

**THE STUDY OF MEDIA HOUSES QUALITY SERVICE
IN NIGERIA**

By

**ABDULFATAHI ISLAMEEYAH
ND/23/STA/FT/0040**

**BEING A RESEARCH WORK SUBMITTED
TO THE DEPARTMENT OF STATISTICS,
INSTITUTE OF APPLIED SCIENCE,
KWARA STATE POLYTECHNIC, ILORIN.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF NATIONAL DIPLOMA (ND)
IN STATISTICS**

JUNE,2025

CERTIFICATION

This is to certify that, this project has been read and approved as meeting part of the requirements of the Department of Statistics, Institute of Applied science (IAS) Kwara State Polytechnic, Ilorin. for the award of National Diploma (ND) in Statistics.

DR OLARINOYE S. B
(Project supervisor)

DATE

MRS. ELEPO T.A
(Head of Department)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This project is dedicated to the Almighty ALLAH, who gives knowledge, wisdom, strength and understanding. The Author, king and finisher of my soul.

ACKNOWLEDGMENTS

All praise and adoration be to Almighty Allah the chairman of the day and accountability the giver and the taker of all soul, who gave me opportunity to write this project.

My profound gratitude goes to my indefatigable supervisor Dr Olarinoye S B for his professional advice and useful suggestion offered to me during the course of the project. May God continue to lift you up in life (Amin).

My appreciation goes to my H.O.D in the person of Mrs elepo T.A all the lecturer and Nonacademic staff of the department.

I am grateful to my parents Mr and Mrs Abdulfatai. For their financial support that I needed during the course of study may God reward you and reap the fruit of your labor (Amin).

Worthy of appreciation goes to my brothers and sisters God will continue be with you.

My appreciation goes to all my friends, family may God reward you all (Amin)

Table of Contents

TITLE PAGE.....	i
CERTIFICATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGMENTS.....	iv
ABSTRACT.....	vii
1.0 INTRODUCTION.....	1
1.1 DEFINITION OF MASS MEDIA.....	2
1.3 THE MEDIA ROLE FORMATION OF THE CHARACTERISTICS AND BEHAVIOR	3
1.4 SIGNIFICANT OF STUDY.....	5
1.5 SCOPE OF STUDY.....	5
1.6 LIMITATION OF STUDY.....	5
1.7 AIM & OBJECTIVES	5
CHAPTER TWO	6
2.0 INTRODUCTION.....	6
CHAPTER THREE	9
METHODOLOGY	9
3.0 INTRODUCTION	9
3.1 CONTROL CHART	9
3.2 WHEN TO USE A CONTROL CHART	10
3.3 A GUIDE TO CONTROL CHARTS	10
3.4 MR chart.....	11
3.5 CONTROL CHARRT FOR DISCRETE DATA	12
CHAPTER FOUR	14
DATA PRESENATATION AND ANALYSIS.....	14
4.0 Introduction.....	14
4.1 Data Presentation.....	14
4.3 Interpretation of Results	17
CHAPTER FIVE	18
SUMMARY, FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS.....	18
5.0 SUMMARY	18

5.1	RESULTS.....	18
5.3	CONCLUSION AND RECOMMENDATION.....	18
	REFERENCES.....	19

ABSTRACT

The research work examines the productive quality of some selected media house in the country using some attributes which are good language, excellent communication current affair. The sample method used was by interview with sample size of 30 each for the selected media house (total =90). The analysis used was the quality control using attribute control chart (pie chart) the result shows that the good language 36% of good quality excellent communication 25% of good quality and current affair 59% of good quality output. The result of the analysis was done using SPSS package

CHAPTER ONE

1.0 INTRODUCTION

Mass media such as printed media, electronic media and internet (cyber media) are said to have a strong influence on teenage lifestyles. Electronic media such television and video has broadcasting a lot of terrorism acts. Most tens love watching television and are indirectly affected by antagonist characters in the show they watch (Zeheha, 2010).

