

**EFFECT OF INTERNET AS A TOOL FOR  
JOURNALISM PRACTICE IN NIGERIA  
(A CASE STUDY OF NUJ KWARA STATE CHAPTER)**

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## CERTIFICATION

This is to certify that this project work has been read and approved as meeting part of the requirements for the award of Higher National Diploma (**HND**) in the Department of Banking and Finance, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

This project is dedicated to Almighty GOD, the author and the finisher of everything who gave me the grace and privilege to attain this stage in my education pursuit. Also dedicate this project to my wonderful parent; Mr & Mrs Oyedele for their support, love and prayers, may Almighty GOD continue to bless and protect them and make them reap the fruit of their labour (Amen).

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

The internet has revolutionized various sectors of human endeavor, and journalism is no exception. In Nigeria, the advent of the internet has significantly transformed the way journalism is practiced, reshaping traditional media dynamics and creating new opportunities and challenges. As a tool for journalism, the internet has enabled rapid dissemination of information, facilitated interactive engagement with audiences, and fostered the rise of citizen journalism. This transformation has not only broadened the scope of journalistic practices but also raised critical questions about credibility, ethics, and the sustainability of traditional media.

The National Union of Journalists (NUJ), as the primary body representing Nigerian journalists, plays a pivotal role in shaping the practice of journalism in the country. Over time, the NUJ has advocated for the professional development of journalists, fostering ethical standards, and promoting the welfare of media practitioners. As the internet continues to influence media landscapes globally, the NUJ has also had to adapt its policies and training programs to address the changing dynamics of digital journalism. The rise of digital platforms, social media, and online news outlets has provided new opportunities and challenges for Nigerian journalists, leading the NUJ to focus on the importance of digital literacy, ethical practices in online reporting, and the regulation of the vast, often unregulated, digital space. Consequently, the union's response to the internet's impact has been instrumental in shaping how journalism is practiced in Nigeria today.

Before the widespread adoption of the internet, journalism in Nigeria was largely dominated by print and broadcast media, with significant barriers to entry due to high costs of production and distribution. The internet has dismantled many of these barriers, providing journalists and media organizations with a cost-effective platform to reach a global audience. Social media platforms, blogs, and online news portals have become essential tools for news gathering, reporting, and distribution, allowing journalists to operate in real-time and engage directly with their audience.

However, the internet's impact on journalism practice in Nigeria is a double-edged sword. While it has democratized access to information and amplified diverse voices, it has also led to the proliferation of misinformation, fake news, and unverified content. This new media landscape challenges journalists to maintain high standards of accuracy and integrity while navigating a competitive and often sensationalized information environment.

Furthermore, the internet has disrupted traditional revenue models for Nigerian media organizations. The decline in print newspaper sales and the shift of advertising revenue to digital platforms have forced many outlets to adopt innovative approaches to remain financially viable. As journalism continues to evolve in the internet age, it is essential to explore how Nigerian journalists and media institutions are adapting to these changes and what the future holds for the industry in this dynamic digital era.

## **1.2 Statement of the Research Problem**

The emergence of the internet as a dominant tool for journalism has brought about profound changes in the media landscape in Nigeria, raising critical issues that require scholarly investigation. While the internet offers unprecedented opportunities for information dissemination and audience engagement, it also presents significant challenges, such as the spread of misinformation, declining trust in media, and disruptions to traditional business models.

Despite its transformative impact, there is a lack of comprehensive research on how Nigerian journalists and media organizations are navigating this complex digital ecosystem. How has the internet reshaped journalistic practices and ethics in Nigeria? To what extent has it influenced the credibility of news and the financial sustainability of media outlets? Furthermore, how are journalists addressing the challenge of balancing speed and accuracy in an era of real-time reporting?

This research seeks to address these questions by examining the effects of the internet on journalism practice in Nigeria. By exploring the opportunities and challenges brought about by the digital age, this study aims to provide insights into the strategies journalists and media institutions can adopt to thrive in an ever-evolving media landscape.



### **1.3 Research Objectives**

To study this research work, the following objectives need to be considered:

- i. To analyze the impact of the internet on journalistic practices and ethics in Nigeria.
- ii. To investigate the influence of the internet on the credibility of news content in the Nigerian media landscape.
- iii. To assess the challenges posed by the proliferation of misinformation and fake news in the digital era.
- iv. To evaluate how Nigerian media organizations are adapting to disruptions in traditional revenue models caused by the internet.
- v. To explore strategies employed by journalists to balance speed and accuracy in online news reporting.

### **1.4 Research Questions**

- i. Does internet has any impact on journalistic practices and ethics in Nigeria?
- ii. Does internet has any influence on the credibility of news content in the Nigerian media landscape?
- iii. Is there any challenge being posed by the proliferation of misinformation and fake news in the digital era?
- iv. Is there any way Nigerian media organizations are adapting to disruptions in traditional revenue models caused by the internet?
- v. Does journalists put in place any strategy to balance speed and accuracy in online news reporting?

### **1.5 Significance of the Study**

The significance of the study on the effect of the internet as a tool for journalism practice in Nigeria lies in understanding how digital technologies are transforming media practices in the country. As the internet has become an essential part of everyday life, it has significantly expanded access to information, making news and content available to a broader audience, including in rural and remote areas. This has allowed journalists to gather, disseminate, and consume information more efficiently, enhancing communication across the nation. Furthermore, the internet has democratized journalism by enabling ordinary citizens

to engage in news production and distribution, primarily through social media platforms and blogs. This shift challenges the traditional role of journalists as gatekeepers of information and changes the power dynamics within the media industry, allowing for more diverse voices to be heard.

The study also explores how the internet has transformed journalistic practices, such as reporting, editing, and publishing. The rise of digital platforms has introduced new tools and techniques, such as multimedia content, real-time updates, and interactive features, which have significantly altered how news is produced and consumed in Nigeria. Additionally, the study highlights the challenges in the realm of ethics. Issues such as misinformation, fake news, and unverified reports are more prevalent, and the study underscores the importance of maintaining professional standards and media literacy in the digital age.

The internet's role in reshaping the economics of journalism is another crucial aspect of this study. As traditional media outlets face challenges in adapting to the digital economy, the study examines how the rise of online journalism platforms has affected advertising revenue and the financial viability of print media. The findings could provide insights into how Nigerian media organizations can evolve in this new digital landscape. Furthermore, the study has policy implications, offering valuable information for discussions on the regulation of internet use in journalism. It could help balance the need for free expression with the necessity of controlling harmful content, protecting privacy, and ensuring accountability in the media.

Finally, the study is significant in its ability to shed light on the broader cultural, social, and political impacts of internet-based journalism in Nigeria. As the internet becomes an important space for activism, public discourse, and political engagement, understanding its role in shaping journalistic practices can help track larger societal shifts. Overall, this study provides a comprehensive understanding of how the internet is transforming journalism in Nigeria, offering valuable insights for media practitioners, policymakers, educators, and researchers interested in the future of journalism in the digital era.

