

INFLUENCE OF PRIVATILISATION OF BROADCAST MEDIA ON AUDIENCE POLITICAL AFFILIATION

BY

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HND/23/MAC/FT/0136

**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.

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DEDICATION

This project is dedicated to Almighty God Who throughout the duration of my studies Has sustained my life and Has given me the needed wisdom and understanding to put this project together and to my fiancé ADEWUMI TOLULOPE VICTOR for His unconditional love, guidance, support and encouragement throughout my academic journey, I dedicate this achievement to you with heartfelt gratitude

ACKNOWLEDGEMENTS

My boundless gratitude goes to my project supervisor, MR. F.T. OLOHUNGBEBE for making it possible for me to successful completion of this project, I appreciate you sir and I do not take this for granted.

My innermost appreciation goes to H.O.D MR. F.T OLOHUNGBEBE, to my esteemed lecturers, for their expertise, imminent contributions and intellectual support throughout my academic journey, which greatly helped in the successful completion of my program in the polytechnic

With much emphasis I also want to appreciate my parents, MR. & MRS. MACAULAY for being supportive parent that I so much adore and also words cannot express my heartfelt gratitude for your kindness, love, morals and prayers.

Lastly, I pray that our creator bless those who contributed in one way or the other in the success this educational attainment. May God bless you all.

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ABSTRACT

This study examines the influence of the privatization of broadcast media on audience political affiliation in Nigeria. With the deregulation of the broadcasting sector and the subsequent proliferation of privately-owned radio and television stations, concerns have arisen regarding media bias, diversity of political content, and the shaping of public opinion. The research adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess how exposure to private broadcast media affects audience perceptions of political issues and their political affiliations. Findings indicate that privatized media outlets, driven by commercial interests, often align content with specific political or corporate agendas, contributing to the formation of echo chambers and reinforcing existing political beliefs among audiences. The study further reveals that while privatization has enhanced programming diversity and improved production quality, it has also intensified challenges related to media bias, sensationalism, and unequal access to political information. The research concludes that privatization significantly shapes audience political affiliation and recommends strengthened regulatory oversight and promotion of balanced reporting to support democratic engagement in Nigeria.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Broadcast media in Nigeria has undergone significant transformations since its inception in 1933 when the British colonial government established a radio station in Lagos (Chukwu, 2015). Initially, broadcasting was dominated by government control, which limited diversity in content and perspectives. The state monopoly on broadcasting was criticized for stifling dissent and promoting propaganda that served the interests of those in power (Ogeri Chukwu, 2015). The introduction of privatization in the early 1990s marked a significant shift in this paradigm.

The deregulation of the broadcasting sector allowed private entities to enter the market, leading to an explosion of new television and radio stations. This change aimed to enhance competition and provide audiences with more choices (Adebayo & Adebisi, 2019). However, while privatization has led to increased programming diversity and improved production quality, it has also raised concerns about media bias and the influence of ownership on content (Ogbodo & Okwuosa, 2021).

Research indicates that private broadcasters often align their programming with specific political ideologies to attract particular audience segments (Iyengar & Hahn, 2009). This alignment can create echo chambers where audiences are exposed primarily to viewpoints that reinforce their existing beliefs (Gentzkow et al., 2015). In Nigeria, where political affiliations are deeply entrenched and often polarized, understanding how privatized media influences audience political affiliation is crucial for fostering informed citizenship.

The Nigerian Broadcasting Commission (NBC) was established to regulate this new landscape, granting licenses to numerous private television and radio stations (Adebayo & Adebisi, 2019). This deregulation led to an explosion of media outlets that provided audiences with more choices and perspectives. However, it also resulted in challenges related to content quality and bias. Research indicates that private broadcasters may prioritize sensationalism or partisan reporting over journalistic integrity to attract viewership (Iyengar & Hahn, 2009; Ogbodo & Okwuosa, 2021).

Furthermore, studies have shown that audience perceptions of media bias vary depending on whether the outlet is publicly or privately owned. For instance, audiences may have different expectations regarding neutrality from public broadcasters compared to private ones (Asano et al., 2021). In Nigeria's polarized political environment, where party loyalty often dictates public opinion, understanding how privatized media influences audience political affiliation is critical for fostering informed citizenship.

This chapter lays a foundational understanding for exploring the complex relationship between privatized broadcast media and audience political affiliation within Nigeria's dynamic media environment.

1.2 Statement of the Problem

Despite the apparent benefits of privatization in enhancing media diversity and competition, there are significant challenges associated with this transition. The potential for bias in privately-owned broadcast media raises questions about how such biases affect audience perceptions and political affiliations. Many Nigerians rely on broadcast media as their primary source of information about politics;

therefore, understanding how privatization influences their political views is essential for promoting democratic engagement.

Moreover, there is limited empirical research examining the relationship between privatized broadcast media and audience political affiliation in Nigeria. This study aims to fill this gap by investigating how privatization impacts audience perceptions of political content and their subsequent political affiliations.

1.3 Objectives of the Study

The primary objectives of this study are:

- To analyze the impact of privatization on the diversity of political content available to audiences.
- To assess how privatized broadcast media influences audience perceptions of political issues.
- To evaluate the relationship between exposure to private broadcast media and shifts in audience political affiliations.

1.4 Research Questions

This study seeks to answer the following questions:

- How has privatization affected the diversity of political content available on broadcast media?
- What is the influence of privately-owned broadcast media on audience perceptions of political issues?
- What is the relationship between exposure to private broadcast media and shifts in audience political affiliations?

1.5 Significance of the Study

This research is significant for several reasons:

- It contributes to understanding how changes in media ownership affect public discourse and democratic engagement.
- The findings can inform policymakers about the implications of privatization on media regulation and public trust.
- It provides insights for media practitioners regarding audience engagement strategies that promote balanced political discourse.

1.6 Scope of the Study

This study focuses on the influence of privatization of broadcast media on audience political affiliation in Nigeria. The research will analyze the relationship between privately-owned broadcast media and audience perceptions of political content over a specified period from January 2023 to December 2023. The study will employ a mixed-methods approach, incorporating both quantitative and qualitative research methods.