At the end of the 19th century until the end of the 20th century, there was a marked change in the broadcasting technology world and turned the field into a major medium in distribution information. The change in sophistication is essential in facilitating the activities or processes of communication while information can be generated at a more efficient and effective rate (Caldwell, 2000), However, in the 21st century, communication activities began changing. Users prefer to use internet service to get information online. This method allows easy data transfer process and also efficient time saving. In addition, more information input can be achieved by using the internet. A variety of worldwide information available through the internet, such as news, sending and receiving electronic mail, commerce, entertainment including watching and more can be accessed (Mokhatar,2000)

The existence of computer systems and the internet has further expanded the use of information and communication technology, thereby increasing the space to gain knowledge as a result through this technology exposure (Evans et al., 1978). Because of some reason, media acted as restriction for the users due to limitations in giving their opinion or independent views on news broadcasts. However, the mass media seems to be the platform for consumers to express their opinions and communicate globally without hindrance (Chung et al., 2010).

While social media is an internet-based application that builds on Web 2.0 ideology and technology and enables the creation and exchange of social media most commonly

used by people around the world (Kaplan and Haenlein, 2010; Ahlqvist et al., 2010). The use of digitizing technology through popular websites and social networks enable many things such as Facebook, Twitter, blogspot and Pinterest to channel more interactive, fast and engaging historical information. In addition, information that is readily accessible and has more flexible space can increase the supply and uses of evidence (Hernandez, 2009).

The change in the form of communication passed through the development of technology, or structural and technical communication revolution (Van Djik, 2006). This also cause of the advancement of mass media that increases every year (Japarudin, 2012). From every age of ancient times to the era of literacy, the printing era, and the electronic era, each represented by a particular form of communication either through writing, oral, printing and telecommunications that had a lot of influence on society as a whole (Ezaleila et al., 2011).

Human communication has entered the fifth phase that emphasizes interactive communication with internet-based and computing technologies that witness new media or the second media era to be introduced (Brody 1990, Poster 1995, Holmes, 2005). Mass media as a means of mass communication and serves as a significant social change agent (Japarudin 2012).

1.1 DEFINITION OF MASS MEDIA

Mass media is a channel, medium, utility, device, or instrument used in the mass communication process. The mass media also includes, printed media, electronic media and cyber media. Printed media such as newspapers, magazines, books, pamphlets, billboards and other technical tools that bring out the message by touching the senses of sight. Electronic media such as radio and recorded programs use the senses of hearing and television programs, motion picture and video recording covering both senses which is hearing and vision (Blake,2009). Meanwhile the online media (online media, cyber media) is the internet-based mass media. Mass media is happen to be the suggestions for cultural

development, not just culture in the senses of art and symbol but also in the sense of the development of settings, fashion, lifestyle and norms (Mc Quail, 1987).

1.2 MASS COMMUNICATION MEDIA

Mass communication media as a communication tool to disseminate information and information to the world directly or indirectly. The phenomenon of globalization or the boundless world is an inevitable thing in line with the modernity of the world. The era globalization is capable of shaping human civilization whether it is or does not constitute a Commonplace of life. Mass media is a tool used to convey information to the public and as well as the world of community devices (cangara, 2002).

Community media can be divided into three categories, first, interpersonal communication media, consisting of text, graphics, voice, music, animation, and video, secondly, the storage media consisting of books and papers, cameras, recorders, and projectors, video recording equipment and so on. Then, transmission media, consisting of communication media, broadcasting media and network media (Buingin, 2005).

1.3 THE MEDIA ROLE FORMATION OF THE CHARACTERISTICS AND BEHAVIOR

Mass media development has both positive and negative impact on community development. Mass media plays a role in shaping the cultural uniformity that is produced as one of the effects of the influence of media on the system of value, thoughts and action individuals. According to karl Eri resengren (1985) the influence and impact of media can be seen from small scale (individual)and wide scale (society) as well as sooner or later the spread of certain influences. Media is a tool that can simulate and influence the attitudes and behaviors of individuals or communities that embrace all aspects of human life. It also plays a role in establishing a nation's identity and culture for its overall development (Abdullah Sulong etal, 2010).

Diverse social and cultural facilities are channeled through television, VCDs, magazines, story books, radio, mobile phones, internet, and so on. The mass media is not only an information channel for entertainment and knowledge, but also a verity of social, cultural, personality development and empowerment of individuals, whether positive or negative. However, the negative influence of the mass media comprising the print media and the electronic media is, in fact, indirectly affecting the behavior of the community and as a cause of the youth misconduct and bad behavior (Azizan, 1998; Abdullah sulong etal, 2010).