## **1.6 Scope and Limitation of the Study**

The scope of this study on the effect of the internet as a tool for journalism practice in Nigeria focuses on understanding how the digital landscape has influenced the way news is

gathered, reported, and consumed. It examines the integration of online platforms, such as social media, blogs, and news websites, into traditional journalism practices and how they shape the dissemination of information. The study explores how Nigerian journalists use these platforms for real-time reporting, audience engagement, and expanding their reach, as well as the challenges posed by issues like misinformation, internet censorship, and the digital divide.

However, the limitations of this study stem from the rapid evolution of digital technologies, which makes it difficult to fully capture the long-term effects of the internet on journalism in Nigeria. The study may also be constrained by the limited access to certain digital tools in rural areas, which affects the uniformity of internet usage across the country. Additionally, the research may not account for all regional or ethnic differences in the way the internet is used in journalism, nor can it encompass every form of online journalism practice, such as citizen journalism, which may not always align with professional standards. Finally, the study is limited by time and resources, which restricts the scope of interviews and case studies that can be included.

## 1.7 Definitions of Key Points

It must be understood that during the course of study, one would come across some notable key words that are relevant and judiciously used to express ideas, views and explanations. These notable keywords are not strange but based on the topic “**the effect of internet as a tool for journalism practice in Nigeria,**” they need to be identified and briefly explained for easy understanding of the passage.

- i. **Effect:** The term “effect” refers to a change or result that occurs as a consequence of an action, event, or situation.
- ii. **Internet:** The internet is a global network of interconnected computers and servers that allows for the exchange of information, communication, and access to various services and resources.
- iii. **Journalism:** Journalism is the practice of gathering, assessing, creating, and presenting news and information to the public.
- iv. **Practice:** Practice refers to the repeated exercise or performance of an activity or skill to improve proficiency and competence.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The advent of the internet has profoundly reshaped the landscape of journalism globally, and Nigeria is no exception. The digital age has not only introduced new ways for journalists to gather, produce, and distribute news but has also created an interactive platform for public engagement and citizen journalism. This literature review seeks to explore the transformative impact of the internet on journalism practice in Nigeria, with a focus on how it has influenced news production, dissemination, and the overall media landscape.

Scholars have pointed to both positive and negative ramifications of the internet's role in Nigerian journalism. On the one hand, the internet has enhanced the speed of news delivery, broadened the scope of journalistic activities, and democratized access to information. Nigerian journalists now have instant access to global news feeds, enabling them to report in real-time and engage with audiences more directly. Furthermore, social media platforms, blogs, and independent news websites have provided alternative spaces for news dissemination, challenging the dominance of traditional media outlets.

On the other hand, the internet has posed several challenges for Nigerian journalism, including issues related to misinformation, fake news, and the ethical dilemmas associated with online reporting. The shift towards digital platforms has also raised concerns about the financial sustainability of traditional media institutions in Nigeria, as advertising revenues increasingly migrate to digital spaces.

This literature review will examine existing studies on how the internet has impacted journalism in Nigeria, focusing on key themes such as digital journalism's role in political reporting, the rise of citizen journalism, the challenges of online media regulation, and the changing economic dynamics of the media industry. By synthesizing these works, the review aims to provide a comprehensive understanding of how the internet has both empowered and challenged journalism in Nigeria.

## **2.1 Conceptual Framework**

### **2.1.1 Concept of Internet**

The internet, in its broadest sense, refers to a global network of interconnected computers and servers that facilitate the exchange of information through various digital channels. It has become an integral part of modern communication, providing an efficient platform for accessing and sharing vast amounts of data and content. The internet encompasses blogs, online news outlets, social media platforms, and services, including websites, all of which have revolutionized how information is created, shared, and consumed.

In relation to journalism, the internet serves as both a tool and a platform, enabling journalists to access real-time information, engage with audiences directly, and disseminate news to a global audience. The advent of digital media has an active cycle for journalism, offering new ways to reach audiences through the practice of journalism, such as print and broadcast media, has faced various challenges, including declining revenues and limited reach, especially in rural areas.

The internet has enabled the emergence of “digital journalism” or “online journalism,” which refers to the practice of reporting news through digital platforms, in Nigeria, this shift has led to the rise of independent news websites, blogs, and social media channels, providing a more diverse and alternative source of news. These platforms have facilitated a democratization of information, allowing individuals, regardless of their geographical location or social status, to become news creators and distributors.

Moreover, the internet has given rise to “citizen journalism,” where ordinary citizens, armed with smartphones and internet access, contribute to the news cycle by documenting and sharing events as they unfold. In Nigeria, this trend has proven influential in reporting on political events, human rights issues, and social challenges, sometimes bypassing traditional media outlets altogether.

In essence, the internet has transformed journalism in Nigeria by expanding the scope of news reporting, enhancing the speed of information dissemination, and creating new challenges of coping journalism. As the internet continues to grow, its role in shaping

journalism in Nigeria will likely grow even more significant, with both positive and negative consequences for the media industry, journalists, and society.

Tina Berners-Lee (1999) – As the inventor of the World Wide Web, Berners-Lee conceptualized the internet as a “universal space” that connects information, services, and people across the globe. His vision was for the internet to serve as a platform for universal access to information, empowering individuals and transforming communication practices. In relation to journalism, Berners-Lee’s idea of the internet as an interconnected network underscores the democratizing potential of digital platforms, allowing journalists and ordinary citizens alike to participate in the creation and dissemination of news.

Manuel Castells (2000) – Castells, a prominent sociologist, introduced the concept of the “network society,” emphasizing how the internet is a core component of a new form of societal structure where information flows freely and instantly. In his book *The Rise of the Network Society*, Castells argued that the internet reconfigures traditional social, economic, and political relationships, providing new opportunities for media and journalism to thrive. He also noted the role of the internet in facilitating a global communication network, which has profound implications for journalism, enabling real-time reporting and global interaction.

Sherry Turkle (2011) – A scholar in the field of media studies, Turkle explored the psychological and social effects of the internet. In her book *Alone Together*, Turkle discussed how the internet, particularly social media, influences human relationships and information sharing. Her work suggests that while the internet creates new spaces for communication and journalistic engagement, it also brings challenges such as superficial interactions and a loss of face-to-face communication. This has implications for journalism in Nigeria, where the ease of internet access has led to an explosion of online content, often at the cost of journalistic depth and ethics.

Clay Shirky (2008) – Shirky’s work focuses on the effects of digital technologies on society, particularly how the internet has altered media and journalism. In *Here Comes Everybody*, he discusses the rise of “mass amateurization,” where ordinary citizens, empowered by the internet, contribute to the creation of content. This is directly relevant to the Nigeria context, where social media and blogs have become significant players in shaping public opinion, often challenging traditional media outlets. Shirky highlights both the opportunities and the potential for misinformation in the age of digital journalism.