Quantitative analysis will involve distributing surveys to a diverse sample of the audience consuming content from both public and private broadcasting stations. This will allow for statistical analysis of audience political affiliations in relation to their media consumption patterns. Additionally, qualitative analysis will include in-depth interviews with selected participants to gather insights into how privatized broadcast media influences their political views and affiliations.

The primary instruments for data collection will include structured surveys designed to assess audience exposure to privatized broadcast media, their political affiliations, and perceptions of political content. The questionnaire will feature Likert scale items, multiple-choice questions, and open-ended questions. Semi-

structured interview guides will also be developed to facilitate in-depth discussions with participants regarding their experiences and perceptions of privatized media's influence on their political beliefs.

The target population for this study includes individuals aged 18 and above who regularly consume news from both public and private broadcasting stations in urban areas across Nigeria. This demographic is chosen due to their active engagement with media content and potential influence on political discourse. Additionally, media practitioners such as journalists and editors working in both public and private broadcast media will be included to provide insights into the editorial decisions that shape political content.

The research will be conducted over a period of one year, specifically from January 2023 to December 2023. This timeframe allows for sufficient time to design and pilot test the survey instruments, comprehensive data collection through surveys and interviews, and detailed analysis of the collected data to draw meaningful conclusions about the influence of privatization on audience political affiliation. By focusing on these aspects comprehensively, this study aims to provide an appraisal not only of how privatized broadcast media affects audience political affiliation but also how it contributes to shaping public discourse around political issues within Nigeria's socio-political context.

1.7 Definition of Terms

- Privatization: The process through which ownership of state-owned enterprises or assets is transferred to private entities.
- Broadcast Media: Electronic media that transmits audio or video content to a wide audience via television or radio.

- Political Affiliation: An individual's identification with a particular political party or ideology.
- Media Bias: The perceived or actual partiality or favoritism exhibited by a media outlet towards specific viewpoints or interests.
- Deregulation: The reduction or elimination of government rules controlling how businesses operate within an industry.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The privatization of broadcast media in Nigeria has significantly transformed the landscape of information dissemination and audience engagement. This chapter reviews relevant literature, providing a comprehensive understanding of how privatization influences audience political affiliation. The review is structured into conceptual, theoretical, and empirical analyses, culminating in an identification of gaps in existing research.

2.1 Conceptual Framework

Privatization, as a concept, refers to the transfer of ownership from public to private entities, aiming to enhance efficiency and service delivery (Adebayo & Adebisi, 2019). In the context of broadcast media, this shift allows for private ownership of radio and television stations, which is believed to foster competition and diversity in content (Ogbodo & Okwuosa, 2021). The implications of privatization extend beyond mere ownership; they encompass changes in programming, editorial independence, and audience engagement. Privatized media outlets often prioritize profitability, which can lead to sensationalism and bias in reporting (Iyengar & Hahn, 2009). Furthermore, the concept of political affiliation is crucial as it pertains to an individual's alignment with specific political ideologies or parties, which can be shaped by the media they consume. Understanding these concepts provides a foundation for analyzing the impact of privatization on audience perceptions and political beliefs.

The privatization of broadcast media has introduced significant changes to the Nigerian media environment. One major change is the increase in the number of

privately-owned radio and television stations. These outlets have brought about greater diversity in programming, offering audiences a wider range of perspectives on political, social, and economic issues (Ogbodo & Okwuosa, 2021). However, this diversity has also led to concerns about media bias and the influence of ownership on editorial content. Private broadcasters often align their programming with specific political or corporate interests to secure funding or attract targeted audience segments (Iyengar & Hahn, 2009).

Political affiliation is another key concept relevant to this study. Political affiliation refers to an individual's identification with or support for a particular political party or ideology. This affiliation can be influenced by various factors such as family background, education, socioeconomic status, and exposure to media content. Broadcast media plays a crucial role in shaping political affiliations by providing information about political parties, candidates, policies, and events. In a privatized media landscape where competition for audience attention is fierce, the framing and presentation of political content can significantly impact public opinion and voting behavior (Gentzkow et al., 2015).

Privatized broadcast media operates within a commercial framework where profitability is a primary objective. Unlike public broadcasters that may prioritize public service obligations such as education and cultural preservation, private broadcasters are driven by market forces. This profit motive often leads to sensationalism in reporting as private outlets seek to attract larger audiences and increase advertising revenue (Iyengar & Hahn, 2009). Sensationalism can distort public understanding of political issues by emphasizing dramatic or controversial aspects at the expense of balanced analysis.

Another important aspect of privatized broadcast media is its potential to create echo chambers. Echo chambers occur when audiences are exposed primarily to viewpoints that reinforce their existing beliefs while excluding opposing perspectives. In Nigeria's polarized political environment, privatized media outlets may cater to specific ideological or partisan preferences to build loyal audience bases (Gentzkow et al., 2015). This phenomenon can deepen political divisions by limiting opportunities for dialogue and mutual understanding among individuals with differing viewpoints.

The regulatory environment also plays a critical role in shaping the operations of privatized broadcast media. In Nigeria, the Nigerian Broadcasting Commission (NBC) is responsible for regulating the broadcasting sector. The NBC grants licenses to private broadcasters and monitors compliance with broadcasting standards. However, challenges such as inadequate enforcement capacity and political interference can undermine the effectiveness of regulation (Adebayo & Adebisi, 2019). For instance, private broadcasters owned by politically connected individuals may evade sanctions for violating broadcasting codes.

Privatization has also influenced the nature of political advertising on broadcast media. Private broadcasters rely heavily on advertising revenue to sustain their operations. During election periods, political parties often purchase airtime on private stations to promote their candidates and agendas. While this practice provides voters with information about their choices, it also raises concerns about unequal access to media platforms. Wealthier parties or candidates may dominate airtime on private stations, thereby limiting the visibility of less-resourced competitors (Chukwu, 2015).

The impact of privatization on journalistic independence is another area of concern. Journalists working for privately-owned media outlets may face pressures from owners or advertisers to produce content that aligns with specific interests. This pressure can compromise journalistic integrity and limit the ability of journalists to report objectively on political issues (Ogbodo & Okwuosa, 2021). For example, a private broadcaster owned by a politician may avoid airing stories that portray their owner negatively.

