastructure in some countries especially in Africa. Countries like Nigeria, Egypt Uganda are faced with the problems of poor communication infrastructures.

2.5   The Internet as Veritable Tool for Online Journalism

The world has known three revolutions in the keeping, presenting, communicating and accessing of information. These are the emergence of the written world thousands of years ago. The other was the invention of printing, hundreds of years ago and the third is still on- going, it is of course the internet –the means for anyone in the planet to display information that can instantly be gotten and read by anyone else (Randall:2002). It is an important tool for online journalism in the world over.

2.6   Brief History of the Internet

Most experts agree that the internet's year of birth is 1969, the year the US Department of Defense set up a computer network called ARPANET. But the foundation of the digital network was actually laid in 1962, during what came to be called the Cuban missile crisis. At the time, John F. Kennedy was the President of US and Fidel Castro was the communist dictator of Cuba. During the height of the cold war, Castro invited the Soviet Union to set up military bases on the island, 90 miles south of Florida. President Kennedy announced that if the missiles were not removed, their placement would be considered an act of war and the United States might strike first with its nuclear missiles. After a tense standoff, the soviet finally removed the missiles but the crisis had exposed a fatal weakness in U.S. military capabilities. A first strike by the Soviet Union would have wiped America's entire military communication system.

The United States needed a computer network with no central point, a network with a redundancy of connectivity. To develop this super network, the government set aside a significant amount of money both for its labs and in grants to university computer scientists. The university professors who were the primary creators of the Net were mostly uninterested in Defense Department concerns but that was where the Internet project originated.

2.7   The Broadcast Media in Nigeria

Radio Broadcasting was introduced into Nigeria by the then British Colonial authorities in 1933. One of its main tasks was to relay the overseas service of the BBC through the Radio Diffusion system (RDS).The Radio Diffusion System (RDS) became the Nigerian Broadcasting Service, NBS in April 1951. By 1957, the RDS also underwent a name change and became the Nigerian Broadcasting Corporation (NBC). In 1978, the Nigerian Broadcasting Corporation was re-organized to become the Federal Radio Corporation of Nigeria, FRCN.

The Television (TV) broadcasting in Nigeria started with the initiative of the first Western Region Premier, Chief Obafemi Awolowo who on October 31, 1959 launched television broadcasting at Ibadan, the then headquarters of the region.

The first television station – which is also reputed to be the first in Africa, was established in 1959.

Expectedly, the broadcast media in Nigeria used the crude technologies existing as at the time of their establishment. Most of the information processing

and dissemination activities undertaken at that time were, to a large extent, carried manually.

With a small 500 watts transmitter mounted on Mapo Hill in Ibadan and another at Abafon near Ikorodu, the Western Region Government commenced operations in partnership with British Media company, Overseas Re-diffusion Limited. The western Nigeria Radio-vision Service Limited was also created with the responsibility of managing radio and television broadcasting in the Western region.

In 1976, television stations started beaming color programmes. By 1978, the Federal Government took over all television services in Nigeria and these stations where made to beam network programmes.

In 1992, a new vista was opened in the annals of Nigerian broadcasting history. The Federal government under the then Commander in Chief, General Ibrahim Babangida deregulated the broadcast industry by allowing private individuals and organizations to set up radio and television broadcast stations. That year, the National Broadcasting Commission (NBC) was founded to monitor and regulate broadcasting on a national basis.

Today, the Nigerian Broadcast industry reaches over 9 million televisions sets, reaches over 100 million listeners daily and broadcasts in 15 languages from offices all across Nigeria. With a plethora of private television and radio stations taking over the broadcast media in Nigeria, the power of government owned radio and television stations have not received as much recognition, due to limited

resources and press restrictions which beset the establishment of radio or television services in Nigeria.

However, such limitations are being worked around in order to reach larger audiences both within and out of Nigeria, such as the satellite television which has long been preferred throughout the African continent because it enables broadcasters to overcome the terrestrial and financial challenge.

The old media has historically seized the moment and has always been on the side of history. The traditional media, as it were, has helped to define Nigeria's contemporary history and has always seen the country through momentous time in perspective.

2.8   The Print Media in Nigeria

The Nigeria print Media has a very long and interesting history. The print media predates the Nigeria state and society. The history of print media in Nigeria goes as far back as the 1840s when European missionaries established community newspapers to propagate Christianity. The idea of print journalism began in Calabar and Abeokuta. This initiative later gave rise to the establishment of newspaper outfits likes of Dr. Nnamdi Azikwe in 1937 titled the `West African Pilot'. Azikwe's paper pioneered a general protest against attainment of independence in 1960. The New Nigeria Newspaper Limited, with its head office along Ahmadu Bello way Kaduna, was established by the then government of the Northern region on 23rd October 1964.

The print media in Nigeria has witnessed a long evolution, it has run from evangelical journalism in Calabar alongside that of Reverend Henry Townsend's Iweirohin in Abeokuta, to the nationalistic journalism of Herbert Macaulay's `daily news'. What is most emphatic about the Nigeria print media is that as the Nigeria state evolves so the print media institution.

Since the establishment of the first newspaper, the country has witnessed an avalanche of various newspaper outfits, targeted at different cadres of readership, philosophies and objectives. As at today, Nigeria has various newspapers ranging from *The Nigerian Tribune*, *The Punch, The Vanguard, The Pilot, The Sun, Daily Trust, This Day* and *Vanguard* Newspapers among others.

2.9   The News Agency of Nigeria and Online Journalism

The News Agency of Nigeria (NAN) was established in 1976 to gather and distribute news on Nigeria and cover events of interest to Nigeria at the international level for the benefit of the Nigerian media and general public.

No newspaper, magazine, radio or television organization has the resources to enable it cover a country the size of Nigeria effectively. Only a news agency such as NAN, with its network of offices, correspondents and communication facilities is able to do so. It has the capacity to report all major events of national or regional significance everywhere in the country and make news on them available to its clients within the shortest time possible.

EDITORIAL OPERATIONS:

NAN began editorial operations on October 2, 1978 and has since then extended its coverage to all the geo-political zones, states and local government areas of Nigeria and countries like Britain, US, South Africa, China etc.

NAN SUBSCRIBERS

NAN provides news and information to a wide variety of subscribers. Its principal clients are media organizations such as newspapers, radio, television stations which depend on it for a significant proportion of their news output each day. Others are embassies, government agencies, political organizations and private corporate establishments.

NAN EDITORIAL PRODUCTS

The editorial products of the agency include news, features, specialized reports, photographs, Short message services, audio and video news materials.

NAN, with its online portal has made it possible for subscribers to gather news stories. Subscribers just by a click on NAN portal following the required instructions would get the desired stories for publication in their various media outfits.

The Internet as well as online journalism has made this possible, making easier for media organizations to gather news without much stress.

This has its own disadvantages because most NAN subscribers do not recruit or fail to employ reporters and this increases the unemployed in the labour market.

Consequently, although existing studies looked at how the new media which gave rise to online journalism has affected the general operations of media organizations both positively and negatively, they did not consider the News Agency of Nigeria (NAN) and ways to improve the organization.