### **2.1.2 The Influence of the Internet on Investigative Journalism in Nigeria**

The influence of the internet on investigative journalism in Nigeria has been profound and transformative, reshaping how journalists conduct investigations, share information, and engage with the public. Below are several key aspects of this influence:

#### **1. Increased Access to Information**

**Digital Resources:** The internet has vastly expanded access to information. Journalists can now access data, documents, public records, and other sources more easily than ever before. Platforms like Google, social media, and specialized databases provide rich resources for investigative journalists, allowing them to uncover facts and stories that would have been difficult to obtain through traditional means.

**Online Archives:** Websites and digital repositories host government reports, academic studies, and archival materials that would otherwise be difficult to obtain physically. This has made research for investigative journalism much quicker and more comprehensive.

#### **2. Crowdsourcing and Social Media**

**Public Engagement:** Social media platforms like Twitter, Facebook, and Instagram have become vital tools for investigative journalists in Nigeria. They can use these platforms to crowdsource information, gather public tips, and communicate directly with their audiences. Crowdsourcing has led to the discovery of important stories, as ordinary citizens often provide journalists with valuable leads and insights.

**Whistleblowing Platforms:** The internet has facilitated anonymous whistleblowing, with journalists and activists creating online platforms that allow insiders to report corruption, abuse, or mismanagement without fear of reprisal. Notable examples in Nigeria include platforms like “Tracka” and “BudgIT,” which track government spending and expose inefficiencies or misallocation of funds.

#### **3. Real-Time Reporting and Global Audiences**

**Speed of Dissemination:** The internet has drastically shortened the time frame for publishing investigative reports. Stories that might have taken weeks or months to research and publish

are now shared almost instantly with global audiences. Nigerian journalists can use platforms like Twitter, Facebook, and Instagram to break news in real-time, reaching an international audience and increasing their investigations' impact.

**Global Exposure:** The ability to reach global audiences has elevated investigative journalism in Nigeria, providing both local and international exposure for stories that may otherwise have remained within the confines of the country. For example, investigations into governmental corruption or human rights violations in Nigeria often garner international attention due to the widespread distribution via social media, news websites, and digital platforms.

#### **4. Combatting Censorship and Political Pressure**

**Bypassing Traditional Media Control:** In Nigeria, traditional media outlets are often subject to government influence and censorship, especially regarding critical reporting. The internet has offered a way to bypass these constraints, enabling independent and alternative media outlets to thrive. Platforms like blogs, independent news websites, and social media accounts allow journalists to publish stories that challenge the status quo without the fear of immediate censorship.

**Encryption and Digital Security:** The internet has facilitated secure communications between journalists and their sources. Tools such as encrypted messaging apps (e.g., Signal, WhatsApp) allow investigative journalists in Nigeria to communicate with whistleblowers and sources without risking surveillance or harassment. These digital security measures are critical in a country where journalists are sometimes targeted for exposing corruption or misconduct.

#### **5. Challenges and Risks**

**Misinformation and Fake News:** The internet has also brought about the challenge of misinformation and fake news, which can hinder investigative journalism. Journalists must be diligent in verifying the authenticity of online information before using it in their investigations, distinguishing between rumors and unverified content in a media landscape often saturated with noise.



**Cybersecurity Threats:** As investigative journalists uncover sensitive information, they often become targets for cyberattacks, hacking, or digital surveillance. Nigerian journalists are increasingly exposed to these risks when investigating corruption, government abuse, or corporate wrongdoing. The fear of digital threats has led to increased efforts to strengthen cybersecurity for journalists and their sources.

**Digital Divide:** While internet access has improved in Nigeria, the digital divide remains an issue. Not all journalists, especially those working in rural areas, have the same level of access to the internet, digital tools, and training. This can limit the reach and impact of investigative journalism outside major urban centers.

## **6. Economic Model Shifts and Funding**

**Monetization of Investigative Journalism:** The internet has created new opportunities for media organizations to monetize their investigative work. While traditional media outlets often struggle with financial sustainability, online platforms provide alternative revenue models, including crowdfunding, membership subscriptions, and sponsored content. Nigerian investigative journalists are increasingly turning to crowdfunding platforms like GoFundMe or Patreon to finance their in-depth investigations.

**Non-Governmental Organization (NGO) Support:** Many investigative projects in Nigeria receive funding from international NGOs, foundations, or other donors who support free press and transparency. The internet enables journalists to connect with these organizations, access grants, and form collaborations that fund investigative work.

## **7. New Tools for Data Journalism**

**Data Analysis and Visualization:** The rise of data journalism, facilitated by the internet, has allowed Nigerian journalists to use tools like spreadsheets, data visualization software, and geographic information systems (GIS) to analyze and present complex data in an accessible and impactful way. Investigative stories that rely on numbers, such as government budgets, corruption statistics, or election results, are now more easily accessible and interpretable to a broad audience.

**Open Data Initiatives:** Many Nigerian governmental and non-governmental bodies now publish open data online, providing a rich resource for investigative journalists to analyze.

Websites like OpenAfrica and the Nigerian Bureau of Statistics offer open datasets that journalists can use to uncover issues like embezzlement, misallocation of resources, or inefficiency in public services.

### **2.1.3 Impact of Internet Access on Journalistic Speed and Real-Time Reporting**

The impact of internet access on journalistic speed and real-time reporting has been transformative, revolutionizing how news is gathered, produced, and disseminated. Below are the key ways in which internet access has impacted the speed and immediacy of journalism:

#### **1. Instantaneous Access to Information**

**Real-Time News Gathering:** The internet has significantly increased the speed at which journalists can gather information. News outlets can access breaking events as they unfold, allowing reporters to collect data, images, and live updates in real time. This immediacy ensures that journalists can report on breaking news quickly, often before traditional news outlets even catch up.

**Live Streaming and Social Media:** Journalists now have the ability to broadcast events live using platforms like YouTube, Facebook, or Twitter. This has particularly changed the landscape of reporting during high untrained high-stakes events, such as protests, natural disasters, or political rallies, where updates are shared directly from the scene. The speed at which these reports are shared with the world has made journalism more immediate than ever before.

#### **2. Faster Story Production and Publishing**

**Digital Newsrooms:** The internet has facilitated the creation of digital newsrooms, where journalists can work more efficiently to produce content. With access to digital tools like word processors, editing software, and content management systems, reporters can draft, edit, and publish articles in a fraction of the time it would take with traditional methods. Stories that once took hours to prepare for publication can now be shared in minutes.

**Online Publishing Platforms:** Unlike traditional print media, online platforms allow news outlets to publish stories as soon as they are ready, without the delays inherent in printing and

distribution. Websites, blogs, and social media platforms enable immediate publication, ensuring that news reaches the public as soon as it is verified and ready.