Despite these challenges, privatization has brought some benefits to Nigeria's broadcasting sector. One notable benefit is increased competition among broadcasters. Competition encourages innovation in programming and production quality as stations strive to differentiate themselves from their rivals (Adebayo & Adebisi, 2019). Additionally, privatization has expanded access to information by increasing the number of available channels. Audiences now have more options for obtaining news and entertainment compared to when state-owned broadcasters dominated the airwaves.

Privatized broadcast media also plays a role in promoting accountability by providing platforms for investigative journalism and public discourse. Private stations have exposed corruption scandals and human rights abuses that might have been ignored by state-owned broadcasters due to government influence (Chukwu, 2015). This watchdog function contributes to democratic governance by holding leaders accountable for their actions.

Another dimension of privatized broadcast media is its role in shaping cultural narratives. Private broadcasters often produce content that reflects local cultures and traditions while incorporating global influences. This hybridization enriches Nigeria's cultural landscape but also raises questions about cultural

homogenization as global trends dominate local programming (Ogbodo & Okwuosa, 2021).

Furthermore, privatization has facilitated technological advancements in broadcasting. Private stations have invested in modern equipment and digital platforms that enhance content delivery and audience engagement (Adebayo & Adebisi, 2019). For instance, many private broadcasters now offer live streaming services that allow audiences to access their programs online.

In summary, the conceptual framework surrounding privatization of broadcast media encompasses various dimensions including ownership dynamics, profit motives, audience engagement strategies, regulatory influences, historical contexts, and technological advancements. These factors collectively shape how privatized media influences audience perceptions and affiliations with political parties or ideologies. By examining these elements comprehensively within Nigeria's socio-political context—characterized by diversity in ethnicity; religion; economic status; regional disparities; historical legacies—this study aims at elucidating intricate relationships between privatized broadcast practices vis-a-vis audience political affiliations comprehensively over time while addressing gaps identified empirically/theoretically so far globally/local contexts alike effectively too!

2.2 Theoretical Review

Several theories provide valuable frameworks for understanding the dynamics between privatized broadcast media and audience political affiliation. Framing Theory posits that the way information is presented can significantly influence audience perceptions (Entman, 1993). In a privatized media landscape, how political issues are framed can shape public understanding and impact political

affiliations. For instance, if a private broadcaster consistently frames a political party positively while portraying its opponents negatively, this can sway audience opinion towards favoring the favored party.

Agenda-Setting Theory

This theory suggests that while media may not dictate what people think, it significantly influences what topics people think about (McCombs & Shaw, 1972). In the context of privatized media in Nigeria, this means that private broadcasters have the power to prioritize certain political narratives over others.

In a nutshell, agenda setting refers to the process by which mass media — including journalistic media — present certain issues (e.g., gun violence) frequently and prominently, with the result being that large segments of the public come to perceive those issues as being more important than others.

The central causal mechanism is a very simple one: *The more media attention an issue receives (issue salience), the more important it is perceived to be (by audiences)*. For example, if there is sustained journalistic coverage of immigration over the course of a few months, then news consumers will think that immigration is an important issue at that point in time — even if they don't have strong opinions about it.

Although the term 'agenda-setting theory' may be seen to imply a conspiratorial effort to manipulate public opinion, this is far from the case. It simply reflects twin processes: First, journalistic media are bound by time and space. For example, an evening news broadcast often has just 22 minutes to transmit information about the day's most important issues and events. This forces journalists to focus on specific issues and simplify them, and thus make decisions about what they believe matters most to the audiences they serve. Even with a news website, where space and time to cover a topic are less restricted and an online editor could

theoretically cram 500 stories on the homepage, journalists must still make decisions about how to organize the information they publish. Indeed, the decision about which story to place at the top of a website's homepage offers a salience cue — it is placed first because it is presumed to be the most important story.

The second process occurs on the audience side: Audiences turn to journalistic media because they have a need for orientation, or a desire to understand new or emerging situations. That need for orientation, in turn, is impacted by two elements: *relevance* and *uncertainty*. Relevance pertains to the question, "Do I think this issue is personally or socially important to me?" Uncertainty pertains to the question, "Do I feel I lack the information I need about this topic?" When both relevance and uncertainty are high, audience members pay greater attention to journalistic outlets' cues about salience, and thus the resulting agenda-setting effect is stronger.

Key Takeaways

- Agenda-setting theory proposes that issues that receive relatively more media attention tend to be perceived by audiences as being relatively more important.
- Framing theory shares some conceptual similarities with agenda-setting theory, but they differ in that agenda-setting emphasizes the relationship between media coverage and the perceived importance of an issue, while framing theory connects coverage to attitude formation.
- The magnitude of an agenda-setting effect depends on the context. Agenda-setting effects are neither uniform nor universal.
- Journalistic outlets do not just influence ordinary citizens and politicians; they influence fellow journalistic actors. They can therefore create a feedback loop.

Relation with the study

The relevant of this theory is by focusing on specific issues or events related to one political party or ideology, they can shape public discourse and influence audience perceptions regarding those issues.

Cultivation theory

Cultivation Theory indicates that long-term exposure to media content can shape an individual's perceptions of reality (Gerbner et al., 1986). In a privatized environment where audiences are exposed predominantly to partisan content from their preferred outlets, their understanding of political realities may become skewed.

Cultivation theory (aka cultivation hypothesis, cultivation analysis) was an a theory composed originally by G. Gerbner and later expanded upon by Gerbner & Gross (1976 – Living with television: The violence profile. *Journal of Communication*, 26, 76.), they began research in the mid-1960s endeavoring to study media effects, specifically whether watching television influences the audiences idea and perception of everyday life, and if so, how. Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. Heavy viewers are exposed to more violence and therefore are affected by the Mean World Syndrome, the belief that the world is a far worse and dangerous place then it actually is.

Cultivation research is one that studies media effects (in my opinion one of the most controversial areas of media research). Cultivation theorists posit that television viewing can have long-term effects that gradually affect the audience. Their primary focus falls on the effects of viewing in the attitudes of the viewer as opposed to created behavior.

Heavy viewers of TV are thought to be 'cultivating' attitudes that seem to believe that the world created by television is an accurate depiction of the real world.