2.10   The place of ICTS in the Nigeria Print Media Industry

The increasing role of information and communication technologies in media operations cannot be overemphasized. Soola (1998) observes that information and communication technology has precipitated a revolution in the communication industry with an emphasis on improved methods and efficiency. It guarantees accuracy and efficiency. Information technology provides near limitless possibilities of increasing quantity and enhances the quality, speed and availability of information in a complex, but increasingly interdependent world of business.

ICTs have brought quality and value to newspaper prints as they help graphic artist to creatively use various tools to shape and reshape artistic works. Satellite technology now makes it possible for newspaper houses to print the same edition of newspaper hard copies at various locations, thereby breaking or beating the barrier of distance and timeliness in distribution. Nelson (2008, p. 170) observes that satellite communication as a form of ICT eases the problem of newspaper production and distribution.

The laborious task of newspaper planning has been overcome with information technology. It is now easy to plan the pages of newspaper on

computers. The beauty of it is that stories can be removed and replaced with little change on the entire planned copy, unlike the traditional method of page planning.

With the aid of digital camera, photograph can be taken and edited online without the rigours of going to a photo laboratory. Apart from this, it is also possible through technology to reshape a photograph for better image. Unlike the traditional method were photo cropping takes the photo editor a great deal of time to handle. In addition, software aided recorders or midgets that can record up to six (6) hours uninterrupted now makes it possible to conduct long interviews without the fear of faulty tapes, machine breakdown and poor audio.

Biri (2007, p. 237) asserts that before the ICTs revolution, print media operation was cumbersome. He notes that ICTs have simplified the complicated process as the journalist of today types the news reports on the computers and the news editor recalls them on his computer and does all vetting on the computer. The sub-editor also recalls the available news report on their computers or Videos Display Terminal (VCTs) and handles the editing and all the formatting right on the computer. He further notes that modern lithographic machines and printing machines are digital thereby eliminating time waste. The machines print faster, collate, count and do other necessary finishing.

One notable area in which ICTs have influenced print journalism field is news gathering and filling of reports. For instance, the Internet and Global System for Mobile communication phones now make it easier for reporter to file in reports

from the scene of an event without having to travel kilometers to the news room or struggling to beat traffic in busy cities like Lagos, Abuja and Port Harcourt, where the traffic gridlock is often nightmarish.

Besides the area of news report, the internet has put research at the finger tips of the journalist. The reporter can access or surf the net to back up stories that require certain facts and detailed explanation of certain terms which may be alien to the newspaper readers. The platform also enables him/her to get reports from other media organizations unhindered.

One visible impact of ICTs in Nigeria print media industry is the quality of print run. The problem of blurred picture and graphics, which characterized the pre-ICTs age have finally given way to high quality print, occasioned by digital equipment. Colour separation is incomparable to the past and advertisement copies are now distinct and alluring. Agba (2001, p. 10) painted a picture of the state of ICTs in Nigeria print media industry. According to him:

State correspondents of the leading newspaper in the country such as *The Guardian, Daily Times, Champion* and *National Concord*, now make use of fax machines instead of telex or telephone to file in their stores. These newspaper and some others, have satellite dishes for receiving live transmission, from foreign media. A majority of the private and some government papers now use computers in editing and page planning.

Some of them, including *The Punch* are already hooked to the Internet, needless to talk about *Newswatch*, complete football international and other existing magazines in area of computerized publishing and Internet connectivity.

It can therefore be said that modern newspaper management success rests on how well managers employ these facilities in the day to day operations of a newspaper organization given the tremendous influence of these technologies in print media operations. Inspite of the tremendous influence of ICTs in today's print media industry, they have however, posed serious challenges to newspaper management. These challenges which emerge from the new technologies, further compound the traditional problems facing newspaper management.

Anim (2006) in his examination of 'inefficient management as a factor in the collapse of newspaper: A case study of the "Defunct Sun Ray' identifies organisational structure, personal; policy, boardroom politics, planning and system overload, as factors that led to the death of the newspaper. Ahuja (1997) also noted the following problems of newspaper management as: intense competition, fight for circulation, administrative problems, scientific management, the welfare idea, buying of supplies and newspaper accountancy.

In a seminar paper presented by Ibekwe (2010), he highlighted the challenges of ICTs utilisation in journalism practice in Nigeria to include; the challenge of use, reduction in cover price revenues and advertising, poor infrastructure, challenge of application, the challenge of capacity building,

challenge of cost and journalists remuneration, challenge of news reporting and presentation skills, the challenge of job security, the challenge of equipment complexity, challenge of content transparency and objectivity and sustenance of security.

What are the Challenges of Newspaper Management in a Digital Age

The challenges of newspaper management include operating cost, security, fall in revenue and challenge from social media.

A key issue in newspaper management is the combination of editorial decisions with technical decisions to bring about quality print run. However, balancing the ICTs application with organization's resources becomes an issue for management. Management has to give consideration to staff knowledge of certain IT facilities before they are acquired; where the knowledge is low, training would have to be organized. Even when these have been meant, the environmental challenges regarding regulations, standards, etc, may become manifest.

In operating the media houses as businesses in Nigeria today, the focus is on commercial viability and the journalist has to attune himself and develop skills sufficient for the satisfaction of the social economic and technical needs of the organisation. Though it has been argued that ICT does not mean computer, it has become fashionable for manufactures to model the ability of most ICTs on the computer technology; hence, software and hardware of most ICTs are computer-like.

The bottom line here is that managers must make training and retraining and integral part of the newspaper organisation goals, if they must meet current trends in packaging, designing and production. Decision on all these rests with the managers of the newspaper.

Again, the decision of which ICTs facility to acquire, when and how, poses a challenge to management. This is because of the state of social infrastructures, such as electricity, Internet penetration; etc, that put undue pressure on management. The costs of maintaining these facilities run into millions of naira. All these pose serious challenges to newspaper management.

In addition, the level of competition amongst newspapers, range from national competition, to regional or local competition. This is because the issue of distribution, which hitherto gave advantage to local and regional newspaper over national newspapers, has to be overcome through the use of the satellite reproduction. For instance, the SUN, The Nation and THISDAY newspapers have satellite facilities in Lagos, Aba, Agbor, Port Harcourt and Abuja. The presence of the facilities in these cities have made the reach of their newspaper wider in coverage. Two management challenges emanate from this, firstly, newspaper houses who are yet to have their own satellite production facilities outside Lagos or production centre, risk been extinct, since their print run that get to the cities where others already have advantage would have become stale, or the delay edition. Secondly, having an uninterrupted transmission from the corporate headquarters to

the redistribution centres, going by the non availability of URL domain in Nigeria. The task of getting planned page can sometimes be problematic. Ahuja (1997, p. 32) points a way of the first challenge when he notes:

This constant pressure, which means a never – ending fight to gain circulation on the part of the big papers and an equally strenuous struggle to retain it on the part of the smaller ones, raises serious problems for newspaper managers. The "National" papers, of course, have their own

special circulation difficulty, which they try to overcome in a variety of ways, including the duplication of their plant in one of the northern centres. It is fairly certain that there will be important extensions of this method. It is probable that in a very few years, we shall see at least, one of the national morning papers making a bold bid for a circulation far in excess of anything yet achieved, with a triplicated or even a quadrupled plant in chosen centres. This will mean a still greater intensification of newspaper competition.

