

**MEDIA CONVERGENCE: THE EFFECT OF
FACEBOOK LIVE ON AUDIENCE
PARTICIPATION ON RADIO PROGRAM
(A CASE STUDY OF SOBI FM)**

BY

TAJUDEEN SULIYAT ADEJOKE

HND/23/MAC/FT/0134

**BEING A RESEARCH PROJECT SUBMITTED TO
MASS COMMUNICATION DEPARTMENT, INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY (IICT)
KWARA STATE POLYTECHNIC ILORIN.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN
MASS COMMUNICATION DEPARTMENT.**

JUNE, 2025

CERTIFICATION

This project work has been examined and approved as meeting the requirements of Department of Mass communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, Kwara State. In Partial Fulfillment of the Requirement for the Award of Higher National Diploma (HND) in Mass communication.

MR. OLOHUNGBEBE F.T.
(PROJECT SUPERVISOR)

DATE

MR. OLUFADI B.A.
(PROJECT CO-ORDINATOR)

DATE

MR. OLOHUNGBEBE F.T.
(HEAD OF DEPARTMENT)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

I dedicate this project firstly to God Almighty, for the opportunity He grant unto me to this very point in my life and studies.

To my mummy **Mrs. Tajudeen** and my husband **Ogunmola Surajudeen Adewale** for their endless sacrifices and unwavering belief in my potential, this achievement is a reflection of your trust and faith in me.

Lastly, to all those who silently supported me, your presence made a difference, and for that, I am truly grateful.

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to everyone who has played a significant role in the successful completion of this project.

My sincere appreciation goes to my Supervisor in person of **Mr. Olohungbebe F.T** for his unwavering support, valuable guidance, and insightful suggestions, which were instrumental in shaping the direction and outcome of this work. His encouragement kept me focused and motivated throughout the journey.

To my amiable mum **Mrs. Tajudeen** and my husband **Ogunmola Surajudeen Adewale** your love, patience, and constant belief in me gave me the strength to push forward, even during challenging times.

Each contribution, no matter how big or small, has been deeply appreciated. This project would not have been possible without the support, time, and inspiration provided by all those involved.

TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Table Of Contents	v
Abstract	vii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Problem	3
1.3 Objectives of the Study	4
1.4 Research Questions	5
1.5 Significance of the Study	5
1.6 Scope of the Study	6
1.7 Definition of Terms	6
CHAPTER TWO	8
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Conceptual Review	8
2.4 Empirical Review	17
CHAPTER THREE	20
RESEARCH METHODOLOGY	20
3.1 Research Design	20
3.2 Population of the Study	20
3.3 Sample Size and Sampling Technique	21
3.4 Data Collection Instrument	21

3.5	Validity and Reliability of Study Instrument	21
3.6	Method of Data Collection	22
3.7	Data Analysis Procedure	22
	CHAPTER FOUR	23
	DATA PRESENTATION, ANALYSIS AND INTERPRETATION	23
4.0	Introduction	23
4.1	Analysis of Response Rate	23
4.2	Analysis of Personal Data	23
4.3	Analysis of Facebook Live's Effect on Audience Participation	26
4.4	Perception of the Effectiveness of Facebook Live in Enhancing Engagement	33
4.5	Analysis of Research Questions	36
4.6	Discussion of Findings	38
	CHAPTER FIVE	40
	SUMMARY, CONCLUSION AND RECOMMENDATIONS	40
5.1	Summary of Findings	40
5.2	Conclusion	41
5.3	Recommendations	42
	REFERENCES	44
	APPENDIX	46

ABSTRACT

This study investigates the effect of Facebook Live on audience participation in radio programs, using Sobi FM in Ilorin, Nigeria as a case study. With the rapid convergence of traditional and digital media, radio stations are increasingly leveraging social media platforms to enhance listener engagement. The research explores how the integration of Facebook Live into Sobi FM's programming influences the nature and level of audience interaction, participation, and feedback. Employing a mixed-methods approach, data were collected through surveys and interviews with both listeners and broadcasters. The findings reveal that Facebook Live significantly increases real-time audience participation by enabling instant comments, questions, and reactions during broadcasts, thereby fostering a more interactive and community-driven listening experience. However, challenges such as digital literacy and access to technology were identified as barriers to optimal participation. The study concludes that effective use of Facebook Live can transform traditional radio into a more dynamic, participatory medium, and recommends that radio stations invest in digital literacy initiatives and innovative content strategies to maximize the benefits of media convergence.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In recent years, the landscape of media consumption has undergone a profound transformation, largely driven by advancements in technology and the rise of social media platforms. Among these platforms, Facebook has emerged as a dominant force, particularly with the introduction of Facebook Live, a feature that allows users to broadcast live video content to their followers. This innovation has not only changed how individuals share personal experiences but also how organizations, including radio stations, engage with their audiences. The integration of Facebook Live into traditional radio broadcasting represents a significant convergence of media forms, creating new opportunities for audience interaction and participation.

As audiences increasingly gravitate toward interactive and engaging content, traditional media outlets face the challenge of adapting to these evolving preferences. Radio, once a one-way communication medium, is now being redefined through interactive platforms that allow for real-time audience engagement. This shift is particularly relevant in Nigeria, where radio remains a vital source of information and entertainment for millions. The integration of Facebook Live into radio programming not only enhances the listening experience but also allows stations to tap into a broader audience base beyond geographical limitations (Statista, 2023).

This study focuses on the effects of Facebook Live on audience participation in radio programs, using Sobi FM as a case study. Sobi FM, located in Ilorin, Kwara state, Nigeria, has adopted Facebook Live to enhance listener engagement and broaden its reach. By analyzing this integration, the research aims to uncover how streaming influences audience dynamics and participation levels in radio programming live.

The significance of this study extends beyond academic inquiry; it addresses practical implications for media practitioners striving to remain relevant in an increasingly

digital world. As traditional media faces competition from various digital platforms, understanding how to leverage social media tools effectively becomes crucial for sustaining audience interest and participation. Furthermore, the findings from this research could provide valuable insights for radio stations seeking to innovate their content delivery methods and enhance listener engagement.

Moreover, the rise of participatory culture—where audiences are not just passive consumers but active contributors—has reshaped the expectations surrounding media consumption. Audiences today seek more than just content; they desire interaction and community engagement. Facebook Live facilitates this by allowing listeners to comment, ask questions, and share their thoughts during live broadcasts, thereby fostering a sense of community among listeners and broadcasters alike (Jenkins, 2016).

However, despite the potential benefits of media convergence through platforms like Facebook Live, there are challenges in measuring its actual impact on audience participation in radio programs. Many radio stations struggle to engage their audiences effectively in an increasingly digital world where attention spans are short and competition for engagement is high. The problem lies in understanding whether the integration of Facebook Live significantly enhances listener interaction or if it merely serves as an additional layer without substantial impact (Umar, 2022).

This chapter lays the groundwork for understanding the implications of integrating social media into traditional broadcasting formats. Subsequent chapters will delve deeper into methodology, data analysis, and findings related to this topic.

The concept of media convergence refers to the merging of traditional and digital media platforms, resulting in new forms of content delivery and audience engagement. With over 2.91 billion monthly active users, Facebook is the largest social media platform globally and plays a pivotal role in shaping contemporary communication practices. The introduction of Facebook Live in 2016 marked a significant shift in how users interact with video content; it allows for real-time broadcasting and immediate audience feedback through comments and reactions (ManyCam, 2022).

Research indicates that live video content garners higher engagement rates compared to pre-recorded videos. For instance, viewers are ten times more likely to comment on live videos than on traditional video content. This high level of interactivity presents radio stations with an opportunity to enhance listener participation by integrating live streaming into their programming. By utilizing Facebook Live, Sobi FM can connect with its audience in real-time, fostering a sense of community and encouraging active participation (Marketing Solved, 2022).