The theory suggests that prolonged watching of television can tend to induce a certain paradigm about violence in the world. Theorists break down the effects of cultivation into two distinct levels: first order – is a general beliefs about the our world, and second order – which are specific attitudes, such as a hatred or reverence for law and order, pedophiles, etc.

The theory suggests that this cultivation of attitudes is based on attitudes already present in our society and that the media take those attitudes which are already present and re-present them bundled in a different packaging to their audiences. One of the main tenets of the theory is that television and media cultivate the status quo, they do not challenge it. Many times the viewer is unaware the extent to which they absorb media, many times viewing themselves as moderate viewers when, in fact, they are heavy viewers.

The theory suggests that television and media possess a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced.

Theorists of this persuasion are best known for their study of television violence, a hotly debated, and beaten to death topic. However, there are many studies that expand beyond the study of violence to cover gender, demographics, cultural representations, and political attitudes among many others.

The delta between those considered to be light viewers and heavy viewers is called the cultivation differential. This describes the extent to which an attitude on a particular topic is shaped by exposure to television.

Relevance to the study

This theory highlights the potential dangers of privatization as it relates to creating a politically polarized society where individuals are less likely to engage with diverse viewpoints.

2.3 Empirical Review

Numerous studies have examined the impact of privatization on broadcast media in Nigeria. Research by Ogunyemi & Okwuosa (2020) highlights that private broadcasters often align their programming with specific political ideologies to attract targeted audience segments. This alignment can create echo chambers where audiences are primarily exposed to viewpoints that reinforce their existing beliefs. For example, findings indicate that private broadcasters tend to emphasize sensationalism and partisan reporting over balanced journalism.

A study conducted by Adebayo & Adebisi (2019) found that while privatization has led to increased diversity in programming and improved service delivery in Nigeria's broadcasting sector, it has also raised concerns about media bias. The researchers noted that privately-owned stations often prioritize financial gains over impartial reporting, potentially compromising democratic engagement. This trend is particularly concerning in Nigeria's polarized political environment where party loyalty significantly influences public opinion.

Furthermore, Chukwu (2015) emphasizes that privately-owned media may not necessarily be free from undesirable influences similar to those faced by government-owned outlets. For instance, ownership by politically affiliated individuals or corporations can lead to biased reporting that serves specific interests rather than the public good. This underscores the complexity of privatization's impact on media integrity and its role in shaping audience political affiliations.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology adopted to investigate the influence of the privatization of broadcast media on audience political affiliation. It includes the research design, population of the study, sample size and sampling technique, data collection instruments, validity and reliability of the study instrument, method of data collection, and data analysis procedure.

3.1 Research Design

Research design serves as a blueprint for fulfilling research objectives and answering research questions (Mohamed, 2016). For this study, a descriptive survey design was employed. This design is particularly suitable for gathering information about the current state of affairs regarding specific phenomena, allowing researchers to collect data that provides insights into audience perceptions and behaviors. The descriptive survey design is advantageous in this context as it enables the researcher to explore how privatization has influenced audience political affiliations without manipulating variables.

The descriptive nature of this research design allows for a comprehensive understanding of how privatized broadcast media impacts audience political affiliation. It provides answers to key questions such as who is affected by these changes, what specific influences are observed, when these influences occur, where they manifest, and how they affect political engagement among audiences. By utilizing this design, the study aims to establish a clear understanding of the relationship between privatization in broadcast media and shifts in audience political affiliations.

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 study, the population consists of individuals who consume news and political content from both government-owned and privately-owned broadcast media in Nigeria. Given that Nigeria has numerous broadcast media outlets following deregulation in 1992, it is essential to focus on specific demographics for practical analysis.

For this research, the target population will be individuals residing in urban areas where both government-owned and private broadcasting stations operate. Specifically, the study will focus on listeners and viewers who actively engage with political content from these media sources. This targeted approach ensures that the findings are relevant to understanding how different ownership structures influence audience political affiliations.

3.3 Sample Size and Sampling Technique

A sample is a smaller group obtained from the accessible population (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 stratified random sampling. This technique allows for a more accurate representation of different segments within the population by dividing it into strata based on relevant characteristics such as age, gender, education level, and media consumption habits.

Stratified random sampling involves selecting participants from each stratum proportionally to their representation in the overall population. This ensures that diverse perspectives are included in the study while minimizing bias. By using this

approach, the researcher aims to gather comprehensive insights into how various demographic factors influence audience perceptions regarding privatized broadcast media and its impact on political affiliation.

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 broadcast media; and Section C explores their perceptions of how privatization affects their political affiliations.

The structured nature of the questionnaire allows for consistency in responses while providing opportunities for participants to express their views in their own words through open-ended questions. This combination enhances the richness of data collected while ensuring that core research questions are addressed effectively.

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 as well as online platforms where potential participants are likely active. This mixed-method approach enhances reach and ensures greater participation from diverse segments within the target population.

A total of one hundred questionnaires were distributed during live events hosted by local radio stations as well as through social media channels associated with these stations. By engaging with audiences during these events, researchers can encourage immediate responses while fostering conversations around topics related to privatization and political affiliation.

3.7 Data Analysis Procedure

The data collected from completed questionnaires will be 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 will be employed to present findings clearly and concisely. The analysis aims to identify patterns in audience perceptions regarding privatized broadcast media's influence on political affiliation while

addressing specific research questions regarding listener engagement with different media sources.

Additionally; qualitative responses gathered through open-ended questions will be analyzed thematically—identifying key themes emerging from participants' feedback regarding their experiences with privatized media outlets! This mixed-method approach allows for a comprehensive understanding of how privatization affects audience perceptions across various dimensions.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter presents, analyzes, and interprets data collected from the field survey on the topic "Influence of Privatization of Broadcast Media on Audience Political Affiliation." A total of 103 questionnaires were distributed, out of which 99 were found valid and used for analysis. The presentation of data is based on the frequency distribution of responses using tables and percentages.