Even when such facilities have been installed, the challenge of constant maintenance of the satellite facilities and vehicles for prompt delivery occupies management board meetings. The establishments of these centres add to the responsibilities of the head of circulation, which needs to monitor supervisors and distribution clerks to ensure that issues reach its readership as timely as possible and to beat competitors. Of the four newspapers purposively selected, only the Nation has satellite reproduction facilities in Ogbese, British Journal of Arts and

Social Sciences Port Harcourt and Abuja. Others do not have. It means they will continue to grapple with the challenge of circulation.

Another challenge is from the social media. Technology has shaped journalism practice all over the world and Nigeria is no exception. This assumption is well acknowledged by Kovach and Rosenstiel (2001) that "new technology, along with globalization and the conglomeration of media, is causing shift away from journalism that is connected to citizen building and one that supports a healthy democracy". Citizen journalism is a type of journalism that allows individual with the help of information and communication technologies such as the Internet, mobile phones, etc, package and transmit information to media houses on one hand and also, sort for information and try to establish the truth or the veracity of the story without recourse to the journalist who usually package the information prior to now. Bowman and Wollis (2003) define citizen journalism as the act of a citizen, or group of citizens, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information. The independent of the participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires.

They go further to say that it is a bottom – up, emergent phenomenon, in which there is little or no editorial oversight or formal journalistic workflow, dictating the decisions of a staff. How does citizen journalism and social media pose a challenge to newspaper management? Since technology has made

nonprofessional to be creators, the challenge is how to authenticate stories, and avoid legal tussles arising from stories presented by citizens.

Another challenge for newspaper organisations that are yet to adopt this genre of journalism is how to involve Nigerian audience as participants in the news gathering process, bearing in mind the level of vulgarity, abuse, and propaganda dominant in most citizen journalism sites.

Readers' comments in online editions raise serious questions about the abuse of freedom. Where individuals abuse others in the name of fair comment. Bowman and Willis (2005) sum up this challenge thus:

The greater threat to the longetivity of established news media might not be a future that is already arrived. It might be their inability to do anything about it. Bureaucratic Inertia, hierarchical organizational structure and a legacy mentality have paralyzed many news organizations from developing a meaningful strategy in this dynamic information age.

Most Nigerian newspapers now have online copies. The challenge emerges from the possibility of internet hackers breaking into the security code of most newspapers to paste materials that have the capacity to breach national security or subject a newspaper house to legal tussle. For instance the September 16th , 2008 closure of channels television was attributed to an alleged security breach of the News Agency of Nigeria (NAN) official website. In this case, channels TV had

reported in one of its news item, that late president Yaradua will resign at a future date after reshuffling the cabinet. The news which was attributed to Reuters was quoted to have emerged from the News Agency of Nigeria. Remi Oyo, Director-General of the agency, denies the agency's culpability in the story. The fallout of this incident is the influence of internet hackers on the security domain of online materials.

According to Mr. Ndukwe Kalu, president of the Nigerian Internet registration Association in an interview with Punch newspapers in 2008 noted that it is possible for persons who are familiar with the password of the agency or by persons who have skills to break protective codes of computer networks to have done that.

If NAN is using yahoo address, someone can send the mail and make it look as if it were coming from the president, but if you chick reply, the message may go nowhere or go somewhere else. But the truth is that the person would have achieved what he wanted for you to believe that the message came from the president.

He further hyped on the dangers of using the Internet without proper protection. The imports of his position cannot be overemphasized, as media managers risk been terrorized by the activities of hackers. The danger really emanates from the fact that some media houses employ consultants and these consultants who manager the sites have young men with vaulting ambition who

would want to do anything for monetary gain. The recent arrest of the founder of Wikileaks, Mr. Jowan Assange over illegal publication of certain security documents of countries re-emphasis this ICTs is motivated by the prevailing work environment, the quality of the facilities and level of maintenance. Where the regularity is high, it may be the quality or low level of maintenance or perhaps the key personal operating them that show a level of neglect.

At the 2008 annual general meeting of the Association of Advertising Agencies of Nigeria (AAAN) in Sheraton hotel Lagos, where the then President, Lolu Akinwumi, noted that sales have declined and there are no current statistics on the level of distribution in the country. According to him, the highest circulating newspaper is probably the Sun and it does not regularly do more than 100,000 copies daily. In the same country, a few year ago, the Times group did over 600,000 on Sundays. Many of the so-called national papers sometimes do not do more than 20,000 or 30,000 copies and mostly seen in Lagos, Abuja and maybe, Port Harcourt. With this drop in circulation, it has become even more difficult to reach consumers through this medium (Adnews, 2008, p. 8)

The decline suggests a shortfall in cover price revenue. This is further exacerbated by the evolution of ICTs like the Internet, where editions of newspaper can be read from connected laptops or mobile phones. Ibekwe (2010, p. 9) contends that at the heart of the issue of using ICTs like the Internet in providing the Nigeria media with a wider audience to circulate, is the challenge of reduced cover price

revenue and advertisements, the later being closely linked to each other. He notes that the Free-readers Association of Nigeria (FAN) concept, which refers to the practices of locals congregating round newspaper vendor's table to read newspapers and magazines for free without actually buying any, affects sales. He further notes that it seems therefore that with ICTs utilization, such practices have now been elevated and taken to another level with the advent of the Internet, since the free readers or portals now only need to log on and then read freely any newspaper or magazine of their choice; this he contends obviously have a huge negative impact on revenues as daily return issues to distributors seem to suggest.

In a study conducted by Talabi (2008) on the influence of online newspaper readership on hard copy sales, a study of Port Harcourt metropolis, he discovered that online readership has a tremendous negative influence on hard copy sales, as respondents who patronize the online sites, hardly buy the hard copies. The question is, if media houses spend upward of two million to maintain ICTs facilities, what will be the profit margin at the end of the day?

ICT security challenges can be handled through the adoption of soft wares that are in line with global practice, frequent change of passwords to prevent hackers from gaining access to newspaper domain, creation of customized web addresses. They suggest the need for government to fix the Power Holding Company of Nigeria (PHCN) to guarantee regular power supply, which can reduce the operating cost considerably. Others believe that media organizations should invest in the acquisition and training of ICTs equipment.

Online Journal of Communication and Media Technologies

Although the term "new media technologies" is a "catch-all term" referring to a wide variety of web related communication technologies such as blogs, wikis, social networking and other social media (Friedman & Friedman, 2008). In this article new media is used loosely to refer to email, the internet and cellular phone. The article also takes cognizance of fact that the "newness" of these technologies is an issue that is highly contested' (Lister et al., 2003, Silverstone, 2009; Ofuafor, 2009; Mabweazara, 2009), but does not wish to engage any further on the issue since.