### **3. Global Distribution of News**

**Instant Global Reach:** The internet has eliminated geographical barriers to the distribution of news. Journalists can report on events from anywhere in the world, and their stories can be read by a global audience instantly. Platforms like Twitter, WhatsApp, and news apps have made it easier for stories to go viral, spreading across continents within seconds.

**Multimedia Integration:** The ability to quickly incorporate images, videos, and audio into stories has made news more dynamic and engaging. Journalists can upload pictures and video footage in real-time, enhancing the richness of their reports. For example, during breaking news events, videos shot on smartphones can be immediately uploaded to social media or news websites, offering live evidence of unfolding stories.

#### **2.1.4 The Economic Impact of the Internet on Journalism in Nigeria**

The economic impact of the internet on journalism in Nigeria is a significant aspect of the digital transformation of the media landscape. Below are some elaborated points:

##### **1. Shift in Advertising Revenue Models**

- **Decline of Traditional Media Revenue:** Newspapers and broadcast media in Nigeria have experienced a sharp decline in revenue from traditional advertising as businesses increasingly shift to digital platforms like Google Ads, Facebook, Instagram, and YouTube for targeted and cost-effective advertising.
- **Emergence of Digital Advertising:** With the internet, media outlets in Nigeria have begun to rely on digital ads and sponsored content to generate revenue. This shift has created new opportunities but has also led to competition between traditional media houses and internet-only platforms for advertising dollars.

##### **2. Cost-Effective Publishing and Distribution**

- **Reduction in Operational Costs:** Internet-driven journalism has significantly lowered the costs associated with publishing and distribution. Nigerian news

platforms no longer need to invest heavily in physical infrastructure like printing presses and distribution networks, enabling even smaller organizations to thrive online.

- **Global Reach:** Through the internet, Nigerian media outlets can reach an international audience without incurring additional costs, creating opportunities for ad revenue from multinational companies and collaborations with global media organizations.

### 3. Rise of Paywalls and Subscription Models

- **Alternative Revenue Streams:** Some Nigerian media outlets, like *Premium Times* and *TheCable*, have introduced subscription-based models or paywalls to monetize their online content. This trend mirrors global practices and highlights a growing acceptance of paying for quality journalism in the Nigerian digital space.
- **Challenges with Adoption:** However, the success of these models is limited by factor such as internet affordability, low digital payment penetration, and a preference for free content, which can limit their effectiveness.

### 4. Opportunities for Independent Journalists

- **Freelancing and Crowdfunding:** The internet has enabled independent journalists in Nigeria to monetize their work through crowdfunding platforms like Patreon and direct donations from their audience. This model reduces dependency on traditional media organizations and opens up new revenue opportunities.
- **Brand Partnerships and Sponsored Content:** Independent journalists and media influencers are increasingly collaborating with brands to produce sponsored content, creating an additional revenue stream.

### 5. Monetization through Social Media

- **Social Media as a Revenue Source:** Platforms like YouTube, Facebook, and Instagram allow Nigerian journalists and media houses to monetize their content through ad revenues, sponsored posts, and partnerships. For example, some media outlets create video content tailored for YouTube to maximize revenue from ads and views.

- **Challenges of Platform Dependency:** Despite the opportunities, relying heavily on social media platforms can make media organizations vulnerable to algorithm changes and restrictions imposed by these platforms.

### 2.1.5 Digital Journalism and Its Evolution in Nigeria

Digital journalism and its evolution in Nigeria highlights how the advent of the internet has reshaped the landscape of media and journalism in the country. Below are detailed points on this topic:

#### 1. Introduction of Online News Platforms

- **Early Beginnings:** The evolution of digital journalism in Nigeria began in the late 1990s and early 2000s, with traditional media organizations like *The Punch*, *The Guardian*, and *Vanguard* creating online versions of their publications to reach a global audience.
- **Emergence of Online-Only Media:** Platforms like *Premium Times*, *Sahara Reporters*, and *TheCable* were established as internet-native news outlets, focusing on investigative journalism and real-time reporting.

#### 2. Adoption of Social Media for News Dissemination

- **The Rise of Social Media:** Platforms such as Facebook, Twitter, Instagram, and WhatsApp have become vital tools for news dissemination and consumption in Nigeria, allowing journalists and media houses to engage directly with audiences.
- **Citizen Journalism:** The accessibility of smartphones and social media has enabled ordinary citizens to report breaking news, often preceding traditional media outlets.

#### 3. Real-Time News Reporting

- **Instant Updates:** Digital journalism allows Nigerian media to report news in real-time, overcoming the limitations of print and broadcast media.
- **Live Blogging and Streaming:** Events such as elections, protests, and sports are now covered live through blogs and streaming platforms, offering audiences immediate access to information.

#### 4. Multimedia Integration

- **Video and Audio Content:** The evolution of digital journalism in Nigeria includes the integration of videos, podcasts, and interactive infographics into news content. Platforms like YouTube and Spotify are increasingly being used to distribute media content.
- **Infographics and Data Journalism:** Visual storytelling through infographics and data-driven reports is becoming popular, especially for breaking down complex political or economic issues.

#### 5. Diversification of Content Creation

- **Specialized News Platforms:** Digital journalism has enabled the rise of niche platforms focusing on entertainment (e.g., Pulse.ng), sports, business, and technology, catering to specific audiences.
- **Blogging and Influencer Journalism:** Independent bloggers and influencers, such as Linda Ikeji, have become key players in Nigeria's media ecosystem, creating alternative journalism models.

**2.1.6 Challenges of Misinformation and Fake News in the Digital Age** The proliferation of misinformation and fake news is one of the most significant challenges of the digital era. Below are detailed points explaining its impact:

##### 1. Rapid Spread of False Information

- **Viral Nature of Digital Platforms:** Social media platforms and instant messaging apps (e.g., Facebook, Twitter, WhatsApp) enable fake news to spread rapidly, often reaching millions of users within minutes.
- **Lack of Verification Before Sharing:** Users often share sensational or emotionally charged content without verifying its authenticity, amplifying the spread of misinformation.

##### 2. Erosion of Public Trust in Media

- **Difficulty in Distinguishing Fact from Fiction:** The prevalence of fake news creates confusion, making it harder for people to trust credible sources of information.

- **Perceived Bias in Journalism:** Accusations of bias or propaganda in traditional and digital journalism further undermine trust in the media.

### 3. Manipulation of Public Opinion

- **Political Propaganda:** Fake news is often used as a tool for political manipulation, influencing elections, public policy debates, and voter behavior. For example, coordinated misinformation campaigns can sway opinions or discredit opponents.
- **Polarization of Society:** False information can deepen divisions by reinforcing biases and stereotypes, often creating echo chambers where people are only exposed to viewpoints that align with their own.