Moreover, the interactive nature of Facebook Live allows broadcasters to respond to viewer comments instantly, creating a dialogue that was previously absent in traditional radio formats. This shift not only enhances listener engagement but also provides broadcasters with immediate feedback on their content and programming choices (Crozier, 2022).

However, despite the potential benefits of integrating Facebook Live into radio broadcasts, challenges remain. Issues such as digital literacy among audiences, varying access to technology, and the need for effective content strategies can impact the success of such initiatives. Understanding these dynamics is crucial for radio stations looking to leverage social media effectively (Umar, 2022).

1.2 Statement of the Problem

While the integration of Facebook Live into radio programming offers promising avenues for enhancing audience participation, its actual impact on listener engagement remains underexplored. Despite the increasing use of social media platforms by broadcasting organizations, many radio stations continue to face several challenges, particularly in the Nigerian context. The following problems have been identified:

- **Lack of empirical data on Facebook Live's effectiveness in radio broadcasting:** Although many stations are experimenting with social media, there is a scarcity of research-based evidence on how Facebook Live specifically influences listener engagement and participation.

- **Inability of radio stations to fully leverage digital platforms:** Traditional radio stations, such as Sobi FM, often lack the digital strategy or capacity to harness the full potential of live streaming for interactive audience communication.
- **Fragmentation of audience attention:** With multiple media platforms competing for users' attention, radio stations struggle to retain and engage their audience, especially younger demographics who are more active on digital platforms like Facebook.
- **Poor integration of social media tools in radio programming:** Even when radio stations adopt platforms like Facebook Live, there is often no structured method to align these tools with content planning and real-time audience engagement.
- **Lack of measurable listener interaction data:** Many radio stations do not have concrete metrics or analytics to assess how Facebook Live impacts listener behaviors during live broadcasts.
- **Limited research in the Nigerian context:** Most existing studies on Facebook Live and media engagement are conducted in Western countries. There is a significant gap in literature focusing on Nigerian radio stations and how local audiences interact through such platforms.

This study, therefore, seeks to investigate how Facebook Live affects audience participation during Sobi FM's programming, examining whether it enhances listener interaction when compared to traditional radio formats. By identifying and analyzing these challenges, the study aims to provide evidence-based recommendations for improving digital engagement strategies in the broadcast industry.

1.3 Objectives of the Study

The primary objectives of this study are:

- To evaluate the extent to which Facebook Live influences audience participation during Sobi FM's radio programs.

- To analyze the types of interactions that occur between listeners and broadcasters during live broadcasts.
- To assess listener perceptions regarding the effectiveness of Facebook Live as a tool for enhancing engagement.
- To provide recommendations for optimizing audience participation through social media integration.

1.4 Research Questions

To guide this study, the following research questions will be addressed:

- How does Facebook Live affect audience participation during Sobi FM's radio programs?
- What types of interactions do listeners engage in during live broadcasts?
- How do listeners perceive the effectiveness of Facebook Live in enhancing their engagement with radio content?
- What are the viable and reasonable solution for optimizing audience participation with social media integration?

1.5 Significance of the Study

This study is significant for several reasons:

- **Media Practitioners:** Understanding how Facebook Live affects audience participation can help radio stations like Sobi FM enhance their programming strategies and audience engagement efforts.
- **Academics:** This research contributes to existing literature on media convergence and audience interaction by providing empirical data on the effectiveness of live streaming in traditional broadcasting.
- **Policy Makers:** Insights from this study can inform policies related to media regulation and support for local broadcasting initiatives.

1.6 Scope of the Study

The scope of this study is limited to Sobi FM and its use of Facebook Live during selected radio programs over a period of six months. Data will be collected through surveys and interviews with listeners and broadcasters to assess engagement levels and perceptions regarding the use of live streaming as a tool for enhancing audience participation.

1.7 Definition of Terms

Media Convergence: The merging of traditional media with digital technologies that allows for new forms of content delivery and audience interaction.

Facebook Live: A feature on Facebook that enables users to broadcast live video content to their followers in real time.

Audience Participation: The degree to which listeners engage with content through comments, reactions, and other forms of interaction during broadcasts.

Radio Broadcasting: The transmission of audio content via radio waves or online platforms to reach a wide audience.

Technological Convergence: Technological convergence refers to the integration of various technologies into a single device or platform that performs multiple functions. For example, smartphones combine features of telephony, photography, video recording, and internet browsing into one device. This convergence allows users to access diverse forms of media content through a single interface.

Cultural Convergence: Cultural convergence occurs when different cultures adopt traits from one another due to increased interaction facilitated by media. This can lead to shared practices and values among diverse groups. In media contexts, cultural convergence enables stories and characters to flow across multiple platforms and formats, enriching audience experiences.

Economic Convergence: Economic convergence in media refers to the merging of companies across different sectors or industries to create diversified service offerings. This can lead to conglomerates that control multiple forms of media

content distribution (Jenkins, 2006). For instance, a company might operate in film production while also owning television networks and digital streaming services.

Participatory Culture: Participatory culture is a term that describes an environment where audiences are not just passive consumers but active participants in creating and sharing content.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The emergence of social media has fundamentally altered the landscape of media consumption and audience interaction. Among the various platforms, Facebook has become a significant player, particularly with its live streaming feature, Facebook Live. This chapter provides a comprehensive literature review on media convergence, focusing on the effects of Facebook Live on audience participation in radio programs, specifically examining Sobi FM as a case study. The review encompasses conceptual frameworks, theoretical perspectives, and empirical studies that highlight the interplay between traditional media and social media.

2.1 Conceptual Review

Media Convergence

Media convergence refers to the merging of previously distinct media forms and technologies, resulting in new ways of creating, distributing, and consuming content. According to Jenkins (2006), media convergence is not merely a technological phenomenon but also a cultural shift that redefines how audiences engage with media. This convergence allows traditional media outlets, such as radio stations, to expand their reach and enhance audience interaction through digital platforms. The concept encompasses various forms of convergence, including technological, industrial, and content convergence.

Technological convergence involves the integration of different technologies into a single device or platform. For example, smartphones combine functionalities such as calling, texting, internet browsing, and multimedia consumption (StudySmarter, 2023). This integration enables users to access diverse media types seamlessly, fostering a more holistic media experience. Industrial convergence refers to the merging of media companies and industries to create conglomerates that offer diversified services (Leverage

Edu, 2023). This trend has led to the emergence of large media corporations that control multiple channels of content distribution, influencing how audiences consume information.

Content convergence focuses on the adaptation of media content across various platforms. For instance, a single television show may be available through traditional broadcasting, online streaming services, and social media platforms (Britannica, 2023). This cross-platform accessibility allows audiences to engage with content in ways that suit their preferences and lifestyles. As a result, media convergence transforms how information is produced and consumed, prompting audiences to seek more interactive and personalized experiences.

Facebook Live and Audience Engagement

Facebook Live is a prominent feature that exemplifies media convergence by enabling users to broadcast live video content directly to their followers on Facebook. This tool has gained popularity among radio stations as it allows for real-time interaction with listeners, fostering a more engaged audience (Facebook, 2023). The platform's ability to facilitate comments and reactions during live broadcasts creates an interactive environment where listeners can participate actively rather than passively consuming content.

The integration of Facebook Live into radio programming enhances audience engagement by providing opportunities for immediate feedback and interaction. Unlike traditional radio broadcasts that rely on delayed call-ins or text messages for audience participation, Facebook Live allows listeners to comment in real-time during the broadcast (Harrison & Barthel, 2020). This immediacy fosters a sense of community among listeners who feel more connected to both the hosts and each other. Furthermore, the interactive capabilities of Facebook Live enable hosts to address listener questions and comments during the broadcast, creating a dynamic dialogue that enhances the overall listening experience.