The role of the mass media is thought to be positive when it can spread and instill moral values as examples of loving fellow citizens, respecting the rights of other communities, and evaluating a high moral. Media as a field of information dissemination is one of the most influence social forces in shaping the attitudes and social norms of a society. Mass media can be wise example in changing the behavior of society. The negative effects of broadcasts and the shows presented can shape the negative thinking of the community. Broadcasting stories and outdoor drama are able to alter local culture and values as a result of western modernization that is far from contrary to the value of the east. Print media, as well as electronic media, are the mass media most widely used by various level age of society (buinggin,2001).

The internet is a phenomenon that struck the community as a result of the world's progress. Internet facilities are abused to access inappropriate sites, such as accessing pornographic websites. Pornography is a problem that brings considerable impact to the survival for the future to the younger generation. Online or offline games negatively impacted the teenagers who is doing excessive surfing.

1.4 SIGNIFICANT OF STUDY

The research work is to example the quality performance conform of mass media in the country using some examples selected media house. The research work tend to study the production of these media house on some defeat the media house produce in the course of their production. A sound/quality media house with a food production promote the development of the media and the country of large. Hence, the study is insufficient to the growth & development of the country.

1.5 SCOPE OF STUDY

the work which tends to study the production standard of the media houses in the country hence the work covers all the media houses located in the country be it. the private media or the one own by the government. the work covers all the programmed and time allocated on the air for each program for all the selected (sample) media houses.

Several media house are now in the country the need to examine & see the conformance of these media houses to standard and acceptable outcome/production that the populace will appreciate is the aim of the research work.

1.6 LIMITATION OF STUDY

in the course of the research work, some challenges were encounter such as the problem of database management in the media house (non-keeping of records) non-response/secrecy in the administration and production level. Other challenges face are the time of allocated for the work and finance constraints.

1.7 AIM & OBJECTIVES

The general aim of the research work is to study the quality of production of media houses in the country

Specific

The specific objectives are

- Obtain the variables for production
- Obtain the control chart
- Place the specification limit
- Examine the conformance of the production

CHAPTER TWO

2.0 INTRODUCTION

This development is mirrored within the social sciences, where the relationship between science and the media has been increasingly examined since the mid-1980s. This research interest was (and is) sparked by the mass media's overall importance for societal communication and also for science. Modern science is often seen as a highly specialized enterprise with its own modes of communication such as journals and conferences (Stichweh 1988) that usually does not address society directly (Weingart 2005a). As a result, citizens and many decision-makers get information about science mainly, or even exclusively, from the mass media (cf. Schenk 1999, 9ff). Accordingly, these media play a strong role in elevating selected science issues onto the public agenda, they contribute to science's public image, and influence its legitimation, public support, and, eventually, its funding (Weingart 2005a).

Therefore, social science has devoted considerable attention to determine which scientific disciplines get media attention, how they are presented in the media, and as a result, what the general public knows, thinks and feels about science' (Lewenstein 1995b, 343). Keeping track of this research, however, is not easy. The number of respective publications exploded since the 1990s (Schäfer forthcoming), but comprehensive bibliographies e.g. Dunwoody et al. 1993) or articles reviewing the research (e.g. Lewenstein 1995b; Weigold 2001) are at least 9 years old.

A significant amount of science coverage can be found nowadays in the mass media and is the main source of information about science for many. Accordingly, the relation between science and the media has been intensively analyzed within the social scientific community. It is difficult to keep track of this research, however, as a flurry of studies has been published on the issue. This article provides such an overview. First, it lays out the main theoretical models of science communication, that is, the 'public understanding of science and the mediatization' model. Second, it describes existing empirical research. In

this section, it demonstrates how science's agenda-Building has improved, how science journalists working routines are described, how different scientific disciplines are presented in the mass media and what effects these media representations (might) have on the audience. Third, the article points out future fields of research.(Schafar 2010)