### 4. Threat to Public Safety

- **Health Misinformation:** During crises such as the COVID-19 pandemic, fake news about cures, vaccines, and preventive measures caused widespread fear and confusion, undermining public health efforts.
- **Violence and Unrest:** Fake news can incite violence or panic. For example, rumors of communal conflicts or kidnappings have led to mob attacks and social unrest.

### 5. Economic Consequences

- **Loss of Business Reputation:** Companies targeted by fake news may experience financial losses, boycotts, or damaged reputations.
- **Ad Revenue for Fake News Creators:** Fake news websites often generate income through clickbait content, diverting advertising revenue from legitimate media outlets.

#### 2.1.7 Positive Impact of Internet to Journalism Practice in Nigeria

The internet has had a profound and transformative effect on journalism practice in Nigeria, ushering in a new era of information dissemination and media engagement. One of the most significant positive impacts is the enhanced accessibility of information. Journalists in Nigeria now have an unprecedented ability to gather news from a wide array of sources globally and locally. This has expanded the scope of coverage, enabling reporters to stay updated on real-time developments and incorporate diverse perspectives into their stories. With digital tools and platforms such as online databases, social media, and news websites,

journalists can research topics quickly and efficiently, thus improving the quality of reporting.

Additionally, the internet has fostered the growth of online journalism, which has revolutionized how news is delivered to the public. News outlets can now maintain websites, blogs, and social media accounts, providing more immediate and frequent updates compared to traditional print media. This has led to greater audience engagement, as readers can comment, share, and interact with stories almost instantaneously. In Nigeria, where access to traditional print media may be limited in rural areas, online journalism has opened new channels for information flow, making news more accessible to a wider population.

The internet has also enhanced the speed and efficiency of news dissemination. Traditional forms of journalism often required journalists to wait for print publication or scheduled broadcasts. However, with digital platforms, news can be uploaded instantly to websites, social media, and other digital channels, reaching audiences as events unfold. This immediacy has contributed to more dynamic and responsive journalism in Nigeria, where fast-breaking news is critical.

Moreover, the internet has enabled Nigerian journalists to leverage multimedia content in their reports, incorporating videos, podcasts, infographics, and interactive features. This multimedia approach has enriched the storytelling process, making it more engaging and appealing to a broader audience, especially the younger, tech-savvy demographic. The ability to combine text with visual and audio elements has transformed how news is consumed, making it more appealing and impactful.

Finally, the internet has fostered the growth of citizen journalism in Nigeria. Ordinary citizens, equipped with smartphones and internet access, are now able to report news events and share firsthand accounts, bypassing traditional media gatekeepers. This democratization of information has allowed for a more diverse range of voices in the Nigerian media landscape, particularly in instances where mainstream media may be restricted or censored. The contributions of citizen journalists, often shared through social media platforms, have helped hold power to account and brought attention to underreported issues, giving rise to a more participatory and inclusive form of journalism.



In summary, the internet has positively impacted journalism practice in Nigeria by increasing access to information, fostering the growth of online journalism, enhancing the speed and efficiency of news dissemination, enabling multimedia storytelling, and facilitating citizen journalism. These advancements have empowered journalists to better serve the public and adapt to the rapidly changing media environment.

### **2.1.8 Negative Impact of Internet to Journalism Practice in Nigeria**

While the internet has brought numerous benefits to journalism in Nigeria, it has also introduced several challenges that negatively impact the practice of the profession. One of the most prominent negative effects is the spread of misinformation and fake news. The internet, particularly through social media platforms like Facebook, Twitter, and WhatsApp, has become a breeding ground for the rapid dissemination of unverified and often misleading information. In Nigeria, where there is a high level of social media engagement, the lack of stringent regulation and the ease of sharing content without fact-checking have contributed to the viral spread of rumors, hoaxes, and deliberate disinformation. This has undermined the credibility of news organizations and posed a significant challenge to journalists striving to maintain accuracy and integrity in their reporting.

Another major negative consequence is the decline of traditional journalism standards due to the rise of citizen journalism and the pressure for speed over quality. With the proliferation of blogs, social media, and online news platforms, there is an overwhelming demand for constant news updates, sometimes at the expense of accuracy and thoroughness. Many individuals and organizations are now competing to break stories quickly, which can lead to the prioritization of sensationalism over factual reporting. In Nigeria, this is particularly problematic in situations where journalists or citizen reporters might rush to publish stories without proper verification, contributing to a decline in the overall standards of journalism.

The loss of revenue in traditional media is another significant negative impact of the internet on journalism in Nigeria. With the rise of online platforms, traditional media outlets, especially newspapers and magazines, have seen a decline in their print circulation and advertising revenue. Many Nigerians now prefer to consume news digitally, either for free or at a fraction of the cost of traditional print media subscriptions. This shift has led to financial challenges for legacy news organizations, which have struggled to adapt to the changing

landscape of digital media, leading to revenue reduction in high-quality, in-depth reporting and the closure of some media outlets.

The lack of proper regulation and ethical standards in the digital space also poses significant concerns. The internet has enabled the rapid growth of online news and commentary, much of which operates with minimal oversight. This has created an environment where fake news, sensationalism, and complex political landscapes, the absence of effective digital media regulation often means that powerful individuals and groups can manipulate public opinion by controlling online narratives. This undermines the integrity of the journalism profession and weakens the role of media as a check on power.

Moreover, the security and safety of journalists have been increasingly jeopardized in the digital age. Journalists in Nigeria who report on sensitive topics, such as corruption, human rights abuses, and political issues, are increasingly exposed to online harassment, cyberbullying, and threats. In some cases, digital tools have been used to monitor, intimidate, or silence journalists, making it more difficult for them to perform their duties freely and securely. The anonymity provided by the internet can embolden individuals and groups to engage in harmful actions against journalists without fear of consequence.

Lastly, the internet has contributed to the digital divide in Nigeria, creating unequal access to information and resources. While urban areas enjoy better internet connectivity and access to digital tools, many rural areas in Nigeria remain underserved, with limited internet access and technological infrastructure. This has resulted in a significant gap in the quality of journalism across the country, as journalists in remote regions may not have the same resources or opportunities to leverage the internet effectively for their work. This disparity further entrenches the challenges faced by local journalists who may be excluded from the broader digital media landscape.

In summary, while the internet has revolutionized journalism in Nigeria, it has also introduced several negative impacts, including the spread of misinformation and fake news, the decline of traditional journalism standards, the loss of revenue for legacy media outlets, lack of regulation and ethical oversight, threats to journalist safety, and the digital divide that exacerbates inequality in media access. These challenges highlight the need for stronger media literacy, improved regulations, and a renewed focus on upholding journalist ethics in the digital age.