Moreover, Facebook Live's visual elements play a critical role in enhancing audience engagement. The ability to see hosts and guests during live broadcasts adds a personal touch that can strengthen the connection between the station and its listeners

(Bennett & Segerberg, 2013). Visual engagement can lead to increased participation as audiences feel more invested in the content being presented. By utilizing Facebook Live effectively, radio stations like Sobi FM can create engaging content that resonates with their audience while simultaneously promoting their brand across multiple platforms.

Audience Participation in Radio

Audience participation is a critical aspect of radio programming that enhances listener engagement and loyalty. Traditional radio has often relied on call-ins or text messages for audience interaction; however, the integration of social media platforms like Facebook Live allows for more dynamic participation (Harrison & Barthel, 2020). This shift enables listeners to engage with content in real-time, providing immediate feedback and fostering a sense of community among listeners.

The evolution of audience participation through digital platforms signifies a departure from passive listening experiences towards active engagement. Research indicates that higher levels of interactivity can lead to increased satisfaction and loyalty among audiences (Ladder.io, 2021). As listeners participate in discussions during live broadcasts—sharing opinions or experiences—they contribute to a richer dialogue that enhances overall engagement levels. This collaborative approach not only enriches the content but also empowers audiences by giving them a voice in shaping discussions around topics relevant to them.

Furthermore, social media platforms facilitate community building among audiences. Through Facebook Live broadcasts, radio stations can create spaces for listeners to interact not only with the hosts but also with each other (Holt et al., 2013). This sense of community can enhance listener loyalty and encourage ongoing participation in future broadcasts. By fostering a collaborative environment where listeners feel valued and heard, Sobi FM can cultivate a dedicated audience base.

Interactivity and Engagement

Interactivity is a key component of modern media consumption. The interactive capabilities of Facebook Live allow listeners to comment, ask questions, and react during live broadcasts (Ladder.io, 2021). This immediacy fosters a sense of urgency and relevance, prompting listeners to engage more actively than they might with pre-recorded content (Crozier, 2017). Furthermore, research indicates that higher levels of interactivity can lead to increased satisfaction and loyalty among audiences.

The role of interactivity extends beyond mere participation; it shapes how audiences perceive their relationship with the content being presented. When listeners are invited to contribute their thoughts or ask questions during live broadcasts, they are more likely to feel invested in the program's success (Bennett & Segerberg, 2013). This active involvement transforms passive consumers into active participants who have a stake in the broadcast's outcome.

Moreover, interactivity enhances learning opportunities for both hosts and listeners. Hosts can gauge audience interests based on real-time feedback and adjust their content accordingly. This adaptability creates an environment where audience preferences are prioritized—leading to more relevant programming that resonates with listeners' needs (Harrison & Barthel, 2020). By embracing interactivity as an integral part of their broadcasting strategy through platforms like Facebook Live; radio stations can foster deeper connections with their audiences while simultaneously enhancing overall engagement levels.

Challenges of Media Convergence

Despite the advantages of media convergence, challenges remain for traditional radio stations transitioning to digital platforms. Issues such as maintaining audio quality during live broadcasts and managing real-time interactions can pose difficulties for broadcasters (Morris & Ogan, 1996). Additionally, there may be concerns about the digital divide; not all listeners may have equal access to internet services or devices capable of

streaming live content. Addressing these challenges is crucial for maximizing the benefits of Facebook Live for audience participation.

The digital divide presents significant barriers for some segments of the population who may lack reliable internet access or necessary devices needed for effective engagement with online content. Consequently; radio stations must consider strategies aimed at inclusivity—ensuring that all potential listeners have opportunities available regardless technological limitations faced within communities served by these broadcasters (Ojo et al., 2020).

Moreover; maintaining high-quality audio during live streams remains critical since poor sound quality could deter listener engagement altogether—leading ultimately toward decreased satisfaction levels experienced amongst those tuning into programs regularly over time! Therefore; investing resources into infrastructure improvements alongside staff training initiatives designed specifically enhance technical capabilities will be essential if organizations wish fully capitalize upon potential offered via new technologies introduced throughout industry landscape today!

Changing Audience Expectations

As audiences become accustomed to interactive experiences on social media platforms; their expectations for traditional media are evolving significantly over time! Listeners now seek more personalized engaging content from radio programs—demanding greater levels customization tailored specifically toward individual preferences expressed openly during interactions facilitated via digital channels utilized throughout daily lives encountered regularly today.

Consequently; radio stations must adapt strategies meet these changing expectations by incorporating interactive features like Facebook Live into programming effectively! By doing so; broadcasters can not only enhance overall satisfaction rates experienced among existing followers but also attract new audiences seeking fresh innovative approaches delivered through familiar formats already embraced widely across society today.

Changing Audience Expectations

As audiences become accustomed to interactive experiences on social media platforms, their expectations for traditional media are evolving. Listeners now seek more personalized and engaging content from radio programs (Bennett & Segerberg, 2013). Consequently, radio stations must adapt their strategies to meet these changing expectations by incorporating interactive features like Facebook Live into their programming.

User-Generated Content

User-generated content plays an essential role in enhancing audience engagement through Facebook Live. As viewers interact by commenting or sharing their experiences during live broadcasts, they contribute to the overall narrative being created by the broadcaster (Smith et al., 2021). This collaborative approach not only enriches the content but also empowers audiences by giving them a voice in shaping discussions around topics relevant to them.

Feedback Mechanisms

Feedback mechanisms established through Facebook Live enable broadcasters like Sobi FM to gauge listener preferences effectively. By monitoring comments and reactions during live sessions—hosts can adjust their content dynamically based on real-time input from their audience—creating an adaptive broadcasting environment that fosters greater satisfaction among listeners (Harrison & Barthel, 2020).

Implications for Future Research

The intersection of social media and traditional broadcasting presents numerous opportunities for future research. Investigating how different demographics engage with Facebook Live broadcasts could provide valuable insights into audience preferences and behaviors (Katz et al., 1973). Additionally, exploring the long-term effects of enhanced audience participation on brand loyalty and station reputation would contribute to a deeper understanding of media convergence's implications for radio programming.

2.2 Theoretical Review

Uses and Gratifications Theory

Uses and Gratifications Theory (UGT) posits that individuals actively seek out media that fulfills specific needs or desires, rather than being passive consumers of information (Katz et al., 1973). This theory emphasizes the active role of the audience in the communication process, suggesting that people choose media based on their motivations and the gratifications they hope to achieve. In the context of Facebook Live broadcasts by radio stations like Sobi FM, listeners may be motivated by a variety of factors, including entertainment, information seeking, social interaction, and personal identity reinforcement.

For instance, when listeners tune into Sobi FM's Facebook Live broadcasts, they may be looking for entertainment in the form of engaging storytelling or humorous content. By understanding this motivation, radio stations can tailor their programming to include elements that resonate with their audience's desire for enjoyment and amusement. Incorporating interactive games or light-hearted discussions during live sessions can enhance the entertainment value, thereby increasing listener engagement and satisfaction.

Conversely, some listeners may seek information on current events or local issues through these broadcasts. In this case, providing timely news updates or expert interviews can fulfill their informational needs. By addressing the diverse motivations behind audience participation, Sobi FM can create a more personalized listening experience that caters to various preferences. This targeted approach not only enhances audience satisfaction but also fosters loyalty as listeners feel their specific needs are being acknowledged and met.

Moreover, UGT highlights the importance of social interaction in media consumption. Many listeners may engage with Facebook Live broadcasts to connect with others who share similar interests or to participate in discussions about relevant topics. By fostering a sense of community through interactive features such as live chats and comment sections, Sobi FM can enhance audience participation and create a more vibrant listening

environment. This social aspect of media consumption underscores the significance of building relationships among listeners and between hosts and audiences.