Media is a tool that is used to convey mass communication to a larger audience or crowd. It is a good source of entertainment and information and also has a great impact in our day-to-day life. It has its feet everywhere, right from the children to the old people, and it affects each age group differently. As media is the source of information we are dependent upon, it is a support to the people for shaping their opinions and attitudes. In this paper, we have conducted a survey within the indicated age group and determined the influence, the views and opinions of the people. Also, we have identified certain events in media that greatly magnify this issue, and finally suggested a solution to reduce the influence and not objectify humans. (Kesman.etails 2018)

The highly developed and complex of technology has grown up along the current style of the, world which had introduces the human to a wide range of communication tools, as well as communications today. Mass media is a means of conveying information simultaneously and accessible to the community all over the world. In present era of globalization, the modernization make it easier for people to carry out their daily lives. However, this sophistication has both positive and negative to the user. The mistake in using this facility will become a threat that can contribute the social problems in society. The object of this writing is to see the influence of mass media in the formation of student personality. The method of writing is qualitative based on previous studies and research through documents, journals and books related to the discussion of the influence of mass media. The method of literature is the primary basis in this writing that inductively and deductively analyzes by studying literature from the both local western researchers until a strong conclusion in identifying mass media influences on student behavior can be achieved. Wahab eta(2017)

The representation of science in the media is said to have changed in several important ways (e.g. Bucchi 1998; Lewenstein 1995b; Neidhardt 2002; Nelkin 1995, Schafer 2009). Weingart and others notice a quantitative increase in science coverage and argue that science has become a major media issue over the last decade. Scholars also posit that debates about science have become pluralized' (Schäfer 2009), 'diversified' (Maasen 2002, 12), and 'egalitarian' (Weingart 2005b, 23), and that politicians, NGOs, the economy, churches, etc. frequently appear in the media, talking about scientific issues (e.g. Peters 1994). As a result, they argue that controversies around science have multiplied in the media and that the public developed 'an increasingly critical perception of science and technology (Felt et al. 1995, 17; see also Nelkin 1992, ix; 1995, viiif).

Second, many authors see a growing orientation of science towards the media (cf. Gregory and Miller 1998, 1f.; Weingart 2003, 118f.). They diagnose structural changes in scientific institutions like an increasing importance of public relations (PR in science (Weigold 2001, 171) or that research funding is now more dependent on public legitimation (Weingart 2005a). Furthermore, they expect changes in the behavior and values of scientists, like a growing willingness to communicate with the media and with the public (Weingart 2001, 245).

CHAPTER THREE

METHODOLOGY

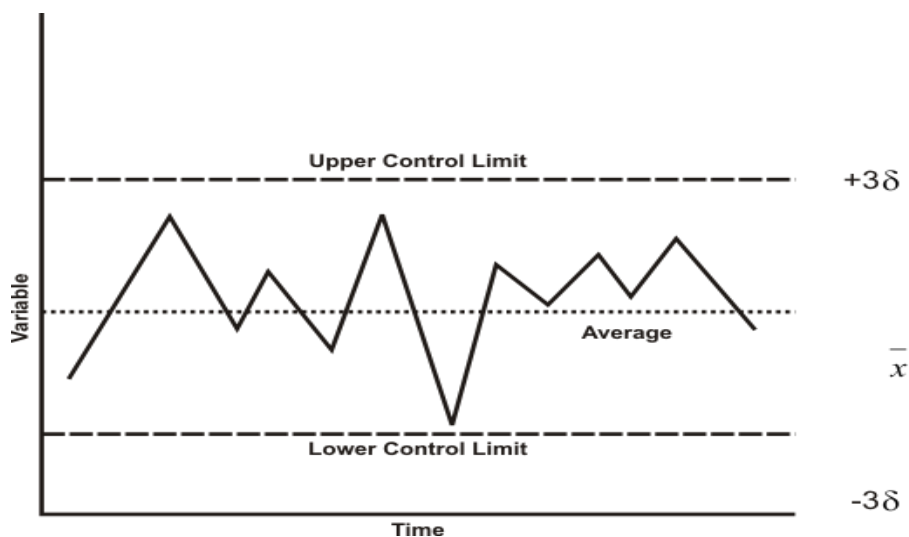
3.0 INTRODUCTION

The chapter present the methods employed in the course of the research work. The method involved the data collection to the analysis used in the work.