## **2.2 Theoretical Framework**

Several communication and media theories provide a framework for analyzing “The Effect of Internet as a Tool for Journalism Practice in Nigeria.” Below are some key theories and their relevance to the topic:

### **2.2.1 Agenda-Setting Theory**

The Agenda-Setting Theory highlights the media’s ability to influence public perception by determining the issues that dominate societal discourse. In the context of the internet’s impact on journalism practice in Nigeria, this theory is particularly relevant. The internet has transformed how journalists set the public agenda, enabling real-time dissemination of news through digital platforms such as Twitter, Facebook, and Instagram. This immediacy allows journalists to shape public conversations rapidly, as seen during movements like #EndSARS, where digital media amplified societal concerns and mobilized public action both locally and globally.

Unlike traditional media, which previously monopolized agenda-setting, the internet has decentralized this process. Non-traditional actors, such as bloggers, influencers, and citizen journalists, now play a critical role in shaping the public discourse. Platforms like Linda Ikeji’s Blog and Nairaland have emerged as significant agenda-setters, often competing with mainstream outlets. Additionally, the use of hashtags and viral trends on social media has made agenda-setting more participatory. Campaigns such as #BringBackOurGirls and #EndFuelSubsidy illustrate how collective digital action can draw attention to issues that might otherwise be ignored by conventional media.

Algorithms used by digital platforms also influence agenda-setting by prioritizing content based on user engagement. However, this has introduced challenges, as sensational or trivial stories can overshadow critical issues. Furthermore, the erosion of traditional gatekeeping roles has democratized the flow of information, allowing unverified content to bypass editorial scrutiny. While this empowers citizens to set the agenda directly, it also raises concerns about the spread of misinformation, which can mislead public opinion and divert attention from pressing societal problems.

On the positive side, the internet has amplified the voices of marginalized communities in Nigeria, enabling them to shape the public agenda by sharing their experiences directly with audiences worldwide. Activists and rural communities have leveraged digital platforms to highlight issues such as environmental degradation in the Niger Delta and gender-based violence, compelling both national and international responses. Investigative journalism has also benefited from digital tools, with outlets like Premium Times and Sahara Reporters using the internet to publish impactful stories that expose corruption and influence policy-making.

However, the agenda-setting power of the internet in Nigeria is not without its drawbacks. The proliferation of fake news often distorts the public agenda, as false narratives gain traction and overshadow credible information. This is particularly evident during elections, where misinformation is used to manipulate voter behavior and undermine trust in journalism. Despite these challenges, the internet has enhanced public participation in agenda formation, with individuals and communities actively contributing to discussions on platforms like WhatsApp, shaping what trends in mainstream media. As such, the interplay between digital platforms, journalists, and audiences has redefined the agenda-setting process, ensuring that journalism in Nigeria remains dynamic and relevant in the digital age.

### **2.2.2 Uses and Gratifications Theory**

The Uses and Gratifications Theory examines how individuals actively seek out media to fulfill specific needs, such as information, entertainment, personal identity, and social interaction. In the context of the internet's impact on journalism practice in Nigeria, this theory offers valuable insights into how audiences engage with digital news platforms. Unlike the passive consumption associated with traditional media, the internet allows Nigerian audiences to take a more active role in selecting, interacting with, and even contributing to the news. People turn to online platforms, such as news websites, blogs, and social media, to meet their evolving needs for real-time updates, diverse perspectives, and opportunities for dialogue.

One significant gratification the internet provides to Nigerian audiences is instant access to information. With the rise of digital journalism platforms like Punch Online, Premium Times, and The Guardian Nigeria deliver news in real time, meeting the audience's demand for immediacy. Additionally, the internet caters to the need for diverse perspectives. Unlike traditional media, which often adheres to specific editorial policies or government

restrictions, online platforms offer a variety of viewpoints, allowing users to explore stories from multiple angles. For instance, blogs and citizen journalism platforms provide grassroots perspectives that are often absent in mainstream coverage.

Entertainment is another key motivation driving audience engagement with internet-based journalism in Nigeria. Multimedia content—such as videos, memes, and infographics—enhances the entertainment value of news, making it more appealing to younger audiences. Social media platforms like Twitter, Instagram, and TikTok have become hubs where news is not only consumed but also debated, often in creative and entertaining formats. These platforms satisfy the need for social interaction as well, enabling audiences to engage in discussions, share their opinions, and even challenge journalists or public figures directly.

The theory also explains how individuals use the internet to reinforce their personal identity. For many Nigerians, following specific news outlets or participating in online discussions is a way to align with particular cultural, political, or social values. For instance, diaspora communities often use Nigerian news websites and social media to stay connected to home, preserving a sense of belonging and identity. Similarly, activists and advocacy groups use digital journalism platforms to highlight issues that resonate with their values, such as human rights, gender equality, or climate change.

Finally, the internet fulfills the needs for control and empowerment, allowing audiences to bypass traditional gatekeepers of information. Nigerians can now customize their media consumption, choosing what content to engage with and when. This shift not only changes how journalism is practiced but also places greater pressure on journalists to create content that aligns with audience expectations and preferences. While the internet has revolutionized how news is accessed and consumed in Nigeria, it has also created challenges, such as the spread of misinformation and echo chambers, which can limit the diversity of content audiences are exposed to. Nonetheless, the Uses and Gratifications Theory underscores the transformative role of the internet in journalism, emphasizing its ability to meet the dynamic and personalized needs of Nigerian audiences in a digital age.

### **2.2.3 Two-Step Flow Theory**

The Two-Step Flow Theory, proposed by Paul Lazarsfeld and Elihu Katz, suggests that media influences public opinion indirectly through opinion leaders. According to this

theory, the mass media does not directly influence the general public; instead, it reaches individuals who are more active in consuming media and who then act as intermediaries, passing on the information and influencing the attitudes and behaviors of others. In the context of the internet's effect on journalism in Nigeria, this theory is particularly relevant as it highlights the role of digital influencers and social media personalities in shaping public discourse. Rather than the media directly swaying the masses, opinion leaders—such as bloggers, celebrities, or activists—play a crucial role in filtering and transmitting information to their followers, who may not engage with traditional media sources.

In Nigeria, the emergence of digital influencers has profoundly affected how news is consumed. Opinion leaders, such as prominent social media personalities, YouTubers, and bloggers, use platforms like Twitter, Facebook, and Instagram to share news stories, offer commentary, and shape political or social narratives. These influencers typically have large, engaged followings, and their opinions and actions have a ripple effect on the broader public. For instance, when an influential Nigerian Twitter personality shares their perspective on a political issue or news event, it often sparks a wider conversation, leading to the spread of that information to a much larger audience. These opinion leaders act as intermediaries, filtering and sometimes even altering the messages they receive from traditional journalism sources before passing them on to their followers.

The internet has also enabled the creation of micro-communities where these opinion leaders can thrive. In Nigeria, groups of people with similar political views, social concerns, or cultural interests often form online communities where influential figures dominate discussions. These communities can be highly influential in shaping the opinions of their members, who trust the opinions of the leaders within these spaces more than they do traditional media outlets. As a result, the power of traditional journalism in setting the public agenda has been somewhat diluted, with opinion leaders now occupying a central role in guiding the flow of information.