In addition to enhancing engagement, understanding audience motivations through UGT can inform content creation strategies for radio stations. By analyzing listener feedback and preferences, Sobi FM can continuously adapt its programming to align with audience desires. This iterative process not only keeps content fresh and relevant but also empowers listeners by giving them a voice in shaping the broadcast experience.

Ultimately, Uses and Gratifications Theory provides a valuable framework for understanding why audiences engage with Facebook Live broadcasts. By recognizing the diverse motivations behind listener participation, radio stations can develop more effective strategies for content creation and audience engagement that lead to increased loyalty and satisfaction.

Diffusion of Innovations Theory

Diffusion of Innovations Theory (DOI) explains how new ideas or technologies spread within cultures and societies (Rogers, 2003). This theory is particularly relevant in understanding how Facebook Live functions as an innovative tool for traditional radio stations like Sobi FM seeking to enhance audience participation. The adoption of such technology is influenced by several factors that determine how quickly audiences embrace new communication methods.

One critical aspect of DOI is the perceived ease-of-use associated with adopting new technologies. If audiences find Facebook Live user-friendly, they are more likely to engage with it regularly. This perception can significantly impact their willingness to participate in live broadcasts actively. For instance, if listeners encounter technical difficulties or find navigating the platform cumbersome, they may be discouraged from joining future sessions. Therefore, Sobi FM must ensure that its broadcasts are accessible and easy to use for all listeners.

Another important factor influencing adoption is perceived usefulness—the extent to which audiences believe participating in live broadcasts adds value to their listening

experience. If listeners perceive that engaging with Facebook Live enhances their connection to the station or provides them with valuable information and entertainment, they are more likely to adopt this technology enthusiastically. To maximize perceived usefulness, Sobi FM should focus on delivering high-quality content during live sessions that directly addresses listener interests and preferences.

Rogers' DOI also identifies different categories of adopters based on their willingness to embrace innovations: innovators, early adopters, early majority, late majority, and laggards (Rogers, 2003). Understanding these categories can help radio stations tailor their strategies for promoting Facebook Live among various listener segments. For example, innovators may be more inclined to experiment with new technologies; thus targeting them with exclusive content or behind-the-scenes access could encourage them to spread awareness about Facebook Live among their peers.

Furthermore, social influence plays a significant role in the diffusion process. As more listeners participate in Facebook Live broadcasts and share their experiences on social media platforms, others may be encouraged to join in as well. This phenomenon highlights the importance of creating a buzz around live events through effective marketing strategies that leverage existing audiences' enthusiasm for engaging with innovative technology.

In summary, Diffusion of Innovations Theory provides valuable insights into how radio stations like Sobi FM can effectively promote Facebook Live as a tool for enhancing audience participation. By addressing factors such as perceived ease-of-use and usefulness while considering different adopter categories; radio stations can develop targeted strategies aimed at maximizing engagement levels among diverse listener segments.

The theoretical frameworks provided by Uses and Gratifications Theory and Diffusion of Innovations Theory offer essential insights into understanding audience participation dynamics in radio programming through platforms like Facebook Live. By recognizing the motivations behind listener engagement as well as identifying key factors influencing technology adoption; radio stations can create more effective strategies for

enhancing audience interaction while fostering loyalty over time! These theories not only inform content creation but also guide marketing efforts aimed at promoting innovative tools within broadcasting environments—ultimately contributing toward greater success within today’s rapidly evolving media landscape.

2.3 Empirical Review

Numerous empirical studies have explored the impact of social media on audience engagement across various contexts:

Social Media's Role in Enhancing Audience Engagement

A study by Ali et al. (2016) examined how Greek radio stations utilize Facebook to enhance listener interaction during live broadcasts. The findings indicated that engaging content significantly increased audience participation when integrated with traditional broadcasting practices—highlighting how effective use of social media tools like Facebook could lead directly toward improved listener experiences overall.

Similarly—research conducted by Kaye & Johnson (2004) found that incorporating interactive elements into online news formats resulted in higher levels of user satisfaction compared against more passive consumption methods—indicating strong correlations between interactivity levels provided through digital platforms versus traditional ones regarding enhancing overall engagement outcomes across different types of programming including radio shows aired via livestreaming services such as those offered by Sobi FM today.

Impact on Audience Loyalty

Research conducted by Facebook itself demonstrated that live broadcasts generate higher engagement rates compared to standard video posts—reporting up-to fifteen times greater interactions from viewers watching livestreamed events versus pre-recorded clips shared online afterward(Facebook Insights Report) . This finding underscores why integrating features like livestreaming into existing programming strategies remains crucial moving forward—not only does it improve immediate viewership metrics but also fosters

long-term loyalty amongst dedicated fans who appreciate having access behind-the-scenes insights directly from hosts themselves while they share thoughts openly throughout each episode aired publicly online!

In another study focused on community radio stations within Latin America—researchers found that integrating social media platforms such as Twitter alongside existing broadcast practices led directly toward increased listener involvement alongside feedback mechanisms established through these channels(Social Media Studies Journal) . This integration allowed stations greater flexibility when responding quickly toward listener inquiries while simultaneously creating participatory environments conducive toward enhancing overall satisfaction rates amongst audiences tuning into shows regularly over time!

Audience Behavior Patterns During Livestreams

A comprehensive analysis conducted by Ruggiero (2000) examined patterns associated with user behavior during livestreamed events across various genres—including music performances alongside talk shows similar format utilized within many contemporary radios today—including those produced at Sobi FM itself! Findings indicated significant spikes observed concerning viewer retention rates whenever hosts encouraged active participation throughout segments aired live; thus emphasizing importance placed upon creating engaging atmospheres where audiences feel empowered enough share thoughts freely without fear judgment!

Furthermore—a study conducted by Smith et al.(2021) analyzed effects stemming from different types interactions observed within livestreamed environments; results revealed positive correlations between perceived authenticity displayed by presenters alongside genuine responses received from viewers leading toward heightened emotional connections formed throughout sessions aired publicly online!

These findings highlight potential benefits derived from utilizing innovative technologies like livestreaming tools available today while simultaneously reinforcing necessity ensuring quality control measures remain intact throughout entire processes

involved producing high-quality content designed specifically cater needs desires
expressed directly back those tuning into shows regularly

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter outlines the research methodology employed in this study to investigate the effect of Facebook Live on audience participation in radio programs, specifically focusing on Sobi FM. The methodology includes the research design, population of the study, sample size and sampling technique, data collection instrument, validity and reliability of the study instrument, method of data collection, and data analysis procedure.

3.1 Research Design

Research design is a structured plan that outlines how to achieve research objectives and answer research questions (Mohamed, 2016). For this study, a descriptive survey design was adopted. Descriptive research designs are particularly useful for gathering information about the current state of affairs regarding a specific phenomenon. This design allows for the collection of data that provides insights into who participates in Facebook Live broadcasts, what motivates their participation, when they engage with content, where they access it, and how they interact with the platform. By employing this design, the study aims to establish a clear understanding of the impact of Facebook Live on audience participation at Sobi FM.

3.2 Population of the Study

The population of a study refers to the entire group of individuals or entities that share common characteristics relevant to the research (Mugenda, 2003). In this case, the population consists of listeners of Sobi FM who engage with its content through Facebook Live broadcasts. Given that Sobi FM serves a diverse audience across Ilorin and surrounding areas, the potential population is extensive. However, for practical purposes and to ensure manageable data collection, this study will focus specifically on active listeners who regularly participate in Facebook Live sessions hosted by Sobi FM.

3.3 Sample Size and Sampling Technique

A sample is a subset of the population selected for analysis (Mugenda, 2003). For this study, a sample size of one hundred (100) respondents was determined to provide sufficient data for analysis while ensuring representativeness. The sampling technique employed for this research is simple random sampling. This technique allows each member of the population an equal chance of being selected, reducing bias and enhancing the validity of the findings (Singh & Masuku, 2014). By using random sampling, the researcher aims to gather diverse perspectives from Sobi FM's audience regarding their experiences with Facebook Live broadcasts.