Towards a Sociology of Journalism Ethics

Ward (2008:137) defines ethics as "the analysis of conduct responsible practice and fair human interactions in the light of the best available principles". Ward adds that ethics is about practical judgment and the application of principles and the application of principles to issues and decisions. Journalism ethics thus encompasses a range of practical and theoretical decisions made by journalists during the news gathering, production and dissemination process. McNair (1998: 65) journalism is presented to its discourse as a "truthful discourse: about the real world and for it to command legitimacy it must be practiced ethically.

Practicing journalism ethically as therefore a device for "constructing legitimacy" and to mobilize the trust of the audience. The fragmentation of theory around journalism ethics this article motivates for a sociology of journalism ethics

which locates journalism ethics within the organizational context. While organizational approaches of media sociologists focus on the constraints imposed on journalism practitioners by the routine professional (McNair, 1994:50) the sociology of journalism ethics should focus on how the ethical behaviour, practices and attitudes are structured and shaped by are variety of organizational and external determinants. Thus, journalism products are regarded as a function of the organizational structure and routine bureaucratic problems such as limits on space and time. These routines also determine how news is prioritized in terms of time and space. McNair (1994:50) notes that: The availability of space, according to this perspective is a basic organizational factor which may explain better than any presumption of bias why a certain newsworthy item is absent from a news programme or newspaper.

McNair (1998:64) argues that journalism reflects and embodies the historical processes within which it is developed and contemporary social conditions in which it is made. This means that the way journalists perceive ethics is influenced by the social circumstances in which they operate. Integrating the sociology of journalism and ethics enables us to widen the conceptual base of journalism ethics. If we acknowledge that ethical values are a by-product of social history the link between journalism ethics and new communication technologies becomes clearer. McNair (1998:67) notes how the search for objective truth was encouraged by the invention of photography, a medium with unprecedented "denotative accuracy and apparent truthfulness". The sociology of journalism ethics

therefore enables us to understand how journalism ethics is intricately interwoven with socio-historical processes. While the product of journalistic work and the structural, organizational and external forces that shape have been subject to academic inquiry (see McNair, 1994, McNair, 1998, Dickson, 2007) studies that locate journalism ethics in a sociological paradigm are non-existent. This is the reason why the present study finds merit in pursuing a sociology of journalism ethics. Such an approach will help us to have a better appreciation of forces located within and without the organizational context constrain journalists from practicing ethical journalism. While there has been considerable attention on evolving journalistic practices in the context of a changing technological environment very little research has been directed at ethical practices.

Dickinson (2007:190) argues that: There is rather more profound reason to be curious about how contemporary journalists do their job. No doubt for reasons of occupational self-interest, but perhaps also for reasons of loyalty, journalists themselves report only the most extreme examples of their colleagues' misconduct and it is unusual for news organizations to correct their errors or to examine them in detail. When they do allow themselves to reflect publicly on mistakes and malpractice journalists are apt to be philosophical.

We hope that integrating journalism sociology and journalism ethics will help chart new theoretical paths on important aspects of journalistic decisions, including ethical decisions, to such an extent that we can begin to talk about 'a sociology of journalism ethics', which may help us understand better the

intricacies, of ethical decision making in media organizations. A sociology of journalism ethics should also help us understand better the conditions in which journalism ethics are evolving and the multiple causes that shape such evolution rather than relying on a simplistic mono-causal factor. A sociology of journalism ethics is urgent and imperative not only least because the poverty of theory in the field, but also because the boundaries of ethics are shifting as a consequence of the technological revolution.

Furthermore, journalism plays an important role in producing public knowledge. The quality of information from the media and its social utility is predicated on its credibility.

New Media and Journalistic Practice

Recent studies on the interplay between new media and journalism practice are largely grounded on the technological determinism theory whereby technology is viewed as a driver of social change. This approach attributes changes in journalistic practices to technological innovations. Thus, technology is either lauded for ushering unlimited opportunities to the journalism profession or blamed for various negative ramifications on the quality of media products (Wasserman, 2001, Fulton, 2008, Yau and Al-Hawamdeh, 2001). Deuze (cited by Batos and Moutinho, 2009:2) identifies three ways in which the Internet has transformed the journalism profession. The first is its enhancement of democratic culture, the

second is the vast array of resources and technological possibilities it offers and the third is that, it brings about a new type of journalism - online journalism, which allows citizens to interact amongst themselves and with their governors.

An ethnographic study in Australia by Fulton (2008) revealed that journalists identify both negative and effects of new communication technologies on their work, but the majority felt that the new technology has more positives than negatives. Viewing the impact of new technology on journalism practice as either having "negatives" or "positives" is problematic because it masks the complex interplay of forces that shape journalistic practices. Some scholars argue that journalism practice takes place within certain institutional settings and organizational structures, where decisions are made and production processes prevail (Ndlela, 2008). All these factors must be taken into account if we are to fully understand the impact of technology on journalism practice.

Gurleyen and Emre (2010), studied how Turkish journalist bloggers (j-bloggers) negotiate traditional norms of journalism such as objectivity or practices like gate-keeping. They found that most journalist bloggers prefer to operate within the bounds and norms of traditional journalism. The study brings out important insights on the interface between journalist bloggers and traditional journalists although it did not specifically focus on ethical practices and challenges. The assumption that journalists bloggers should explore "the liberating" potentials offered by the new medium echoes the technological deterministic tone of earlier studies, whereby journalists are viewed as silos of knowledge in society. Such an

approach does not help much in unpacking the way in which new journalists interact with new technology.

Most studies that have explored the impact of new media technologies on journalism practice are based on the experiences of media saturated countries of the West. (Arant,2000; Bradely, 2001; Shumway and Berkman, 2001; Singer. 2001). These studies tend to focus more on ethical dilemmas posed new media technologies on online journalism. As a result, the impact of new media technologies on traditional media, particularly in Africa remains anecdotal.

This article attempts to generate initial data on the impact of the Internet, email and cellular phone on journalism ethics, focusing on the experiences of Zimbabwean journalists. The paper acknowledges the existence of snippets of literature relating to new media and journalism on the African continent (Berger, 2005, Mabweazara, 2005, Mabweazara, 2010, Moyo, 2007). A book edited by Guy Berger (2005) is perhaps one of the first attempts to investigate the use of Information Communication Technologies (ICTs) (the internet, email and cellular phones) in selected newsrooms in nine Southern African countries. The study investigated the various problems embedded in the use of ICTs (Berger, 2005:8). Internet use was found to vary across countries, but email was used by all respondents. The study found that there was extensive utilization of ICTs and a considerable number of journalism practitioners confessed that they had engaged in some unethical practices, such as lifting material from the internet without attribution or downloading pornographic material (Letlhogile, 2005:35).

Mabweazara (2005:96) notes that Zimbabwean journalists who participated in the study refuted the existence of plagiarism among themselves. The study did not specifically delve into the issue of ethical challenges and dilemmas as it was more concerned with the diffusion and use of digital technologies and newsroom practices in a changing environment. As a result very little is known about ethical implications of new media technologies on newsgathering and dissemination in Zimbabwe.