However, the Two-Step Flow Theory also highlights the limitations of the internet in reaching the masses. While influencers have a significant impact on their followers, their influence may not be universal. Not everyone is plugged into the same networks or follows the same opinion leaders.

Therefore, information flow through the internet may not always translate into widespread public opinion change. Furthermore, in Nigeria, where internet access may be limited in rural areas, traditional forms of media may still play a crucial role in shaping the opinions of large segments of the population who are less connected to digital platforms.

In summary, the Two-Step Flow Theory provides an insightful lens through which to understand how the internet has reshaped the flow of information and the practice of journalism in Nigeria. It underscores the increasing importance of digital influencers as opinion leaders who shape public discourse, showing that the role of traditional media is being redefined by a more decentralized, interactive, and networked form of journalism.

### **2.3 Empirical Review**

An empirical review of the topic “The Effect of Internet as a Tool for Journalism Practice in Nigeria” involves analyzing existing research, studies, and data that examine how the internet has influenced journalism in Nigeria. Over the years, various scholars and researchers have explored the role of the internet in reshaping journalism practices, the challenges it brings, and its impact on the dissemination of news in the country. This review draws on studies that focus on digital journalism, the rise of online platforms, the challenges of misinformation, and the opportunities presented by the internet for Nigerian journalists.

Research by Okoye (2020) found that Nigerian journalists now rely heavily on the internet for accessing both local and international news sources. This access to diverse content has significantly improved reporting, enabling journalists to cover more stories and offer a broader perspective on national and global issues. Furthermore, journalists have been able to engage directly with experts, officials, and the general public through online platforms, enhancing the depth and accuracy of their stories.

According to Adebayo & Ojebode (2021), the increasing popularity of digital platforms like blogs, social media, and online newspapers has led to a notable rise in the number of Nigerian journalists working primarily in the online space. This shift has allowed journalists to reach a larger audience, bypassing the limitations of traditional media platforms such as print and radio. Their research also highlights how news organizations have adapted to online platforms by incorporating multimedia elements (e.g., videos, podcasts, and infographics), which has further enhanced the appeal of online journalism.

Sule (2021) conducted a study on the challenges of digital media in Nigeria and found that unequal access to internet services and digital tools remains a significant issue. While urban centers benefit from better internet infrastructure and technological resources, rural areas face challenges of limited access to reliable internet, smartphones, and computers. This disparity has led to a divide in how different regions of the country access and produce news, with urban journalists often having more opportunities to engage in digital journalism than their rural counterparts.

The anonymity provided by the internet allows individuals and groups to target journalists with impunity, which can create an environment of fear and self-censorship. The study found that these digital security threats have led to increased caution among Nigerian journalists, with many opting for more superficial coverage of sensitive issues to avoid becoming targets.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter outlines the methodology used in this study. The research design, population and sample design as well as the research instruments of the study are discussed. It examines the model used to explore the effect of internet as a tool for journalism practice in Nigeria. This chapter puts emphasis on the measures and scales used in this study and also the method of data presentation and analysis.

The aim of this research as stated earlier is to explore effect of internet as a tool for journalism practice in Nigeria. In order to provide an objective and conclusive study, considering the time constraints and financial constraint hindering the scope and premise of the study, the paper adopts the survey research method in answering the research questions.

#### **3.1 Research Design**

Research design refers to the overall plan or strategy that a researcher develops to answer a research question or test a hypothesis. It encompasses all aspects of the research process, including the selection of the research method, data collection, and data analysis. (Creswell & Creswell, 2017). It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis. A research design also called a research plan is a plan to answer a set of questions (McCombs, 2019).

The research focuses on the effect of internet as a tool for journalism practice in Nigeria. Through the use of primary data, we were able to find out the relationship that exists between how internet has worked as a tool that affects journalism practice in Nigeria. The research participant includes the National Union of Journalists (NUJ). 100 questionnaires will be given out.

Survey research design is defined as the process of conducting research using surveys that researchers send to survey research respondents. The data collected from surveys is then statistically analyzed to draw meaningful research conclusions (Diekmann, Andreas (2011)).

Survey is the method adopted in this research work, this is because it is believed to be the best method that can be used to seek opinion of selected group of people on a particular issue. In a survey method, small and large population otherwise called universe, are studied through the selection and studying of samples chosen from the universe to discover the relative occurrence, distribution and interrelations of variables. This method will therefore be employed to discover the effect of internet as a tool for journalism practice in Nigeria.

### **3.2 Population of the Study**

Population refers to a set of all possible cases or instances on a research report. In most cases it is the group to which the researcher plans to generalize his research. The population of the study refers to the total number of the people involved in the study (Adeagbo, 2011).

Babbie (2010) defines population as the aggregation of elements from which a sample is actually selected. This affirms the population is the bigger group from which the sample is usually smaller is drawn from. The population is a combination of members with similar characteristics where the sample is drawn from with the notion that generalization can be made.

The population of the study constitutes the National Union of Journalists (NUJ), since it is chosen as the case study of this research work, it is believed that they know very much about the research topic and are in best position to give appropriate answers to the research questions.

### **3.3 Sample Size and Sampling Procedure**

A sample size can be referred to a picked or chosen group under research area which reasonably embodies the entire population of attraction or concern. i.e. a sample of population which has the attributes that are necessary to the study analysis or scrutiny. (Creswell, 2014).

A total number of 100 questionnaires will be distributed out to National Union of Journalists (NUJ). Therefore, the sample size of this research work is 100.

Sample techniques is the method you employ while choosing from a population study. (Cochran, 2007). For example, you could select every 3rd person, everyone in a particular

age group, and so on, you must carefully consider your study before choosing an appropriate sampling technique. It has a significant effect on your result.

### **3.4 Instrument of Data Collection**

An instrument of data collection refers to the tool or method used to collect data in a research study. The choice of instrument depends on the research question, the type of data that needs to be collected, and the characteristics of the sample population. (Fowler, 2013).

The instrument that was used in collecting data for this research is the structural questionnaire. The questionnaire was designed in a bid to elicit information from the respondents as regards the research in question. To arrive at this, the questionnaire was divided into two sections namely; section A: Respondent Demographic profile, Section B: Effect of Internet as a tool for Journalism Practice in Nigeria.

### **3.5 Validity and Reliability of Instrument**

Reliability and validity are both about how well a method measure something; Reliability refers to the consistency of a measure (whether the results can be reproduced under the same conditions). Validity refers to the accuracy of a measure (whether the results really do represent what they are supposed to measure).

Main concern of reliability is precision and accuracy, which are important in research measurement. According to Amusan (2004), a measurement is said to be reliable if it measure consistency under varying conditions and at different times a person's performance or trait. He further states that it reflects the consistency or trustworthiness of that instrument.

Therefore, to ensure reliability of the research instruments, a pilot study would be carried out by administering 100 of the Union, to get feedback on their understanding of the questions and possible adjustments to be made where necessary.