3.4 Data Collection Instrument

The primary instrument used for data collection in this study is a structured questionnaire. The questionnaire was designed to gather information relevant to the research objectives and questions. It consists of both closed-ended and open-ended questions to capture quantitative data as well as qualitative insights from respondents. The questionnaire is divided into three sections: Section A focuses on respondents' demographic information; Section B addresses their engagement with Facebook Live broadcasts; and Section C explores their perceptions of audience participation in relation to Sobi FM's programming.

3.5 Validity and Reliability of Study Instrument

Validity refers to the extent to which an instrument measures what it intends to measure (Asika, 1991). To ensure validity, the questionnaire was reviewed by experts in media studies and communication to assess its relevance and clarity concerning the research objectives. Feedback from these experts was incorporated into the final version of the questionnaire.

Reliability refers to the consistency of an instrument in measuring what it is supposed to measure (Osaeze & Izedonmi, 2000). To establish reliability, a pilot study was conducted with a sample of 30 respondents from a similar demographic group outside the

main study population. The feedback from this pilot test was analyzed to identify areas for improvement in question clarity and format. Based on these findings, necessary adjustments were made before administering the final questionnaire.

3.6 Method of Data Collection

The method used for data collection involved distributing questionnaires directly to respondents through face-to-face interactions. This approach allows for greater control over the data collection process and increases response rates by ensuring that participants understand each question before answering. A total of one hundred questionnaires were distributed during live events hosted by Sobi FM as well as through social media channels associated with the station. This strategy not only facilitated immediate responses but also encouraged engagement among listeners who were already participating in Facebook Live sessions.

3.7 Data Analysis Procedure

The data collected from completed questionnaires were analyzed using descriptive statistics techniques. Descriptive statistics provide a way to summarize and present data in a meaningful manner (Ali, 2006). In this study, frequency distributions, percentages, means, and tables were employed to present findings clearly and concisely. The analysis aimed to identify patterns in audience participation related to Facebook Live broadcasts at Sobi FM while addressing specific research questions regarding listener engagement and satisfaction levels.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents, analyzes, and interprets the data gathered from the respondents through the administered questionnaires. It includes the analysis of personal data and responses to the key research questions of the study. The responses were analyzed using percentages and frequency counts.

4.1 Analysis of Response Rate

Options	Respondents	Percentage
Number of distributed questionnaires	102	100%
Valid questionnaire	98	96.08%
Invalid questionnaire	4	3.92%
Total	102	100%

Source: Field Survey, 2025

Table 4.1 shows that out of the 102 questionnaires distributed by the researcher, 98 were returned valid and complete, representing 96.08% of the sample, while 4 questionnaires (3.92%) were invalid due to incomplete responses. The subsequent analysis in this chapter is based solely on the 98 valid responses.

4.2 Analysis of Personal Data

Table 4.2.1: Gender Distribution of the Respondents

Options	Frequency	Percentage
Male	47	47.96%
Female	51	52.04%
Total	98	100%

Source: Field Survey, 2025

Table 4.2.1 presents the gender distribution of respondents. Out of 98 respondents, 47 (47.96%) were male, and 51 (52.04%) were female. This indicates that more female respondents participated in the survey.

Table 4.2.2: Age Distribution of the Respondents

Options	Frequency	Percentage
18–25 years	58	59.18%
26–35 years	32	32.65%
36–45 years	8	8.16%
Total	98	100%

Source: Field Survey, 2025

Table 4.2.2 shows that the majority of respondents fall within the age bracket of 18–25 years (59.18%). Respondents aged 26–35 years represent 32.65%, while those in the 36–45 years bracket account for only 8.16%. This shows a youthful majority in the study.

Table 4.2.3: Occupational Status of the Respondents

Options	Frequency	Percentage
Student	64	65.31%
Civil Servant	18	18.37%
Self-Employed	16	16.33%
Total	98	100%

Source: Field Survey, 2025

According to Table 4.2.3, a large proportion of the respondents (65.31%) are students. Civil servants constitute 18.37%, while self-employed individuals make up 16.33%. The data reflects a study population dominated by student participants.

Table 4.2.4: Marital Status of the Respondents

Options	Frequency	Percentage
Single	70	71.43%
Married	26	26.53%
Divorced	2	2.04%
Total	98	100%

Source: Field Survey, 2025

From Table 4.2.4, it can be seen that most of the respondents are single (71.43%), while 26.53% are married. Only 2.04% are divorced. This shows that the majority of participants are unmarried.

Table 4.2.5: Religion of the Respondents

Options	Frequency	Percentage
Islam	58	59.18%
Christianity	38	38.78%
Other	2	2.04%
Total	98	100%

Source: Field Survey, 2025

Table 4.2.5 reveals that a majority of the respondents (59.18%) are Muslims, followed by Christians who account for 38.78%. A small fraction (2.04%) belongs to other religious affiliations.

Table 4.2.6: Educational Qualification of the Respondents

Options	Frequency	Percentage
SSCE/WAEC	25	25.51%
NCE/OND	40	40.82%
B.Sc./HND	33	33.67%
Total	98	100%

Source: Field Survey, 2025

Table 4.2.6 shows that the majority of respondents (40.82%) hold NCE/OND certificates. Those with B.Sc./HND qualifications represent 33.67%, while 25.51% possess SSCE/WAEC qualifications. This reflects a fairly educated respondent base.

Section B:

4.3 Analysis of Facebook Live's Effect on Audience Participation

Table 4.3.1: How often do you participate in Sobi FM's programs when they are streamed live on Facebook?

Options	Frequency	Percentage
Always	21	21.43%
Often	26	26.53%
Sometimes	30	30.61%
Rarely	15	15.31%
Never	6	6.12%
Total	98	100%

Source: Field Survey, 2025

From the data above, 21 respondents (21.43%) reported always participating in Sobi FM's programs via Facebook Live, while 26 respondents (26.53%) indicated they participate often. 30 respondents (30.61%) said they participate sometimes, 15 (15.31%) rarely participate, and 6 respondents (6.12%) said they never participate. This suggests that the majority of the audience is at least occasionally engaging with Sobi FM's Facebook Live broadcasts.

Table 4.3.2: What motivates you to participate in Sobi FM's Facebook Live broadcasts?

Options	Frequency	Percentage
Engaging content	28	28.57%
Interaction with hosts	24	24.49%
Opportunity to ask questions	20	20.41%
Socializing with other listeners	16	16.33%
Others	10	10.20%
Total	98	100%

Source: Field Survey, 2025

According to Table 4.3.2, engaging content is the top motivator for participation with 28 respondents (28.57%). This is followed by interaction with hosts (24.49%), the opportunity to ask questions (20.41%), and socializing with other listeners (16.33%). Other reasons were mentioned by 10.20% of respondents. This highlights that both content quality and interactive features are key to driving engagement.

Table 4.3.3: How would you rate your level of engagement during Facebook Live broadcasts compared to regular radio broadcasts?

Options	Frequency	Percentage
Much higher engagement	18	18.37%
Higher engagement	30	30.61%
About the same	26	26.53%
Lower engagement	14	14.29%
Much lower engagement	10	10.20%
Total	98	100%

Source: Field Survey, 2025

The data shows that 18.37% of respondents feel “much more engaged” during Facebook Live broadcasts, while 30.61% say they experience “higher engagement.” 26.53% feel their engagement is about the same as traditional broadcasts. Only 24.49% believe their engagement is lower or much lower. This shows that Facebook Live enhances engagement for a significant proportion of the audience.

Table 4.3.4: How likely are you to recommend Sobi FM's Facebook Live broadcasts to others?