4.2 SECTION A: Demographic Information

Table 4.1: Distribution of Respondents by Gender

Options	Frequency	Percentage (%)
Male	55	55.6%
Female	44	44.4%
Total	99	100%

Source: Research survey, 2025

Out of the 99 valid responses, 55 respondents representing 55.6% are male, while 44 respondents representing 44.4% are female. This indicates that both genders are fairly represented, with a slight majority of male respondents.

Table 4.2: Distribution of Respondents by Age

Options	Frequency	Percentage (%)
16-20	24	24.2%

21-25	58	58.6%
26 and above	17	17.2%
Total	99	100%

Source: Research survey, 2025

A majority of respondents fall within the 21–25 age group with 58 respondents (58.6%), followed by 16–20 years with 24 respondents (24.2%), and 26 and above with 17 respondents (17.2%). This shows that the audience surveyed is mostly young adults, a demographic known for active media engagement.

Table 4.3: Distribution by Marital Status

Options	Frequency	Percentage (%)
Single	76	76.8%
Married	18	18.2%
Divorced	3	3.0%
Widowed	2	2.0%
Total	99	100%

Source: Research survey, 2025

Most respondents are single (76.8%), with 18.2% married, 3% divorced, and 2% widowed. This reflects a youthful, possibly student-based population.

Table 4.4: Educational Level

Options	Frequency	Percentage (%)
ND1	20	20.2%
ND2	28	28.3%

HND1	25	25.3%
HND2	26	26.2%
Total	99	100%

Source: Research survey, 2025

Respondents are fairly distributed across educational levels, with ND2 having the highest (28.3%), followed by HND2 (26.2%), HND1 (25.3%), and ND1 (20.2%). This balance ensures perspectives from different academic standings.

4.3 SECTION B: Privatization and Political Content Diversity

Table 4.5: Respondents' Opinion on Privatization and Political Content Diversity

Statement	SA	A	N	D	SD	Total
5. Increased political content diversity due to privatization	40	30	10	11	8	99
6. Change in political narratives by private media	38	35	12	8	6	99
7. Private media offer more diverse viewpoints	42	31	9	10	7	99
8. Privately-owned media prioritize certain political ideologies	30	36	18	10	5	99
9. Privatization leads to balanced political reporting	28	32	14	16	9	99
10. I rely on private media for political news	35	34	15	9	6	99

Source: Research survey, 2025

The responses to the statement *"The privatization of broadcast media has increased the diversity of political content"* reveal a generally positive view of media privatization. Out of 99 respondents, 40 (40.4%) strongly agreed and 30 (30.3%) agreed, amounting to a total of 70.7% of participants affirming that privatization has diversified political content. These respondents likely feel that the presence of multiple media owners has broadened the spectrum of political topics and ideologies presented. Meanwhile, 10 respondents (10.1%) remained neutral, perhaps indicating a lack of exposure to multiple media platforms or indifference to content variation. On the other hand, 11 respondents (11.1%) disagreed and 8 (8.1%) strongly disagreed, indicating skepticism or dissatisfaction with the supposed diversity brought by private media. These individuals might believe that media privatization has only led to replication of content or promoted specific agendas rather than true variety.

Regarding the second statement, *"I have noticed a change in the political narratives presented by privately-owned media,"* a majority of the respondents again affirmed this claim, with 38 (38.4%) strongly agreeing and 35 (35.4%) agreeing. This totals 73.8%, showing that most people recognize a shift in how political stories are told by private media. The change could relate to tone, coverage depth, or framing of political figures and events. A moderate group of 12 respondents (12.1%) chose neutral, which may reflect those who either have not paid close attention to political narratives or cannot distinguish them from those of government-owned media. Eight respondents (8.1%) disagreed and six (6.1%) strongly disagreed, suggesting that they perceive no real change in narrative or feel the differences are exaggerated.

The third statement, *"Private broadcast media offer more diverse viewpoints compared to government-owned media,"* was met with strong agreement by 42 respondents (42.4%) and agreement by 31 (31.3%). Together, 73.7% of participants believe that private media are more inclusive of multiple political opinions and parties. This result highlights a common perception that government-owned media often restrict their content to reflect official positions, while private media platforms give room for alternative voices. A smaller group of 9 respondents (9.1%) were neutral, possibly undecided or not having compared both types of media. However, 10 (10.1%) disagreed and 7 (7.1%) strongly disagreed, representing a minority that might view private media as biased or not significantly different from government media in terms of diversity.

On the fourth item, *"I believe privately-owned media prioritize certain political ideologies,"* responses showed a mix of perspectives. A significant portion of respondents — 30 (30.3%) strongly agreed and 36 (36.4%) agreed — a total of 66.7% — acknowledged the presence of ideological preferences in private media. This indicates a critical awareness that, although private media may be freer than government-owned platforms, they can still promote selective content that favors the political leanings of their owners or sponsors. Eighteen respondents (18.2%) were neutral, suggesting uncertainty or indifference. Meanwhile, 10 (10.1%) disagreed and 5 (5.1%) strongly disagreed, implying that they believe privately-owned media are either ideologically neutral or no more biased than public media.

The statement *"The privatization of media has led to more balanced political reporting"* yielded mixed results. While 28 (28.3%) strongly agreed and 32 (32.3%) agreed — a combined 60.6% — saw privatization as bringing more fairness in political reporting, a notable 14 (14.1%) respondents remained neutral, possibly due

to limited media literacy or mixed experiences. However, a combined 25.3% disagreed (16 respondents, 16.2%) or strongly disagreed (9 respondents, 9.1%), reflecting doubts about the impartiality of private media. This minority may perceive private media as equally or even more biased than state-owned outlets.

Lastly, the statement *"I rely on private broadcast media for my political news and updates"* received strong endorsement, with 35 respondents (35.4%) strongly agreeing and 34 (34.3%) agreeing, summing to 69.7%. This indicates that most respondents depend on private channels for political awareness, perhaps due to trust in their independence or relevance. About 15 respondents (15.2%) chose neutral, showing possible balance between sources or occasional viewership. Only 9 (9.1%) disagreed and 6 (6.1%) strongly disagreed, suggesting they either distrust private media, prefer government-owned channels, or get news from social media or informal networks.

4.4 SECTION C: Audience Perceptions of Political Issues

Table 4.6: Do you think private media shape perceptions?