The situation in the Zimbabwean newsrooms has phenomenally changed since 2005, when the study referred to above was conducted. Internet and cellular phone use have dramatically improved nationally and in the newsroom. Whereas the cell phone and Internet were status symbols in 2005, in 2012 there is hardly a journalist in the newsroom who does not use these technologies to gather news. There are compelling reasons to conduct an investigation of this nature in order to help understand the implications of the Internet, email and cellular phone on ethical practices among the country's journalism practitioners. Informed by the foregoing theoretical framework and literature this article examines the ethical challenges and dilemmas faced by Zimbabwean journalists through the use of new communication technologies, and how this impacts on the quality of news and information.

The Contradictory Impact of New Communication Technologies on Journalism Ethics

Data from the study shows that new communication technologies have also both a positive and negative impact on journalism ethics. The nature and degree of influence depends on the type of technology. Most respondents interviewed for this study tended to emphasize the technical enhancements brought by the Internet, such as the ability to cross-check and verify facts, thereby enhancing balance, accuracy and objectivity of news. The fact that Internet enables journalists to do background research ensures that stories are complete and free of factual errors.

"The Internet helps me ensure that my stories are free of factual errors. If I am doing a story about a certain personality in the entertainment industry, and I am not sure about the name of their first album or the year they released their first album I just log on to the internet, rather than wasting time going to the archives" (Tamuka, print media entertainment reporter).

The down side of this is however, that because of its anonymity, the internet creates opportunities for plagiarism. Plagiarism takes several forms, but the main ones are lifting text from parts of a story without acknowledgement or taking someone's story ideas and adapt them to the local context. The following statements are illustrative:

If I am under pressure I can just copy and paste without acknowledging my sources. Ricky, Print Media

Some people who visit some unfamiliar websites and copy whole stories without acknowledging their sources. Tinotenda, Print Media.

One far reaching issue related to plagiarism is that traditional journalism ethics is the perception that the internet was replacing the culture of rigor associated with traditional journalism ethics with what most respondents described as 'arm chair journalism'. There was a general consensus that the internet promotes 'lazy journalism' because instead of venturing outside and interact with news sources, journalists were now relying on the internet. Some respondents pointed out the risk of producing what they described as a 'google journalist', i.e. one who relies on the internet for everything, resulting in them getting out of touch with real people.

While the ethical implications of these practices are not easy to pin down with precision, some sentiments from respondents suggest that fact-checking, accuracy and most importantly rigors, which are the hallmarks of traditional journalism ethics might be under threat. The following statements from some respondents are instructive:

The internet promotes a culture of not digging deep, because everything is available, so scribes tend to information at hand, even if it is not factual. I am fast losing touch with my list of reliable sources that I used to have before the advent of the internet. Eddson Broadcast Media.

The internet has given room to fictitious and malicious stories. For example one person started a story that Gono was dead and it travelled like veldt fire on the internet. Tonderai Print Media.

Whatever influence on ethics is attributable to the internet one needs to be more nuanced because the adoption and use of technology is mediated by a host of factors, and commercial considerations are one of those. This is why it is instructive to note that most journalists who claim to have violated journalism ethics cite pressure of deadlines or lack of adequate time. This is because the prevailing logic of the media under the market system is dictated more by the profit making imperative than anything else. This is an issue which warrants a separate investigation.

Respondents also cited both positive and negative impacts of cellular phones on journalism ethics, but tended to accentuate the positives. However, tt took a bit of probing for them to mention the negatives. Although most of the positives about the cellular phone relate more to general journalistic practices one key aspect relating that was recurrent was the fact that the cellular phone has enhanced the ability of journalists to check and verify information before publishing, thus ensuring accuracy, balance, fairness, impartiality and completeness of stories.

"I am able to phone my sources to cross check facts, figures and names while I am doing the story. At the same time I can also give people concerned the

right of reply so that I cover both sides of the story. There is no more excuses about people not be reachable 'at the time of going to press''. Patricia, Print Media.

However, some people were quick to point out the negative impact of the cellular phone on journalism ethics. One respondent talked of 'a bad habit' by some journalists who, when they are under pressure of deadlines fake interviews, whereby all their sources are either "highly placed sources who refused to speak on the record for professional reasons" or simply "an anonymous source close to this newspaper". Some respondents also spoke of increasing cases of colleagues who, because of pressure of work, or laziness publish a story without giving parties the right of reply on the false pretext that 'their cellular phone was on voicemail'. The gradual weakening of interpersonal relations between the journalist his or her sources and the resultant weakening bond between the two appears to be cultivating a liberal and permissive ethical culture, whereby not being reachable via the mobile phone is equated with 'not being available at all'.

The other problematic issue concerning cellular phone is the issue of 'news tips' from anonymous members of the public. Respondents spoke of some of these 'news tips' have in the past turned out to be 'hoaxes' or mere rumours. One respondent had this to say:

Sometimes we receive news tips from members of the public via sms. There is always a compelling urge to publish at the earliest possible time, but more often we discover that such stories are based on hearsay. If you are afraid of losing a

'juicy' story you may end up publishing it, only to discover that it was a rumour. An example is a story that has been doing the rounds that Gono (Gideon) has died. That story has travelled the whole world through the internet and yet it was just a rumour. That is how some newspapers end up publishing falsehoods and then retract them the next morning. Jeffrey, Print Journalism Reporter.

However, technology alone cannot be blamed for the erosion of traditional journalism ethics. An assessment of the real motives for not following proper ethical procedures (at least from what most respondents say) is that the decision whether to publish now or later is tied to commercial considerations. That is, 'if we do not publish today because we cannot get hold of the people concerned the story will be taken by another publication that does not care about ethics', so goes the logic. Hence, our understanding of how new technology is shaping and reshaping journalism ethics requires that we look at the whole context in which journalism is practiced today, rather than focusing one aspect.

In terms of positives email is praised for having improved the quality of stories. Email enables journalists to contact long distance news sources, particularly those outside the country. This enables them to publish balanced and objective stories, the hallmark of ethical journalism. In terms of the negative implications of the email on journalism ethics respondents spoke mainly about the problem of 'public relations' emails from civil society and corporate organizations' who seek to influence the news agenda. One respondent spoke about how his newspaper,

sometimes gets overwhelmed with press releases, via email from civic organizations who may want to set the agenda on particular stories, threatening the editorial independence of the newspaper.

Email was also undermined the transparency of journalism in the sense that both on the part of journalists and the audience. For instance, a respondent claimed that some members of the public use 'fake email accounts' to spew vitriol and hate speech in newspaper columns. The polarized political environment in which journalism in is practiced in the country means that people hold entrenched positions and some use fake email accounts to vent pent up emotions towards certain individuals. One respondent claimed that he used to publish his email address in an opinion column in his newspaper but stopped doing so after he started getting 'negative feedback' in the form of abusive emails from newspaper readers. He had this to say:

The emails started coming thick and fast and my email box was clogged with vitriolic messages, directed at my person. Some hailed obscenities while others called me all sorts of names. Some threatened me, and advised me not to walk in the streets of Harare without a bodyguard. I then took a decision to remove my email address, closed the account but my column continued with renewed zeal. Fredrick, Print Media Line Editor.