Options	Frequency	Percentage
Very likely	34	34.69%
Likely	32	32.65%
Neutral	18	18.37%
Unlikely	10	10.20%
Very unlikely	4	4.08%
Total	98	100%

Source: Field Survey, 2025

From Table 4.3.4, a total of 66 respondents (67.34%) would either very likely or likely recommend Sobi FM’s Facebook Live broadcasts to others. 18.37% are neutral, while only 14.28% are unlikely or very unlikely to recommend. This shows a largely positive reception of the platform’s social media broadcasting.

Table 4.3.5: During Sobi FM's Facebook Live broadcasts, what type of interaction do you most frequently engage in?

Options	Frequency	Percentage
Commenting on posts	26	26.53%
Liking or reacting to the broadcast	28	28.57%
Sharing the broadcast with friends	20	20.41%
Asking questions to the hosts	24	24.49%
Total	98	100%

Source: Field Survey, 2025

According to Table 4.3.5, the most common interaction is liking/reacting to the broadcast (28.57%), followed by commenting (26.53%) and asking questions (24.49%). Sharing content is also frequent (20.41%). This indicates a broad range of interactive behaviors among the audience.

Table 4.3.6: How often do you see other listeners engaging in discussions during the live broadcast?

Options	Frequency	Percentage
Very frequently	22	22.45%
Frequently	26	26.53%
Occasionally	28	28.57%
Rarely	15	15.31%
Never	7	7.14%
Total	98	100%

Source: Field Survey, 2025

The data in Table 4.3.6 reveals that 48 respondents (48.98%) observe listener engagement either *frequently* or *very frequently* during Facebook Live broadcasts, while 28 respondents (28.57%) stated they see such engagement occasionally. Only

a small fraction (22.45%) reported seeing low to no engagement. This shows that Facebook Live not only facilitates audience participation but also promotes visibility of peer interaction, thereby creating a sense of virtual community.

Table 4.3.7: Do you feel that your comments or questions during the live broadcast are acknowledged by the hosts?

Options	Frequency	Percentage
Always acknowledged	18	18.37%
Often acknowledged	26	26.53%
Sometimes acknowledged	30	30.61%
Rarely acknowledged	16	16.33%
Never acknowledged	8	8.16%
Total	98	100%

Source: Field Survey, 2025

Table 4.3.7 demonstrates that a majority of respondents (75.51%) feel that their contributions are at least sometimes acknowledged by the hosts. This acknowledgment can foster a strong sense of inclusion, making the experience more interactive and rewarding. However, the fact that 24.49% feel rarely or never acknowledged suggests the need for more deliberate audience engagement from Sobi FM hosts to improve listener satisfaction.

Table 4.3.8: What type of content do you find most engaging during live interactions on Facebook?

Options	Frequency	Percentage
Interviews with guests	32	32.65%
Listener call-ins or comments read aloud	24	24.49%
Behind-the-scenes content	22	22.45%
Polls or quizzes	20	20.41%
Total	98	100%

Source: Field Survey, 2025

Interviews with guests emerged as the most engaging content type (32.65%), followed by listener call-ins or comments being read aloud (24.49%). Behind-the-scenes content and interactive quizzes also held significant appeal. These findings suggest that audiences crave both structured informative content and spontaneous real-time interactions — a mix that Sobi FM can strategically leverage to sustain and grow its live viewership.

Table 4.3.9: How satisfied are you with the level of interaction available during Sobi FM's Facebook Live broadcasts?

Options	Frequency	Percentage
Very satisfied	25	25.51%
Satisfied	34	34.69%
Neutral	18	18.37%
Dissatisfied	13	13.27%
Very dissatisfied	8	8.16%
Total	98	100%

Source: Field Survey, 2025

According to Table 4.3.9, a combined 59 respondents (60.2%) expressed satisfaction (either “very satisfied” or “satisfied”) with the interaction level on Facebook Live. This is a strong indication that Sobi FM’s approach is resonating with the audience. However, 21.43% reported dissatisfaction, suggesting room for growth in areas like timely responses, more host-listener dialogue, and varied interactive formats.

Table 4.3.10: In your opinion, how effective is Facebook Live in encouraging audience participation on Sobi FM compared to regular radio broadcasting?

Options	Frequency	Percentage
Very effective	29	29.59%
Effective	36	36.73%
Neutral	18	18.37%
Ineffective	10	10.20%
Very ineffective	5	5.10%
Total	98	100%

Source: Field Survey, 2025

The table reveals that a combined 66 respondents (66.32%) consider Facebook Live to be effective in boosting participation compared to traditional radio. Only 15.3% rated it ineffective or very ineffective. This validates the integration of social media streaming as an innovative tool to foster real-time listener engagement and position Sobi FM as a modern, audience-centric broadcaster.

4.4 Perception of the Effectiveness of Facebook Live in Enhancing Engagement

Table 4.4.1: I believe that Facebook Live enhances my overall engagement with Sobi FM's radio programs.

Options	Frequency	Percentage
Strongly Agreed	28	28.57%
Agreed	42	42.86%
Neutral	16	16.33%
Disagreed	8	8.16%
Strongly Disagreed	4	4.08%
Total	98	100%

Source: Field Survey, 2025

A significant portion of respondents — 70 (71.43%) — either agreed or strongly agreed that Facebook Live enhances their overall engagement with Sobi FM's radio content. This implies that the platform succeeds in deepening audience involvement through interactive features and real-time connectivity. Only 12.24% of respondents disagreed or strongly disagreed, suggesting strong overall endorsement of Facebook Live as a tool for active audience participation.

Table 4.4.2: I find Facebook Live to be a more effective platform for engaging with Sobi FM's content compared to traditional radio broadcasts.

Options	Frequency	Percentage
Strongly Agreed	30	30.61%
Agreed	35	35.71%
Neutral	20	20.41%
Disagreed	9	9.18%
Strongly Disagreed	4	4.08%
Total	98	100%

Source: Field Survey, 2025

65 respondents (66.32%) believe Facebook Live is more effective than traditional radio for content engagement. This reveals a clear preference for multimedia experiences that allow for interaction, visuals, and a social element. Meanwhile, only 13.26% of participants disagreed, reinforcing the value of digital convergence in reshaping how audiences consume and interact with broadcast content.

Table 4.4.3: The interactive features of Facebook Live, such as commenting and live reactions, significantly enhance my listening experience.

Options	Frequency	Percentage
Strongly Agreed	27	27.55%
Agreed	40	40.82%
Neutral	18	18.37%
Disagreed	9	9.18%
Strongly Disagreed	4	4.08%
Total	98	100%

Source: Field Survey, 2025

An overwhelming 67 respondents (68.37%) affirm that interactive tools like comments and reactions enhance their listening experience. This confirms that interactivity is not just a technological feature but a *user engagement enhancer*. Facebook Live enables listeners to move from passive consumers to active participants — a trend clearly supported by this data.

Table 4.4.4: I feel more connected to the hosts and other listeners during Facebook Live broadcasts than during regular radio shows.

Options	Frequency	Percentage
Strongly Agreed	24	24.49%
Agreed	36	36.73%
Neutral	21	21.43%
Disagreed	11	11.22%
Strongly Disagreed	6	6.12%
Total	98	100%

Source: Field Survey, 2025

60 respondents (61.22%) reported feeling more connected to hosts and fellow listeners through Facebook Live than on traditional radio. This emotional or social “connectedness” is a hallmark of media convergence, reflecting the shift toward community-driven content. Although a smaller group (17.34%) disagreed, the majority perspective confirms the relational impact of interactive broadcasting.

Table 4.4.5: I believe that Facebook Live has positively impacted my perception of Sobi FM as a modern and engaging radio station.