Response	Frequency	Percentage (%)
Yes	81	81.8%
No	18	18.2%
Total	99	100%

Source: Research survey, 2025

An overwhelming majority (81.8%) believe that private media influence their perception of political issues. This reinforces the media’s power in agenda-setting.

Table 4.7: Frequency of Exposure to Political Programs

Frequency	Respondents	Percentage (%)
Daily	30	30.3%
Weekly	40	40.4%
Monthly	12	12.1%
Rarely	10	10.1%
Never	7	7.1%
Total	99	100%

Source: Research survey, 2025

Most respondents consume political content weekly (40.4%) or daily (30.3%), while fewer watch rarely (10.1%) or never (7.1%). This indicates a high level of engagement with private media political content.

Table 4.8: Changed Opinions Due to Private Media?

Response	Frequency	Percentage (%)
Yes	63	63.6%
No	36	36.4%
Total	99	100%

Source: Research survey, 2025

A significant portion (63.6%) admitted changing their political views based on private media content, suggesting strong persuasive influence of privatized media.

Table 4.9: In-depth Political Analysis by Private Media

Response	Frequency	Percentage (%)
Strongly Agree (SA)	33	33.3%
Agree (A)	38	38.4%
Neutral (N)	15	15.2%
Disagree (D)	8	8.1%
Strongly Disagree (SD)	5	5.1%
Total	99	100%

Source: Research survey, 2025

The responses to whether private media platforms provide more in-depth political analysis reveal that 33 respondents (33.3%) strongly agree and 38 (38.4%) agree, summing up to 71.7% who believe that private broadcasters offer more detailed and analytical political reporting. This majority suggests that private media are perceived as more engaging and informative in their coverage compared to traditional state-owned stations. Fifteen respondents (15.2%) remained neutral, possibly indicating that they have not formed a solid opinion on the subject or may not pay close attention to the depth of political content. On the other hand, 8 respondents (8.1%) disagreed, and 5 respondents (5.1%) strongly disagreed with the statement, accounting for 13.2% who do not see private media as providing detailed political content. These individuals may believe that even privatized platforms offer shallow or biased analysis. Overall, the data support the view that private media contribute significantly to enriching political understanding.

Table 4.10: Political Discussions Influence Views

Response	Frequency	Percentage (%)
Strongly Agree (SA)	36	36.4%
Agree (A)	34	34.3%
Neutral (N)	12	12.1%
Disagree (D)	10	10.1%
Strongly Disagree (SD)	7	7.1%
Total	99	100%

Source: Research survey, 2025

A total of 36 respondents (36.4%) strongly agreed and 34 (34.3%) agreed that political discussions in private media influence their views on governance and policy, giving a clear 70.7% majority who acknowledge the media's role in shaping political opinion. These individuals likely engage frequently with news and talk shows that analyze government policies, thereby shaping their own views. Twelve respondents (12.1%) were neutral, either because they believe their views are formed independently or are unsure of the media's influence. Ten respondents (10.1%) disagreed and 7 (7.1%) strongly disagreed, making up 17.2% who believe their political opinions are unaffected by private media discussions. This group might rely more on other information sources, such as religious leaders, family, or personal experiences. The findings highlight that private broadcast media are a strong influencer of political thought and public perception.

Table 4.11: Trust in Private Media over State-Owned Media

Response	Frequency	Percentage (%)
Strongly Agree (SA)	39	39.4%
Agree (A)	32	32.3%
Neutral (N)	10	10.1%
Disagree (D)	12	12.1%
Strongly Disagree (SD)	6	6.1%
Total	99	100%

Source: Research survey, 2025

The data show that a significant number of respondents trust private media more than state-owned media for political updates. Out of the 99 valid responses, 39 respondents (39.4%) strongly agreed and 32 respondents (32.3%) agreed, making a combined total of 71.7% who place more trust in privately-owned platforms. This may be due to perceptions that private outlets are less censored and more willing to criticize government actions. Ten respondents (10.1%) selected neutral, possibly indicating that they do not see a clear difference between the two types of media or that they consume both equally. However, 12 respondents (12.1%) disagreed and 6 (6.1%) strongly disagreed, suggesting that 18.2% still believe that state-owned media are more reliable or trustworthy. This may reflect loyalty to public institutions or skepticism about private ownership motives. Overall, trust appears to be shifting in favor of privatized media institutions.

Table 4.12: Accessibility of Political Information

Response	Frequency	Percentage (%)
Strongly Agree (SA)	37	37.4%
Agree (A)	35	35.4%
Neutral (N)	14	14.1%
Disagree (D)	8	8.1%
Strongly Disagree (SD)	5	5.1%
Total	99	100%

Source: Research survey, 2025

A total of 72.8% of respondents believe that privatization of broadcast media has made political information more accessible. This includes 37 respondents (37.4%) who strongly agreed and 35 (35.4%) who agreed. This shows that privatized media outlets are perceived to offer easier, more regular, or more relatable political content. Fourteen respondents (14.1%) remained neutral, possibly unsure of whether media ownership has had any real effect on access, or they may not engage deeply with political content regardless of the platform. Meanwhile, 8 respondents (8.1%) disagreed and 5 (5.1%) strongly disagreed, totaling 13.2% who do not perceive increased access due to privatization. This small group may feel that economic, technological, or content-related barriers still hinder full access to political information. However, the overwhelming agreement suggests that private media are increasingly seen as a bridge between politics and the people.

4.5 SECTION D: Exposure and Political Affiliation

Table 4.13: Influence on Political Affiliation

Response	Frequency	Percentage (%)
Yes	59	59.6%
No	40	40.4%
Total	99	100%

Source: Research survey, 2025

59.6% admitted their political stance was influenced by private media. This suggests that ownership and media content direction can shape political loyalty.

Table 4.14: Changed Political Parties Due to Media

Response	Frequency	Percentage (%)
Yes	44	44.4%
No	55	55.6%
Total	99	100%

Source: Research survey, 2025

Almost half (44.4%) of respondents have switched parties due to media influence, revealing the power of broadcast content in shaping political allegiance.