The salutary lesson from this statement is that technology can be used by anyone, for anything, good or evil. Hence, when discussing the impact of

technology on journalism ethics it is imperative to understand the whole gamut of factors in which it is adopted and used.

This article has discussed perceptions of Zimbabwean journalists of the different ethical challenges associated with the internet, email and cellular phone. It was found most journalists perceive plagiarism, use of anonymous sources, gossip and hate speech as the most serious unethical practices associated with new media technologies. There is an indication that journalism practitioners are over-relying on new media technologies for gathering news. This tendency might in the long run negatively affect journalistic creativity and the vigour for which traditional journalism is renowned.

Findings also show that perceptions of the seriousness of these challenges differ across medium, work experience and gender. The observation is also in line with one made by Bastos et (2010:12) who noted that Portuguese journalists' perceptions of the influence of the internet on journalism practice varied according to age, gender and the newspaper they work for. This is instructive in the sense that it might be an indication that ethical issues are enmeshed in complex socio-cultural and organizational processes.

Another key observation made is that respondents in this study view new media technologies as having both negative and positive impacts on journalism ethics. This shows that technology has got a dialectical impact on journalism practice and journalism ethics and the actual way in which it impacts on journalistic

practices is also complex. The argument advanced here is that a broader understanding of the way in which technology impacts on journalistic practices in general and ethics in particular we need to take into account the whole gamut of forces (internal and external) that affect a media organization.

We find Dickinson (2007:207)'s argument that unethical journalistic behaviour should be viewed against the backdrop of the organizational environment in which it is practiced more plausible. Hence, there is need to examine closely the organizational conditions and processes in which journalism is practiced in order for us to understand better the impact of new media technology on journalism ethics. This article therefore, canvasses a holistic approach that combines sociology of journalism, sociology of journalists and critical economic approaches to be able to appreciate the processes in which technology impacts on journalism ethics. Such an approach will enable us to build a more grounded theory of the 'sociology of journalism ethics'.

It is however important to point out that the sampling method used in this study makes it difficult to generalize findings in this study since the study only covered journalists in the capital of the country, Harare. A more representative study, employing incorporating ethnographic approaches could yield more conclusive findings. Other potentially fascinating areas of investigation could be a comparative assessment of the perceptions of online journalists and traditional media journalists' of ethical challenges and dilemmas, or examining how

perceptions of ethical challenges differ across different newspapers (i.e. daily newspaper journalists vs. weekly newspaper journalists, or broadcasting vs. print etc).

2.11   Theoretical Framework

The technological determinism theory will be used to explain this research work. The technological determinism theory states that media technologies shape how individuals in a society think, feel, act and how a society operates as we move from one technological age to another (Griffin 2000), corroborating McLuhan's theory, that we learn, feel and think the way we do because of the message we receive through the current technology that is available. (McLuhan 1962). The theory basically explains the fact that changes in communication technology produce profound change in our societal order. Here, communication technology is seen to have the power to transform the sensory capacity and therefore transform the way we live our life.

In this sense, the medium is the message. Relating this theory to the study, the internet is the latest technology through which journalism thrives so, the society is being affected by it. People do things with the current trend and journalists are not left out in these changes. The traditional means of news gathering is gradually being eroded and institutions like the News Agency of Nigeria (NAN) is losing its resources to that because many of its would-be subscribers now get information, news from other sources.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Research Design

This study is aimed at examining the influence of online journalism on the News Agency of Nigeria (NAN). NAN is a wire service organization whose mandate is to deliver or disseminate information, news to subscribers first before any other news media. This mandate is gradually being eroded as many online newspapers, blogs and sites are springing up to beat the agency's mandate. The study will examine how online journalism has affected the operations of NAN and the study will therefore, make use of survey research method in gathering data. The study will also be based on primary data sources of questionnaire and focused group.

Tuckman (1972:173) stated that through questionnaire and interviews, survey research makes it possible to measure what a person knows (knowledge or information), what a person likes and dislikes (values and preferences) and what a person thinks (attitude and beliefs).

NAN is a government establishment that has its offices in the 36 states of the federation. The population of the study will be drawn from the six (6) geo-political zones of the country, including the Federal Capital Territory. The editorial department of the agency made up of practicing journalists was evaluated and views about online journalism was expressed by reporters and editors in the agency.

3.2   Research Population

The population of this study covered over 800 journalists currently working in the editorial department of the News Agency of Nigeria (NAN) offices in the six geo-political zones of South East made up of Enugu, Ebonyi, Abia, Imo, Anambra, South South - Rivers, Akwa Ibom, Delta, Edo, Cross River, Bayelsa, South West - Lagos, Oyo, Ondo, Osun, Ekiti, Ogun, North Central - Kogi, Benue, Kwara, Plataeu, Niger, North East - Adamawa, Taraba, Bauchi, Borno, Yobe, Gombe as well as North West states of Kaduna, Kebbi, Kastina, Zamfara, Sokoto, Kano, Jigawa and the FCT.

3.3   Sample Size

In determining the sample size, the researcher relied on the Australian Sample Size Calculator which confidence limit is said to be 95 percent. The calculation is shown below:

- Confidence Level -----95%

- Population Size -----800 (NAN Editorial staff members)

- Proportion -----0.5

- Confidence Interval -----0.05

- Standard Error -----0.02551

- Therefore, Sample Size -----260

3.4   Sampling Technique

The study will make use of purposive sampling method to pick members of the sample. The researcher decided to use this technique to get the information desired. The study will also adopt the purposive sampling technique to ensure convenience, cost and time maximization and representativeness.

3.5   Instrument for Data Collection

In gathering data for this study, the researcher will make use of the questionnaire and structured interviews from journalists in the News Agency of Nigeria (NAN). The data for this study were collected through primary sources. According to Gilbert Churchill Jnr. (1979), primary data are data that originated from the researcher for the purpose of the investigation at hand.

3.6   Validity of the Instrument

In trying to improve the validity of the instrument, the researcher sought the opinion of the research supervisor who is an expert in this field of study.

3.7   Reliability of the Instrument

In trying to make the instruments reliable, the researcher tried to avoid ambiguous, doubled barrel words and sentences. The researcher also adopted a test and re-test of the questionnaire.

3.8   Method of data Analysis

The study will make use of tables to analyze the data gathered. A table is a systematic method of presenting data in a vertical columns and horizontal rows according to some classifications of subject matter. Tables enable you to comprehend and interpret mass of data rapidly and to grasp significant details and relationship at a glance. The researcher adopted this method of data analysis for easy understanding, interpretation and possible reference.

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CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

In this chapter, a statistical data collected from respondents were collated, classified and presented in the simplest form to make the key feature of the study easily grasped and interpreted.

TABLE 1: QUESTIONNAIRE DISTRIBUTION

Questionnaire	Frequency	Percentage
Number returned	259	98.9%
Number not returned	1	1.1%
Total	260	100%

From the table above, a total number of 260 copies of questionnaire were distributed to practicing journalists being editorial staff members of the News

Agency of Nigeria (NAN) in the five zones of the country. Out of the 260 copies, 259 were returned while 1 copy was not returned.