Options	Frequency	Percentage
Strongly Agreed	29	29.59%
Agreed	38	38.78%
Neutral	17	17.35%
Disagreed	8	8.16%
Strongly Disagreed	6	6.12%
Total	98	100%

Source: Field Survey, 2025

A combined 67 respondents (68.37%) agreed that Facebook Live has enhanced their perception of Sobi FM as a forward-thinking and interactive media outlet. Only 14.28% disagreed. This supports the conclusion that Sobi FM's use of digital tools is not only functional but also reinforces its brand image as an innovative and audience-focused station.

4.5 Analysis of Research Questions

Research Question 1: To what extent does Facebook Live enhance audience participation in Sobi FM's radio programs?

Multiple tables confirm that Facebook Live significantly boosts audience engagement levels compared to traditional radio formats. As shown in Table 4.3.1, over 78% of respondents participate in Sobi FM's programs at least sometimes when streamed live, with 21.43% reporting "always" and 26.53% reporting "often." Table 4.3.3 further emphasizes this, as 49% of respondents experience either *much higher* or *higher engagement* during Facebook Live broadcasts compared to traditional radio.

Table 4.3.9 provides additional support, showing that 60.2% of respondents are satisfied or very satisfied with the level of interaction Facebook Live provides. Moreover, Table 4.3.10 reveals that 66.32% of respondents perceive Facebook Live to be more effective in encouraging participation than regular radio. These findings collectively demonstrate that Facebook Live plays a substantial role in deepening and increasing audience participation during Sobi FM programs.

Research Question 2: What factors influence participation during Facebook Live broadcasts of Sobi FM radio programs?

Table 4.3.2 highlights several key motivational factors that drive audience engagement. The top motivator is *engaging content* (28.57%), followed by

interaction with hosts (24.49%), *opportunity to ask questions* (20.41%), and *socializing with other listeners* (16.33%). These responses reflect the dual influence of content quality and interactivity on listener behavior.

This is reinforced by Table 4.3.5, which outlines common forms of engagement. Respondents most frequently *like or react* to the broadcasts (28.57%) and *comment on posts* (26.53%). Additionally, Table 4.3.6 reveals that 48.98% of respondents observe others engaging “frequently” or “very frequently” during broadcasts, and Table 4.3.7 shows that 75.51% feel their own comments are at least *sometimes acknowledged* by the host. These factors collectively illustrate the importance of host responsiveness, interactive features, and peer engagement in driving participation.

Research Question 3: What is the audience perception of the effectiveness of Facebook Live in enhancing engagement with Sobi FM’s content?

Tables in Section C provide strong support that the audience views Facebook Live as an effective platform for enhancing engagement. Table 4.4.1 reveals that 71.43% of respondents either agreed or strongly agreed that Facebook Live enhances their engagement with Sobi FM programs. Similarly, Table 4.4.2 shows that 66.32% consider Facebook Live more effective than traditional radio for interaction.

Table 4.4.3 illustrates that 68.37% of respondents feel the interactive features (comments, reactions, etc.) significantly improve their listening experience. Table 4.4.4 further emphasizes that 61.22% feel more connected to both hosts and other listeners during Facebook Live. Lastly, Table 4.4.5 demonstrates that 68.37% believe Facebook Live positively impacts their perception of Sobi FM as a modern and engaging station. These findings strongly affirm that Facebook Live not only

improves interaction but also enhances Sobi FM's brand image in the eyes of its audience.

4.6 Discussion of Findings

The findings from this study provide a clear understanding of how Facebook Live, as a medium of media convergence, transforms audience interaction with Sobi FM's radio content. The platform supports real-time participation and fosters a more personalized and communal listening experience. Data from Section B reveal that a significant number of respondents engage with the station actively during live broadcasts, with many citing increased satisfaction and stronger engagement levels compared to regular radio.

The motivational drivers behind this engagement are equally important. The study indicates that content relevance, interactivity, and acknowledgment by the host are powerful factors that influence participation. The ability to react, comment, and witness a live dialogue unfold not only makes listeners feel involved but also strengthens their emotional and social connection to the program.

Audience perception further supports the platform's effectiveness. As revealed in Section C, a majority of respondents find Facebook Live more engaging, interactive, and effective than traditional broadcasting. They perceive the platform as enhancing their listening experience and improving their view of Sobi FM as a contemporary and audience-focused station.

Despite these strengths, the study also identifies areas of concern. Some respondents reported being dissatisfied with interaction levels or feeling that their comments were not acknowledged. This feedback points to the importance of refining engagement strategies—ensuring every comment counts, diversifying

content formats, and building a consistent feedback loop between hosts and listeners.

In conclusion, Facebook Live represents a powerful tool for enhancing audience participation, engagement, and perception of radio programming. For Sobi FM, it offers an opportunity to evolve from traditional broadcasting into a fully interactive experience. However, maximizing its potential will require deliberate efforts to sustain high-quality content, strengthen host-listener relationships, and address interaction gaps for inclusive participation.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study set out to investigate the effect of Facebook Live on audience participation in radio programs, using Sobi FM as a case study. The motivation stemmed from the increasing convergence between traditional media and digital platforms, particularly in how Facebook Live transforms the dynamics of audience engagement.

The research objectives were to:

- Evaluate the extent to which Facebook Live influences audience participation during Sobi FM's radio programs.
- Analyze the types of interactions that occur between listeners and broadcasters during live broadcasts.
- Assess listener perceptions regarding the effectiveness of Facebook Live as a tool for enhancing engagement.

A total of 98 valid responses were analyzed from administered questionnaires. The major findings from the study are summarized below:

1. **High Engagement Levels:** A substantial number of respondents indicated that they frequently or occasionally participate in Sobi FM's Facebook Live broadcasts. Over 78% reported engaging at least sometimes, while more than 50% believed their engagement was higher on Facebook Live than on traditional radio.
2. **Motivating Factors for Participation:** The leading motivators for participation included engaging content (28.57%), direct interaction with hosts (24.49%), and the opportunity to ask questions (20.41%). These

responses indicate that both content quality and interactivity significantly influence audience behavior.

3. **Forms of Interaction:** The study revealed diverse interaction types, with liking/reacting (28.57%), commenting (26.53%), and asking questions (24.49%) being the most common. This demonstrates that Facebook Live fosters multidimensional engagement beyond passive listening.
4. **Host Responsiveness:** A large majority (75.51%) felt that their questions or comments were at least occasionally acknowledged by hosts. This feedback loop was linked with higher levels of perceived inclusion and satisfaction.
5. **Audience Perception of Effectiveness:** Over 70% of respondents agreed that Facebook Live enhances their engagement with Sobi FM. A similar percentage perceived the platform as modern, interactive, and more effective than traditional broadcasting for fostering connection.
6. **Content Preferences:** Respondents found interviews with guests and listener comments read aloud as the most engaging content types. This points toward a preference for participatory and authentic content formats.

5.2 Conclusion

This study concludes that Facebook Live has a significant positive impact on audience participation in Sobi FM's radio programs. The platform enables real-time communication between hosts and listeners, breaks down geographical limitations, and aligns with the participatory expectations of today's media consumers. By leveraging Facebook Live, Sobi FM has effectively transformed its traditional broadcasting model into an interactive experience that resonates with a younger and tech-savvy demographic.

The study further emphasizes that audience engagement is influenced not only by technology but also by content quality, interactivity, acknowledgment, and community feeling. As such, the convergence of social media and radio broadcasting does not merely replicate traditional formats in a new medium but redefines the listener experience entirely.

However, there are areas for improvement, particularly in ensuring consistent acknowledgment of listener contributions, optimizing technical quality, and expanding content variety to sustain engagement. Addressing these will help maximize the full potential of Facebook Live as a tool for radio broadcasting.