Table 4.15: Strategies to Improve Balanced Reporting

Strategy	Frequency	Percentage (%)
Stricter regulations	24	24.2%
Encourage diverse opinions	42	42.4%
Increase media literacy	25	25.3%
Others	8	8.1%
Total	99	100%

Source: Research survey, 2025

42.4% support encouraging diverse views, 25.3% want more media literacy programs, 24.2% favor stricter policies, and 8.1% gave other suggestions. This shows demand for reform in content management.

4.6 Analysis of Research Questions

Research Question 1: How has privatization affected the diversity of political content available on broadcast media?

The analysis from Table 4.5 provides strong evidence that media privatization has enhanced political content diversity. Specifically, 40 respondents (40.4%) strongly agreed and 30 (30.3%) agreed that the privatization of broadcast media has increased the range of political viewpoints and issues presented. Additionally, 42 respondents (42.4%) strongly agreed and 31 (31.3%) agreed that private media offer more diverse political perspectives than government-owned media. This represents a combined approval rate of over 70% on both statements, demonstrating a clear majority perception that privatization has led to a broader political discourse.

Moreover, a notable 73.8% of respondents affirmed that privately-owned media have changed the way political narratives are presented, showing that not only is the content more diverse, but also more dynamic. However, some respondents expressed concern that private media may prioritize certain ideologies, with 30 (30.3%) strongly agreeing and 36 (36.4%) agreeing with that notion. This suggests that while diversity has improved, concerns about bias or partiality still exist.

These findings imply that privatization has achieved its goal of diversifying political content but has also introduced a new layer of ideological competition among media outlets. This aligns with global literature, such as McQuail (2010), which posits that private ownership encourages content variety but can also lead to market-driven biases.

Research Question 2: What is the impact of privately-owned broadcast media on audience perceptions of political issues?

The influence of private media on audience perception is strongly supported by responses from Section C. According to Table 4.6, 81 respondents (81.8%) agreed that private media shape how political issues are viewed. Furthermore, 63 respondents (63.6%) admitted that their political opinions have changed as a result of consuming content from private broadcasters.

This influence appears to be due to the analytical depth and accessibility of private platforms. For instance, Table 4.9 shows that 33 respondents (33.3%) strongly agreed and 38 (38.4%) agreed that private media provide more in-depth political analysis. Additionally, 36 respondents (36.4%) strongly agreed and 34 (34.3%) agreed that political discussions on these platforms influence their views on governance and public policy.

Trust and accessibility are also contributing factors. As seen in Table 4.11, 71.7% of respondents trust private media over state-owned media for political updates. Table 4.12 further reveals that 72.8% believe privatization has made political information more accessible.

These results show that private broadcast media not only inform but also shape the political consciousness of their audience. This supports Gerbner's Cultivation Theory, which argues that long-term exposure to specific media messages can influence public perception and worldview. The findings also echo the work of Curran & Seaton (2003), who argue that independent media are vital for shaping informed political attitudes.

Research Question 3: How does exposure to private broadcast media correlate with changes in audience political affiliations?

The data reveal a substantial link between media exposure and political identity changes. As shown in Table 4.13, 59 respondents (59.6%) acknowledged that their political affiliations have been influenced by private media content. This suggests that regular interaction with privatized platforms can reorient one's political alignment, especially when the content is persuasive or ideologically driven.

Additionally, Table 4.14 shows that 44 respondents (44.4%) reported having changed political parties based on media influence. While this figure is less than half, it is still significant, indicating that privatized media do not merely inform but can actively reshape political loyalty.

Table 4.7, which illustrates media consumption frequency, provides further context: 30 respondents (30.3%) watch political programs daily, and 40 (40.4%) do so weekly. This high exposure correlates with the likelihood of opinion and affiliation

changes, as confirmed by 63.6% of respondents in Table 4.8 who admitted to changing their opinions due to private media.

These findings support the Agenda-Setting Theory, which argues that media not only inform audiences but shape the importance people place on political issues — thus influencing how and why they align with certain ideologies or parties. The result also reflects the increasing role of media in democratic processes, particularly in transitional societies like Nigeria.

4.7 Discussion of Findings

The findings of this study confirm that the privatization of broadcast media in Nigeria has significantly influenced the diversity of political discourse, audience perceptions, and even individual political alignment. Privatization has enabled more media houses to enter the industry, thereby breaking the monopoly previously held by state-owned broadcasters. This has led to increased competition, more nuanced reporting, and broader ideological representation.

The results strongly indicate that audiences perceive private media to be more credible, accessible, and analytical compared to government-owned media. This is seen in high levels of trust (71.7%) and perceived accessibility (72.8%) of political content on private platforms. Furthermore, the belief that private media provide more in-depth analysis and shape political views is widely held, as 71.7% of respondents affirm the role of private media in deepening understanding of governance and public policy.

However, the data also show that private media are not without criticism. A considerable proportion of respondents believe that these platforms prioritize particular political ideologies, which raises questions about editorial independence

and ownership influence. This confirms Altschull's theory that "the content of the press is determined by the interests of those who finance it." The implication is that while privatization encourages diversity, it can also introduce commercial or political bias, especially when media ownership is concentrated.

Another significant finding is the strong relationship between media exposure and political opinion change. Respondents who engage frequently with private political programs report higher rates of opinion change and political affiliation shifts. This indicates that private broadcast media play a powerful role not only in informing the public but also in influencing political participation and loyalty — a crucial factor in democratic consolidation.

In conclusion, the data suggest that the privatization of broadcast media in Nigeria has had a largely positive impact on political communication. It has broadened the content landscape, shaped audience thinking, and even influenced political realignment. Yet, for privatization to truly serve democratic objectives, there is a need to address concerns of partisanship and ensure regulatory measures that promote balanced reporting and ownership transparency.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study investigated the influence of privatization of broadcast media on audience political affiliation, with Kwara State Polytechnic students as the study population. The main objective was to determine how the privatization of media affects the diversity of political content, audience perception of political issues, and their political affiliations.

The findings from the study show that privatization has significantly increased the diversity of political content available on broadcast platforms. Respondents largely agreed that private broadcast media offer more viewpoints and varied narratives than government-owned outlets. This supports the idea that liberalized media ownership promotes content plurality and reduces the information monopoly once held by state broadcasters.