3.1 CHART

The control chart is a graph used to study how a process changes over time. Data are plotted in time order. A control chart always has a central line for the average, an upper line for the upper control limit and a lower line for the lower control limit. These lines are determined from historical data. By comparing current data to these lines, you can draw conclusions about whether the process variation is consistent (in control) or is unpredictable (out of control), affected by special causes of variation.

Control charts for variable data are used in pairs. The top chart monitors the average, or the centering of the distribution of data from the process. The bottom chart monitors the range, or the width of the distributions. If your data were shots in target practice, the average is where the shots are clustering, and the range is how tightly they are clustered. Control charts for attribute data are used singly.



3.2 WHEN TO USE A CONTROL CHART

- When controlling ongoing processes by finding and correcting problems as they occur
- When predicting the expected range of outcomes from a process.
- When determine whether a process is stable (in statistical control)
- When analyzing patterns of process variation from special causes (non-routine events) or common causes (built into the process).
- When determine whether your quality improvement project should aim to prevent specific problems or to make fundamental changes to the process.

Control Chart Basic Procedure

1. Choose the appropriate control chart for your data
2. Determine the appropriate time period for collecting and plotting data.
3. Collect data, construct your chart and analyze the data
4. Look for “out of control signals” on the control chart. When one identified, mark it on the chart and investigated the cause. Document how you investigated, what you learned, the cause and how it was corrected.

3.3 A GUIDE TO CONTROL CHARTS

Control chart have two general uses in an improvement project. The most common application is as to tool to monitor process stability and control. A less common, although some might argue more powerful, use of control charts is an analysis tool. The description below provide an overview of the different types off control charts to help practitioners identify the best chart for any monitoring situation, followed by a description of the method for using control chart for analysis

Identifying Variation

When a process is stable and in control, it displays common cause variation, variation that is inherent to the process. A process is in control when based on past experience it can be predicted how the process will vary (within limits) in the future. If the

process is unstable, the process displays special cause variation, non-random variation from external factors.

Control charts are simple, robust tools for understanding process variability

CONTROL LIMIT CALCULATED

	LCL	UCL
Xbar Chart	$\bar{\bar{X}} - 3 \frac{\bar{R}}{d_2}$	$\bar{\bar{X}} + 3 \frac{\bar{R}}{d_2}$
R chart	$D_3 \bar{R}$	$D_4 \bar{R}$
I chart	$\bar{\bar{X}} - 3 \frac{\bar{R}}{d_2}$	$\bar{\bar{X}} + 3 \frac{\bar{R}}{d_2}$
MR chart	0	$D_4 M \bar{R}$

3.4 MR chart

Plotted statistic $MR_i = |x_i - x_{i-1}|$

Center line $\overline{MR_i} = \frac{\sum_{i=2}^m |x_i - x_{i-1}|}{m - 1}$

$$\bar{x} = \frac{\sum_{i=1}^m x_i}{m} .$$

$$UCL = \bar{x} + 2.66 \overline{MR}$$

$$LCL = \bar{x} - 2.66 \overline{MR}$$

3.5 CONTROL CHART FOR DISCRETE DATA

c-Chart

Used when identifying the total count of defects per unit (c) that occurred during the sampling period, the c-chart allows the practitioner to assign each sample more than one defect. This chart is used when the number of samples of each sampling period is essentially the same.

u-Chart

Similar to a c-chart, the u-chart is used to track the total count of defects per unit (u) that occur during the sampling period and can track a sample having more than one defect. However, unlike a c-chart, a u-chart is used when the number of samples of each sampling period may vary significantly.

np-Chart

Use an np-chart when identifying the total count of defective units (the unit may have one or more defects) with a constant sampling size.

p-Chart

Used when each unit can be considered pass or fail – no matter the number of defects – a p-chart shows the number of tracked failures (np) divided by the number of total units (n)

A P chart is a data analysis technique for determining if a measurement process has gone out of statistical control. The P chart is sensitive to changes in the proportion of defective items in the measurement process. The “p” in p chart stands for the p (the proportion of successes) of a binomial distribution the p control chart consists of:

Vertical axis = the percentage of defectives for each sub-group;

Horizontal axis = the sub-group designation.

A subgroup is frequently a time sequence (e.g, the number of defectives in a daily production run where each day is considered a subgroup). If the times are equal spaced, the horizontal axis variable can be generated as a sequence, where N is the number of subgroups.