TABLE 2: Which among these online media do you patronize?

Social Media	Frequency	Percentage
Facebook	181	69.88%
Google	60	23.16%
Youtube	5	1.93%
Twitter	10	3.86%
Badoo	3	1.16%
Total	**259**	**100%**

The above table shows that 181 journalists representing 70 per cent of the sample size attested to the fact that they were using Facebook, 60 persons representing 23 per cent use google in their search for news. Others are 5 representing 2 per cent use Youtube, 10 journalists which represents 4 per cent of the sample for Twitter while 3 journalists representing one per cent of journalists were also using badoo.

TABLE 3: How often do you use these online media for information gathering and dissemination?

Responses	Frequency	Percentage
Very Often	167	64.47%
Not very often	75	28.95%
Rarely	13	5%
Never	4	1.5%

Total	259	100%

The results from the above table shows that 167 journalists from NAN representing 64.5 per cent of the sample agreed to the fact that they use online media for news gathering and dissemination, 75 representing 29 per cent said they do not use it often, 13 use it rarely while 4 journalists representing 2 per cent of the sample said they have never used online media for their reports.

TABLE 4: Influence of online journalism in news gathering, collation and dissemination in Nigeria news organizations

Quality	Respondents	Percentage
Excellent	70	27.1%
Very good	168	64.8%
Not very good	16	6.1%
Poor	5	1.9%
Total	**259**	**100**

The table above clearly shows that online journalism has positively influenced news gathering, collation and dissemination.

TABLE 5: Emergence of online journalism and news content in Nigeria media organizations

Level	Respondents	Percentage
Positive	205	79.16%

Negative	53	20.4%
Never	1	0.38%
Total	259	100

Table five shows that 205 respondents representing 79.1 per cent of the population said that the emergence of online journalism has influenced news content in media houses. Also, 53 persons representing 20.4 per cent of the sample size said that online journalism has negatively affected news content. Only one respondent said that online journalism has no impact on news content.

TABLE 6: Effect of new media on news gathering and dissemination

Level	Respondents	Percentage
Positive	200	77.22%
Negative	59	22.77%
Total	259	100

Table six shows that 200 respondents representing 77.22 per cent of the sample agreed that the new media has positively impacted on news gathering and dissemination while only 59 which represents 22.77 per cent said that the new media has impacted negatively on news subscribers.

TABLE 7: Online journalism and revenue generation in Nigeria media organization

Level	Respondents	Percentage

Strong	14	5.4%
Poor	50	19.30%
Dwindling	195	75.28%
Total	259	100

Table seven shows that 14 respondents representing 5.4 per cent of the sample agreed that online journalism has boasted the revenue generation of media organizations while 50 respondents representing 19.30 per cent of the sample said that resource base of most media organizations especially the News Agency of Nigeria (NAN) has witnessed poor resources following the emergence of online journalism. Similarly, 195 persons said that resources of the agency is gradually dwindling as a result of the practice of online journalism

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

Chapter one of this research, discussed the general introduction, which includes the rationale and theoretical frame work, statement of the problem, purpose of study, research questions, significance of study, limitations of study and operational definitions of terms.

The background of study stresses the fact that the emergence and development of the new media especially the internet has led to the creation of a form of journalism that is today christened online journalism. The online journalism has changed the scope of journalism in Nigerian media organizations.

Even though the present day online form of journalism has not only made dissemination of communication easier, it has also affected the revenue generation and relevance as well as the employment of many stakeholders in the media industry.

This study would bring to the fore the operating practice of online journalism in Nigeria media, through pointing out the areas of impact and areas of lapses. The study also will contribute significantly to cross cultural knowledge on how online journalism has altered the posture of traditional journalism.

The findings showed that the data gathered via the various responses of respondents on the questions administered on the impact of online journalism as it obtains in Nigeria media institution indicates that a significant impact of media advancement has been recorded in Nigeria as a result of the emergence of and embracing of online journalism by Nigeria media organizations. The findings showed that online journalism has negatively affected the revenue generation of many media houses especially the print media who are major subscribers of NAN.

While ICTs may have influenced the practice of journalism substantially, they have in strong ways, raise several challenges to the management of newspapers in Nigeria, where the economic downturn, poor social infrastructures and the death of media technology experts are putting strain on managers.

Although, all hope is not lost as some have wriggle their ways out of the daunting challenges and remain afloat and profitable, while serving the public interest, to the best of their abilities. The frequency of change of some of the information technologies put constant pressure on management, added to the harsh economic conditions, which tend to vitiate the progress been made.

5.1   Conclusion and Recommendation

It is a fair saying that online journalism have impacted positively on readers making it easier for them to access information without much stress, efforts or resources. This has indeed created a gap on the day to day resource base of media organizations in Nigeria especially the print media organizations who are major subscribers of the News Agency of Nigeria (NAN). People now research specific articles, biography, information about a person, event through portal sites. This is also affecting the agenda- setting theory where is said that the media fashions the minds of the people on what to think, say and how to say it. News readers' now get information on personal concern. As a consequence, the role of gatekeeper is transferred from journalist to readers. Even though online journalism had improved the feedback pattern between the reader and the journalist, it did not give enough opportunity for the journalist to express opinions.

Journalists have no power to convey their point-of-view about social issues to the public. Information providers just report what they heard and what they saw as soon as possible, without further verifications for timeliness. That is why a

pessimist blames Online-Journalism as the 'Only Out-Line Journalism'. The point is some people are not able to filter and verify the truth. Thus, we need special agent for verifying the accuracy and credibility of information.

Online-Journalism is also a business, so it needs money to maintain. Another thing needed for successful online journalism is public participation. To make people participate in sharing opinion, correcting mistakes, writing articles, reward is necessary, not just money, but also achievement, fame, fun in various form of reward.

Online journalism has some has positive potentialities, but also has some problems to be solved. The Internet challenges traditional news organizations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of geography. These organizations lose their viewers and circulation to the Internet.

The Internet has also given rise to more participation by people who are not normally journalists, such as with Indy Media (Max Perez). Bloggers write on web logs or blogs. Traditional journalists often do not consider bloggers to automatically be journalists. This has more to do with standards and professional practices than the medium. But, as of 2005, blogging has generally gained at least more attention and has led to some effects on mainstream journalism.

Findings show that media organizations must fashion out ways to replace and boost their resources which the internet has taken over. Media organizations as well as journalists as a matter of necessity should strive to be relevant in the information world or very soon, would gradually go into extinction.

5.2   Recommendations

Having examined the influence of online journalism in relation to the Nigeria media, using the News Agency of Nigeria as the case of study, the findings of this study indicate the penetration of a new mindset regarding information and communication technology.

To further extensively deal with the subject of online journalism, the following suggestions and recommendations are made

- Although online journalism has encouraged free information flow, these information should be gagged to discourage rumours capable of causing mayhem.

- Media organizations should set up online news sites to decisively maintain their information roles.

- Media houses should seek the support of professional editors and varied reach in terms of readers.