The results also revealed that privately-owned media influence audience perceptions of political issues. A significant number of respondents admitted to having changed their views on politics, governance, and public policy after engaging with political discussions and programs on private broadcast channels. This implies that private media are not just disseminators of information but also active agents in shaping public thought and democratic engagement.

Furthermore, the study established a connection between media exposure and political alignment. Many respondents acknowledged that their political affiliations had been influenced, and in some cases changed, due to content consumed from private broadcast media. This indicates that frequent exposure to privatized media

can lead to a shift in political loyalty or ideology, particularly when media content is persuasive or ideologically inclined.

5.2 Conclusion

Based on the data collected and analyzed, it can be concluded that the privatization of broadcast media in Nigeria has had a significant influence on political communication and audience behavior. The research shows that privatization has enhanced the diversity and accessibility of political information, making it easier for citizens to engage with multiple viewpoints and form independent opinions.

The findings also demonstrate that audiences perceive private broadcast media as more trustworthy, analytical, and balanced than state-owned stations. However, this trust comes with the realization that privately-owned media can be ideologically biased, especially when ownership structures or sponsorship ties are politically motivated.

Importantly, this study confirms that audience exposure to private broadcast media correlates with shifts in political opinions and affiliations. As a result, privatized media have not only informed the public but also contributed to shaping the political landscape by influencing voter choices, ideological leanings, and civic engagement.

Therefore, while privatization has contributed positively to Nigeria's media and democratic space, it must be coupled with strong media ethics, regulatory oversight, and promotion of journalistic objectivity to avoid the dangers of partisan manipulation.

5.3 Recommendations

In light of the findings, the following recommendations are proposed to ensure that the benefits of privatization are maximized while minimizing its shortcomings:

1. **Encourage Balanced Reporting Across Private Media:** Media organizations should be encouraged to uphold journalistic ethics and strive for political neutrality. Owners and editors must ensure that multiple viewpoints are represented fairly to prevent ideological bias and promote inclusive political discourse.
2. **Strengthen Regulatory Oversight:** The National Broadcasting Commission (NBC) and other relevant agencies should monitor the content of private broadcasters to ensure they operate within legal and ethical boundaries. Sanctions should be imposed on stations that promote hate speech, propaganda, or political favoritism.
3. **Promote Media Literacy Programs:** Government, NGOs, and educational institutions should organize workshops and campaigns to improve media literacy. This will help audiences critically analyze media content and distinguish between objective reporting and opinion-based or biased broadcasts.
4. **Diversify Media Ownership:** To avoid media monopolies or excessive influence by a few individuals or political actors, efforts should be made to promote diversity in ownership. Encouraging small and independent media startups will enhance content variety and reduce the risk of politicized control.

5. **Support Investigative and In-Depth Journalism:** Media houses should invest in investigative reporting and in-depth political analysis. This will help elevate the quality of political content and enable citizens to make informed decisions based on facts, not just soundbites.
6. **Foster Collaborations Between Private and Public Broadcasters:** Rather than competing, public and private media should collaborate in areas such as political debates, civic education programs, and electoral coverage. Joint efforts can increase transparency and reduce bias from both sides.
7. **Encourage Transparency in Political Advertising:** Private broadcasters should disclose their sponsors and funding sources, especially during election periods, to maintain credibility and avoid covert political endorsements that may mislead audiences.

5.4 Suggestion for Further Studies

Future researchers may consider extending the study beyond a student-based population to include broader segments of society such as rural dwellers, civil servants, and older voters. This would allow for a deeper understanding of how privatized media influence political behavior across different demographics. Moreover, a comparative study between the influence of private and public media on political participation during general elections could yield insightful results.

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APPENDIX
QUESTIONNAIRE

Department of Mass Communication
Kwara State Polytechnic, Ilorin
P.M.B. 1375, Ilorin

Dear Respondent,

I am a final-year student of the above-named institution conducting a research study titled **"Influence of Privatization of Broadcast Media on Audience Political Affiliation."** This study is purely for academic purposes, and all responses will be treated with the utmost confidentiality.

Thank you for your time and cooperation.

SECTION A: Demographic Information

1. **Gender:** (a) Male ☐ (b) Female ☐
2. **Age:** (a) 16-20 ☐ (b) 21-25 ☐ (c) 26 and above ☐
3. **Marital Status:** (a) Single ☐ (b) Married ☐ (c) Divorced ☐ (d) Widowed ☐
4. **Educational Level:** (a) ND1 ☐ (b) ND2 ☐ (c) HND1 ☐ (d) HND2 ☐

SECTION B: Privatization and Political Content Diversity

The table below contain statement that are to be rated, please kindly tick your appropriate choices key word: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD).

S/N	STATEMENT	SA	A	N	D	SD
5.	The privatization of broadcast media has increased the diversity of political content.					
6.	I have noticed a change in the political narratives presented by privately-owned media.					
7.	Private broadcast media offer more diverse viewpoints compared to government-owned media.					
8.	I believe privately-owned media prioritize certain political ideologies.					
9.	The privatization of media has led to more balanced political reporting.					
10.	I rely on private broadcast media for my political news and updates.					

SECTION C: Audience Perceptions of Political Issues

11. Do you think private broadcast media shape audience perceptions of political issues? (a) Yes [] (b) No []

12. How often do you watch or listen to political programs on private broadcast media?

(a) Daily [] (b) Weekly [] (c) Monthly [] (d) Rarely [] (e) Never []

13. Have you changed your opinion on political matters due to private broadcast media? (a) Yes [] (b) No []

14. I believe private media platforms provide more in-depth political analysis.

15. Political discussions in private media influence my views on governance and policies.

16. I trust private media more than state-owned media for political updates.
17. The privatization of broadcast media has made political information more accessible.

SECTION D: Exposure and Political Affiliation

18. Do you believe your political affiliation has been influenced by private media content? (a) Yes ☐ (b) No ☐
19. Have you ever changed political parties based on media influence? (a) Yes ☐ (b) No ☐
20. What strategies do you think can improve balanced political reporting in private media?
(a) Stricter regulations ☐ (b) Encouraging diverse political opinions ☐ (c) Increased media literacy programs ☐ (d) Others (please specify) _____