In addition, horizontal lines are drawn at the mean number of defectives and at the upper and lower control limits. The distribution of the number of defective items is assumed to be binomial. This assumption is the basis for the calculating the upper and lower control limits. The control limits are calculated are:

$$LCL = \bar{p} - 3\sqrt{\frac{\bar{p}(1-\bar{p})}{N}}$$

$$UCL = \bar{p} + 3\sqrt{\frac{\bar{p}(1-\bar{p})}{N}}$$

Where \bar{p} is the total number of the defects divided by the total number of items and N is the number of items in a given sub-group. Note that this means that the control limits can vary with the sub-group. Also, zero serves as a lower bound on the LCL value.

CHAPTER FOUR

DATA PRESENATATION AND ANALYSIS

4.0 Introduction

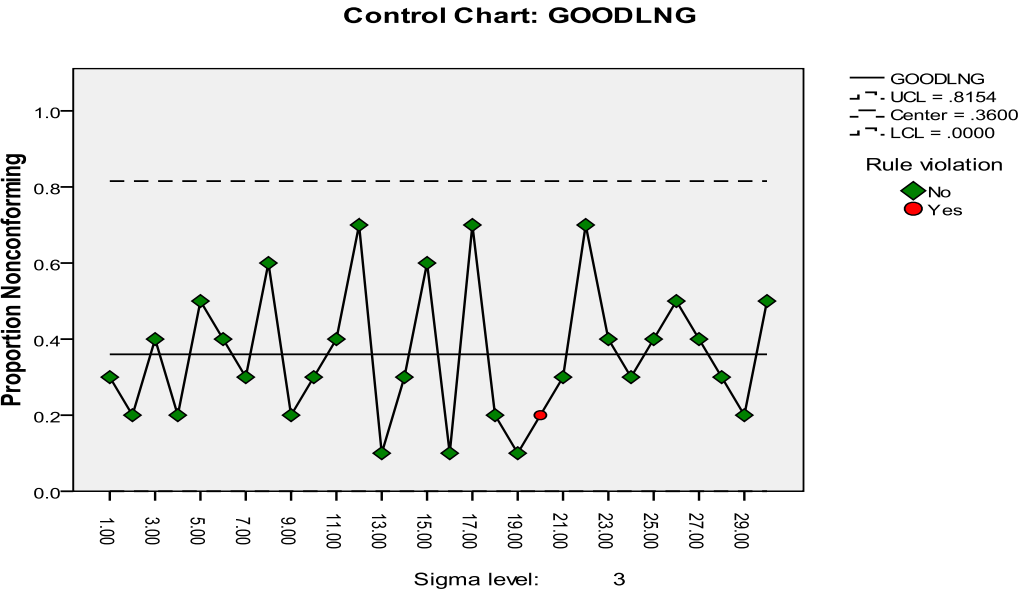
The chapter present the data collected and the analysis employed in the course of the study.

A quality control tools was used in the analysis with the use of statistical software (SPSS) the results is as present below.