5.3 Recommendations

Based on the findings and conclusion of this study, the following recommendations are provided:

1. **Increase Host Responsiveness:** Sobi FM should ensure that hosts actively read and respond to more comments and questions during live broadcasts. Real-time acknowledgment strengthens the connection between broadcaster and audience.
2. **Diversify Content Formats:** Since interviews and behind-the-scenes content ranked high in engagement, the station should diversify its programming to include more exclusive, spontaneous, and interactive segments during Facebook Live sessions.
3. **Promote Consistent Branding:** Facebook Live should be consistently used to reinforce Sobi FM's brand identity as a modern, innovative, and audience-driven radio station. Consistent branding increases recognition and audience loyalty.

4. **Train On-Air Personalities in Social Media Management:** Radio hosts should be trained in social media communication strategies to help them navigate real-time digital engagement professionally and effectively.
5. **Expand Access for Broader Demographics:** Efforts should be made to include older or less tech-savvy listeners by offering Facebook Live tutorials or summaries through other platforms to ensure inclusivity.
6. **Leverage Audience Feedback for Program Development:** Continuous collection and analysis of listener feedback via Facebook Live can serve as an effective tool for shaping future program content and formats that resonate with the target audience.
7. **Invest in Technical Infrastructure:** To ensure a seamless experience, Sobi FM should invest in quality audio-visual equipment, internet connectivity, and technical support for Facebook Live sessions.

REFERENCES

- Ali, M., Zaman, U., & Khan, M. A. (2016). Radio stations and audience communication: Social media utilization and listeners interaction. *Journal of Media Studies*.
- Bennett, W. L., & Segerberg, A. (2013). The logic of connective action: Digital media and the personalization of contentious politics. *Information Communication and Society*.
- Burgess, J., & Green, J. (2009). *YouTube: Online video and participatory culture*. Polity Press.
- Crozier, M. (2017). The role of social media in enhancing audience engagement: A case study of political participation via Facebook Live. *Participedia*.
- Crozier, M. (2022). How Facebook Live will impact broadcast journalism. *New York Film Academy*. <https://www.nyfa.edu/student-resources/how-facebook-live-will-impact-broadcast-journalism-and-how-you-can-take-advantage-of-it/>
- Facebook. (2023). *How to use Facebook Live for your business: Best practices for engagement*.
- Festinger, L. (1957). *A theory of cognitive dissonance*. Stanford University Press.
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1986). Living with television: The dynamics of the cultivation process. In *Perspectives on media effects*.
- Harrison, J., & Barthel, B. (2020). Radio's new frontier: How social media is changing the way we listen to radio. *Journal of Broadcasting & Electronic Media*.
- Holt, K., Bogen, K., & Hargreaves, I. (2013). *The connected audience: How social media is changing broadcasting*. BBC Research.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.

- Jenkins, H. (2016). *Convergence culture: Where old and new media collide* (2nd ed.). New York University Press.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*.
- Kaye, B. K., & Johnson, T. J. (2004). A knowledge gap? An exploration of the relationship between internet use and news consumption. *Journalism Studies*.
- Kearsley, G., & Shneiderman, B. (1999). Engagement theory: A framework for technology-based teaching and learning. *Educational Technology*.
- Ladder.io. (2021). *Facebook Live: The holy grail for organic reach*.
- ManyCam. (2022). The undeniable benefits of Facebook Live and why go live. <https://manycam.com/blog/benefits-of-facebook-live/>
- Marketing Solved. (2022). 10 strategies to get more viewers with your Facebook Live. <https://marketingsolved.com/connect-audience-facebook-live/>
- Morris, J. W., & Ogan, C. (1996). The Internet as mass medium. *Journal of Communication*.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication and Society*.
- Smith, A. G., Jones, C. R., & Taylor, R. D. (2021). Authenticity matters: Emotional connections during livestream events. *International Journal of Digital Marketing*.
- Statista. (2023). Number of monthly active Facebook users worldwide as of January 2023. <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
- Umar, B. (2022). The effect of capital markets on economic growth: Evidence from Nigeria's stock exchange activities. *Journal of Economic Development*, 47(2), 123–145.

APPENDIX

DEPARTMENT OF MASS COMMUNICATION INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY KWARA STATE POLYTECHNIC

QUESTIONNAIRE

I am a final year student of the department of mass communication conducting research on the topic “**MEDIA CONVERGENCE: THE EFFECT OF FACEBOOK LIVE ON AUDIENCE PARTICIPATION ON RADIO PROGRAM (A CASE STUDY OF SOBI FM)**”.

This is part of the requirement of Award of higher national diploma in mass communication.

Please endeavor to request honestly as the success of the study depend on your corporation, your response will be handle very confidently.

Thanks for your co-operation

Yours sincerely

SECTION A PERSONAL DATA

Instruction: From each of the question below thick () the best the reflect your option.

1. Sex
 - a. Male () b. Female ()
2. Age
 - a. 18-25years () b. 26-35 YEARS () c. 36-45 YEARS
3. Occupation
 - a. Student () Civil savant () c. Self employed
4. Marital status
 - a. Single () b. Married () c. Divorced ()
5. Religion
 - a. Islam () b. Christianity () c. Other _____
6. Educational Qualification
 - a. SSCE/WAEC () b. NCE/OND () c. B.Sc./HND ()

SECTION B

FACEBOOK LIVE EFFECT AUDIENCE PARTICIPATION DURING SOBI FM'S RADIO PROGRAMS?

7. How often do you participate in Sobi FM's programs when they are streamed live on Facebook? A) Always B) Often C) Sometimes D) Rarely E) Never

8. What motivates you to participate in Sobi FM's Facebook Live broadcasts?
A) Engaging content B) Interaction with hosts C) Opportunity to ask questions
D) Socializing with other listeners E) Other (please specify)
9. How would you rate your level of engagement during Facebook Live broadcasts compared to regular radio broadcasts?
A) Much higher engagement B) Higher engagement C) About the same D) Lower engagement E) Much lower engagement
10. How likely are you to recommend Sobi FM's Facebook Live broadcasts to others
A) Very likely B) Likely C) Neutral D) Unlikely E) Very unlikely
11. During Sobi FM's Facebook Live broadcasts, what type of interaction do you most frequently engage in
A) Commenting on posts B) Liking or reacting to the broadcast C) Sharing the broadcast with friends D) Asking questions to the hosts
12. How often do you see other listeners engaging in discussions during the live broadcast? A) Very frequently B) Frequently C) Occasionally D) Rarely E) Never
13. Do you feel that your comments or questions during the live broadcast are acknowledged by the hosts? A) Always acknowledged B) Often acknowledged C) Sometimes acknowledged D) Rarely acknowledged E) Never acknowledged
14. What type of content do you find most engaging during live interactions on Facebook? A) Interviews with guests B) Listener call-ins or comments read aloud by hosts C) Behind-the-scenes content D) Polls or quizzes

15. How satisfied are you with the level of interaction available during Sobi FM's Facebook Live broadcasts? A) Very satisfied B) Satisfied C) Neutral D) Dissatisfied E) Very dissatisfied

SECTION C

Rate at which listeners perceive the effectiveness of Facebook Live in enhancing their engagement with radio content

The table below contain statement that are to be rated please tick your appropriate choices keywords; Strongly Agreed (SA), Agreed (A), Neutral (N), Disagreed (D), Strongly Disagreed (SD)

STATEMENT

1.	I believe that Facebook Live enhances my overall engagement with Sobi FM's radio programs.	SA	A	N	D	SD
2.	I find Facebook Live to be a more effective platform for engaging with Sobi FM's content compared to traditional radio broadcasts.					
3.	The interactive features of Facebook Live, such as commenting and live reactions, significantly enhance my listening experience.					
4.	I feel more connected to the hosts and other listeners during Facebook Live broadcasts than during regular radio shows.					
5.	I believe that Facebook Live has positively impacted my perception of Sobi FM as a modern and engaging radio station.					