- The press in Nigeria is in a unique position as the forum of debate and reflector of public opinion. It is important that their presence online also reflects and assumes a unique role and one of the most significant ways in which it can do this is to ensure that it incorporates interactivity as one of its online journalism practice.

- The online staff of Nigeria media establishment should take into consideration the features and characteristics that distinguish the various medium like the print, electronic.

- Media houses should incorporate chatting boards on their online news website, which will encourage public opinion, through this process various opinion about national issues can be mentioned by the public.

- Ideally the job of an online journalist especially in relation to civic journalism should not end at uploading information to the reader. It should include developing roles for their existing and intended readers as active participants in discussions and deliberations as well as in problem solving that will have significant bearing on the process of democratization.

- A good number of the administrative challenges can be overcome if government provides the needed social infrastructures, which the media need to operate. In this sense, government should improve on the power supply situation so that ICT facilities can function under the right environment. Newspaper access

codes should be well protected to prevent hackers from tempering with online stories.

- Newspapers that are yet to establish satellite production facilities outside their primary domain should do that urgently, to curtail the declining level of distribution and readership of such newspapers. (British Journal of Arts and Social Sciences)

- Regular training should be organized for practitioners to keep them abreast of developments on the field.

- Media houses should protect their online copies and ensure that readers pay for subscription to curtail the high level of declining revenue from hard copy sales.

It is also recommended that media organizations should constantly update their news portal to encourage easy access and satisfy the interest of readers or subscribers.

Media organizations on their own must fashion out ways to boost their resources to survive the dynamism of the information world.

The government at all levels must as a matter of urgency upgrade, restructure the News Agency of Nigeria (NAN) in a way that it will meet the information needs of its subscribers.

5.3   Suggestions for Further Studies

In spite of the bourgeoning of communication research into the diverse and varied aspect of online journalism, there is still an obvious lack of sufficient literature and documented research. The fact that most of the literature that does exist approaches the issues from a near European point of view serves to make this deficiency of literature and documented research especially apparent within the Nigeria media online journalism context.

It is the researchers hope that this study will in some way contribute to knowledge base of literature and research from which communication scholars can perhaps draw. Most certainly, there is also the need to explore in detail the effect of online journalism within the contest of Nigeria media organizations by exposing more trends and peculiarities and creating the necessary data for further cross-national comparison on online journalism impacts on media establishments.

5.4   Conclusion

It is an incontrovertible fact that the emergence of the internet has changed the world in many ways and online journalism practice has affected news gathering and reporting. The new information and communication technologies have challenged the practical and theoretical assumptions about global press system and journalistic practices.

Online journalism has affected news reportage both positively and negatively in the Nigeria media.

Ever since the advent of online journalism in Nigeria media vis-à-vis the internet, it has had tremendous impact on the Nigeria media. There has been situations where `classified information' concealed from the public by national governments have been published on line in defiance of government bans.

Whichever way the pendulum swings in the next few years, the fact remains that online journalism is breaking new ground by the day, revolutionizing the traditional concept that the public has always had about news sourcing and reporting. This has also been the case in the Nigeria media.

Finally, `Yes online journalism helps us to get information in a twinkle of an eye, yes, it helps us shop within the confines of our room, yes, we get world class information on our palms but these excesses should be stream-lined if not, we will suffer for our own advancement.

5.5   Limitations of Study

The subject of online journalism in Nigeria media is both broad and diverse but this research work is limited to online journalism as it affects the News Agency of Nigeria (NAN).

This research work is also constrained by time as the researcher had limited time to embark on a proper research in order to come out with an intelligent and excellent work.

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APPENDIX 1

QUESTIONNAIRE

Department of Mass Communication
University of Nigeria, Nsukka.
June 2014.

Dear Colleague,

REQUEST FOR COMPLETION OF QUETIONNIARE

I have completed a course of study for Masters of Arts in the above-name department and institution.

However, I am carrying out a research with the title, The impact of Online Journalism on Nigeria News Media using your organization; the News Agency of Nigeria (NAN) as my study.

Please, kindly complete the attached questionnaire to the best of your ability. Be assured that your answers will be treated in the strictest confidence.

Thank you for your co-operation.

Yours faithfully,

EDEH, GINIKA U.
PG/MA/12/63600

PART ONE

PLEASE TICK AS APPROPRIATE

Bio-data section A

Sex: Male ☐   Female ☐

Age   18-30   31-40 ☐   41-50 ☐

Educational Qualification

WASCE ☐   OND/BSC ☐   MSC/PHD ☐

Marital Status: Married ☐   Single ☐

Section B

1. Have you ever used the internet for news gathering and dissemination?

   Yes ☐   No ☐

2. Have often do you use the internet in news gathering?

   Very often ☐   Not very often ☐   Rarely ☐

3. How has your assessment of the internet affected the delivery of your work?

   Positive ☐   Negative ☐

4. How do you think the introduction of online journalism has affected the operations of NAN? _____
   _____

5. How has the emergence of online journalism affected news content in NAN?

   Positive ☐   Negative ☐

6. Do you subscribe to the social media?   Yes ☐   No ☐

7. Which of the social media do you subscribe to?

   Facebook ☐   Twitter ☐   Badoo ☐   Others ☐

8. How often do you get your news stories from the internet?

   Very often   Not very ☐   Often Rarely ☐

9. Has online journalism affected your day newspaper readership

   Yes ☐   No ☐

10. Has online journalism affected wide coverage of news NAN

    Yes ☐   No ☐

Section C

11. In what ways have the introduction of online journalism affected the operations of NAN?

    _____

    _____

    _____

12. How do you think the federal government can come in to reposition the agency (NAN)?

    _____

    _____

    _____

Ebere is unusual as a baby name for boys. It is not listed in the top 1000 names. Baby names that sound like Ebere include Eber (German), Ever (Hebrew), Evrard (French), Evrett, Apro, Avry, Evaro, Avery (English), and Éaibhear (Irish). â€ approx English pronunciation for Ebere: EH as in "ebb (EH.B)" ; B as in "be (B.IY)" ; IH as in "it (IH.T)" ; R as in "race (R.EY.S)". Baby Name Explorer (Maximized) - 37 names Baby Name Explorer (Mid-sized) - 21 names Baby Name Explorer (Minimized) - 8 names. Like Omegle, but better. Ome.chat is a great Omegle-like chat where you can enjoy some splendid moments with total strangers from all around the globe. Did you ever think how exciting it is to meet new, completely strange, people and have a chat with them about anything you wonâ€™t share with someone you know personally? With random chat sites like omegle you have a great opportunity to have this experience for free. You can enter a chat room and start videochat with random person at any moment, as well as may leave to talk Eberechi Oluchi "Ebere" Eze (born 29 June 1998) is an English professional footballer who plays as an attacking midfielder for Championship club Queens Park Rangers. Eze was born in Greenwich, Greater London. Eze appeared as a youth player at Millwall, before being released in 2016. Following his release, he was set to work part-time in Tesco and continue studying in college before trialling successfully with QPR, impressing the club's technical director Chris Ramsey. Eze completed his signing for