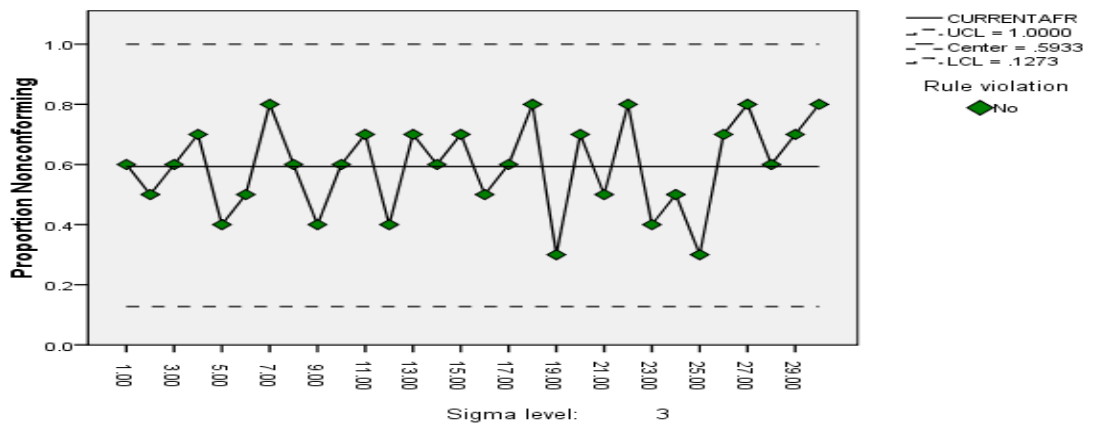
4.1 Data Presentation

Sn	Radio Kwara		Royal Fm		Harmony Fm		Sobi FM		Diamond Fm	
	n	x	N	x	n	x	n	x	n	x
1	10	6	10	2	10	6	10	6	10	4
2	10	2	10	2	10	7	10	7	10	6
3	10	3	10	5	10	2	10	2	10	7
4	10	2	10	7	10	4	10	4	10	2
5	10	2	10	5	10	4	10	4	10	4
6	10	5	10	6	10	4	10	4	10	4
7	10	7	10	7	10	7	10	7	10	4
8	10	5	10	2	10	3	10	3	10	7
9	10	6	10	4	10	6	10	6	10	3
10	10	7	10	4	10	7	10	7	10	6
11	10	2	10	4	10	4	10	4	10	7
12	10	4	10	7	10	3	10	3	10	4
13	10	4	10	6	10	4	10	4	10	3
14	10	4	10	7	10	6	10	6	10	4
15	10	7	10	2	10	3	10	3	10	6
16	10	3	10	4	10	6	10	6	10	3

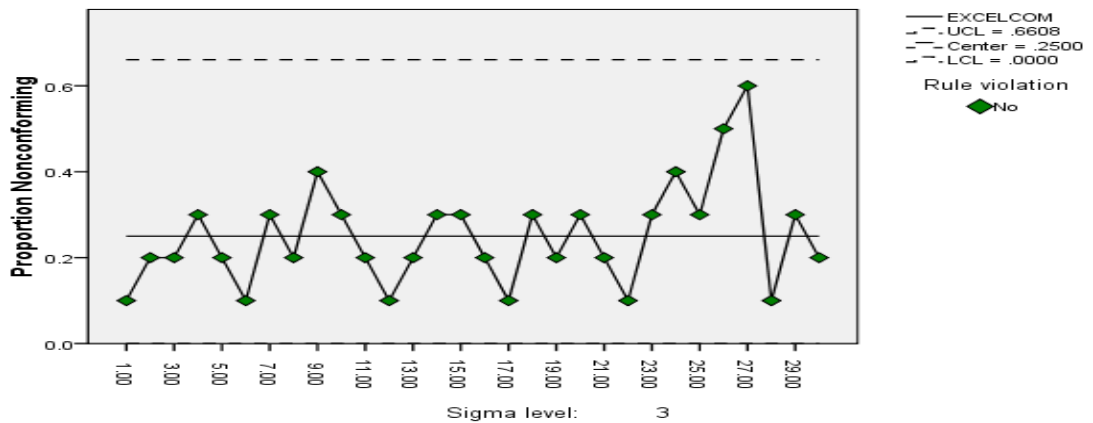
17	10	6	10	4	10	7	10	7	10	6
18	10	7	10	4	10	4	10	4	10	7
19	10	4	10	7	10	5	10	5	10	4
20	10	3	10	3	10	5	10	5	10	5
21	10	4	10	6	10	6	10	6	10	5
22	10	6	10	7	10	4	10	5	10	6
23	10	3	10	4	10	4	10	7	10	4
24	10	6	10	3	10	7	10	5	10	7
25	10	7	10	4	10	3	10	6	10	3
26	10	4	10	6	10	6	10	7	10	6
27	10	5	10	3	10	7	10	2	10	7
28	10	5	10	6	10	4	10	4	10	4
29	10	6	10	7	10	3	10	4	10	3
30	10	7	10	4	10		10	4	10	5



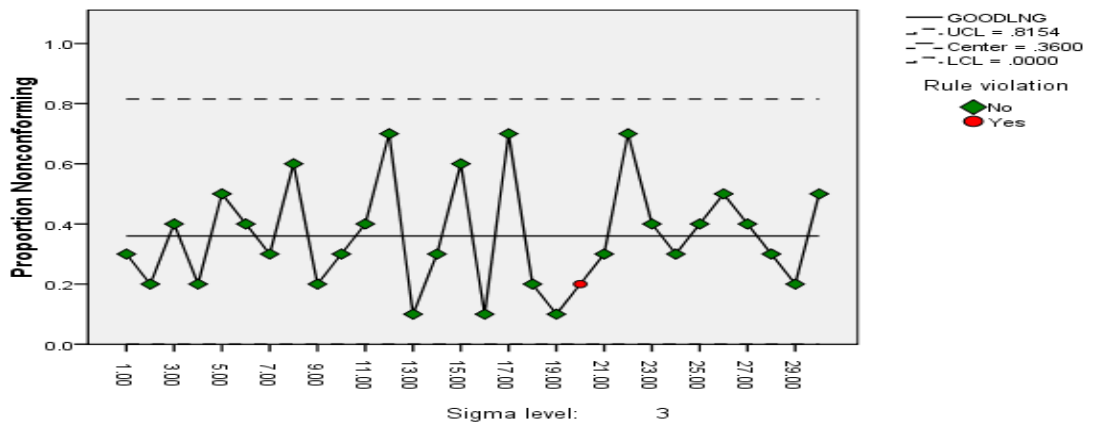
Control Chart: CURRENTAFR



Control Chart: EXCELCOM



Control Chart: GOODLNG



4.3 Interpretation of Results

The analysis used was the quality control using attribute control chart (pie chart) the result shows that the good language 36% of good quality excellent communication 25% of good quality and current affair 59% of good quality output. The result of the analysis was done using SPSS package

CHAPTER FIVE

SUMMARY, FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

5.0 SUMMARY

The research work examine the productive quality of some selected media house in the country using some attributes which are good language, excellent communication current affair. The sample method used was by interview with sample size of 30 each for the selected media house (total =90). The analysis used was the quality control using attribute control chart (pie chart)

5.1 RESULTS

The result shows that the good language 36% of good quality excellent communication 25% of good quality and current affair 59% of good quality output. The result of the analysis was done using SPSS package

5.3 CONCLUSION AND RECOMMENDATION

Based on the results obtained from the analysis we can conclude as follows:

- Quality control tools is the best tools for examine quality in media industries
- The performance of some media house is not encouraging
- The media houses need to improved more on their services.

REFERENCES

- Aalberg Toril, van Aelst Peter, Curran James. 2010. "Media Systems and the Political Information Environment: A Cross-National Comparison." *The International Journal of Press/Politics* 15 (3): 255–71.
- Appelman Alyssa, Shyam Sundar S. 2016. "Measuring Message Credibility: Construction and Validation of an Exclusive Scale." *Journalism & Mass Communication Quarterly* 93 (1): 59–79.
- Arnold Klaus. 2008. "Qualität im Journalismus—ein Integratives Konzept" [Quality in Journalism – an Integrative Concept]." *Publizistik* 53 (4): 488–508.
- Beattie Peter, Milojevich Jovan. 2017. "A Test of the 'News Diversity' standard: Single Frames, Multiple Frames, and Values Regarding the Ukraine Conflict." *The International Journal of Press/Politics* 22 (1): 3–22.
- Bosshart Louis, Hellmüller Lea. 2009. "Pervasive Entertainment, Ubiquitous Entertainment." *Communication Research Trends* 28 (2): 3–19.
- Büchel Florin, Humprecht Edda, Castro-Herrero Laia, Engesser Sven, Brüggemann Michael. 2016. "Building Empirical Typologies with QCA: Toward a Classification of Media Systems." *The International Journal of Press/Politics* 21 (2): 209–32.
- Bucy Eric P., D'Angelo Paul, Bauer Nichole M. 2014. "Crisis, Credibility, and the Press: A Priming Model of News Evaluation." *The International Journal of Press/Politics* 19 (4): 453–75.
- Carr D. Jasun, Barnidge Matthew, Lee Byung Gu, Tsang Stephanie Jean. 2014. "Cynics and Skeptics: Evaluating the Credibility of Mainstream and Citizen Journalism." *Journalism & Mass Communication Quarterly* 91 (3): 452–70.