Reliability of the instrument would be determined by calculating the Cronbach's alpha coefficient from the results of the pilot study. According to Ary (2006), an instrument must have Cronbach's alpha value of 0.7 or above to be considered to have adequate internal consistency and reliable for use with a given population. The items which if found to lower the value below 0.7 will be deleted from the questionnaire. The questions in the questionnaire

were reviewed and subjected to support review and approval to ensure that precise and appropriate questions were asked.

### **3.6 Method of Data Collection**

Data collection methods are the techniques and procedures used to gather information for research purpose. These methods can range from sample self-reported surveys to more complex experiment and can involve either quantitative or qualitative approaches to data gathering (Creswell, 2013).

To collect firsthand information, different tools in accordance with the qualitative and quantitative approaches for instance, the tools used to gather qualitative information through primary sources are in-depth interviews, document reviews, observation methods and group discussion. Contrarily, the primary source of data collection method in quantitative methodology includes close-ended questionnaires surveys, computer extraction and information systems as tools (Johnson & Tumer, 2008). However, the primary source of data collection is a time-consuming technique to collect information directly from the people.

Thus, another option for researcher is to use a secondary source of data collection, which only requires the inclusion of previous literature published in books or e-books, journal articles, commercial reports and authentic web pages as its fundamental tools (Gill, Stewart, Treasure & Chadwick, 2008). The present research opted for the use of primary method was to obtain maximum unbiased and firsthand data to reflect the effect of internet regarding to journalism practice in Nigeria.

Resultantly, the data collection through primary source could allow better comprehension as well as achievement of research objectives. The key tools used to collect primary data involved close-ended questionnaire filled by 100 participants selected randomly. Furthermore, the close-ended questionnaire has been designed in a simple way containing 10 questions regarding the subject and relevant options using libert scale.

### **3.7 Method of Data Analysis**

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. In terms of quantitative research approach, the data analysis method also follows a quantified approach

whereby raw numeric data is statistically analysed for making sense of the data and its comprehension unlike in research, which follows a qualitative research approach. Qualitative research approaches usually adopt an un-statistical approach for the analysis of the data since the data collected could hardly be quantified. The approach these type of research follow usually involves interpretation.

The data collected in this study were analyzed descriptively and inferentially using tables. The descriptive statistics that were employed are frequency, percentage, mean and standard deviation. In order to answer the research questions, descriptive statistics showing the mean and standard deviations of each item were presented and inferential statistics showing the corrections.

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND INTERPRETATION

#### 4.1 Introduction

In this section of the research study, data obtained from field of investigation were presented and analyzed.

#### 4.2 Data Presentation and Analysis

In this section the researcher intends to present the analysis of data collected from the field through questionnaires administered to the NUJ Kwara State Chapter. It's stated earlier in chapter three (methodology) that questionnaires were designed and used especially to collect data on the Effect of Internet as a tool for Journalism Practice in Nigeria (a case study of NUJ Kwara State Chapter). This analysis is based on 100 copies questionnaire administered at of which all of it was returned, all the 100 were worked on and processed.

#### SECTION A: TABLE 1

##### Analysis of Bio-Data

This diagram presents the sex of the respondent in either male or female.

##### DISTRIBUTION OF RESPONDENT BY SEX

RESPONDENT	FREQUENCY	%
Male	85	85
Female	15	15
Total	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 85 respondents were male represent 85%, 15 respondents were female representing 15%

**TABLE 2: Distribution of Respondents by Age**

<b>RESPONDENT</b>	<b>FREQUENCY</b>	<b>%</b>
16-25	75	75
25-40	22	22
40-above	3	3
Total	100	100

**Source: Researcher's Field Survey, 2025**

The table above shows that 75 respondents representing 75% were between the age of 16-25, 22 respondents representing 22% were between the age of 25-40 while the remaining 3 respondents representing 3% were between the age of 40 and above.

**TABLE 3: Distribution of Respondents by Religion**

<b>Respondents</b>	<b>Frequency</b>	<b>%</b>
Christianity	42	42
Islam	55	55
Traditional	3	3
Total	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 42 respondents representing 42% practices Christianity, 55 respondents representing 55% practices Islam while the remaining 3 respondents practices Tradition.

**TABLE 4: Distribution of Respondents By Occupation**

<b>Respondents</b>	<b>Frequency</b>	<b>%</b>
Student	64	65
Entrepreneur	20	20
Civil Servant	8	8
Government Health Practitioner	5	5
Others	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Researcher's Field Survey, 2025**

The table above shows that 64 respondents representing 64% are Student, 20 respondents representing 20% are Entrepreneur, 8 respondents representing 8% are Civil Servant, 5 respondents representing 5% are Government Health Practitioner while the remaining 3 respondents representing 3% are others.

## **SECTION B**

**TABLE 1: How often do you use the internet for your journalistic work?**

<b>Respondents</b>	<b>Frequency</b>	<b>%</b>
Very often	60	60
Often	30	30
Neutral	5	5
Not often	5	5
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Researcher's Field Survey, 2025**



The table shows that 60 respondents representing 60% picked very often meaning that they very often uses internet for their journalistic work, 30 respondents representing 30% picked often but not very, 5 respondents representing 5% were neutral about the point, while the remaining 5 respondents representing 5% total disagree the point.

**TABLE 2: What internet-based tools do you use most frequently for your journalistic work?**

Respondents	Frequency	%
Social Media	70	70
News	10	10
E-mail	5	5
Video sharing platforms	5	5
Online news platforms	7	7
Others	3	3
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 70 respondents representing 70% picked Social Media as one of the internet-based tools they uses most frequently for their journalistic work, 10 respondents representing 10% picked News, 5 respondents representing 5% picked E-mail, 5 respondents representing 5% picked Video sharing platforms, 7 respondents representing 7% picked Online news platforms while the remaining 3 respondents representing 3% picked Others.

**TABLE 3: To what extent has the internet improved the speed and efficiency of your news reporting?**

Respondents	Frequency	%
Very high	50	50
High	30	30
Neutral	15	15
Very low	5	5
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 50 respondents representing 50% picked Very High to the point meaning that internet has improved the speed and efficiency of their reporting, 30 respondents representing 30% picked High but not very, 15 respondents representing 15% were neutral about the point while the remaining 5 respondents representing 5% picked others.

**TABLE 4: Has the internet changed the way you gather information or sources for your stories?**

Respondents	Frequency	%
Yes	70	70
No	20	20
Not sure	10	10
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 70 respondents representing 70% response was Yes, 20 respondents representing 20% response was No while the remaining 10 respondents representing 10% were not sure about the point.

**TABLE 5: Do you think the internet has contributed to the quality of journalism in Kwara State?**

Respondents	Frequency	%
Yes	70	70
No	20	20
Not sure	10	10
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 70 respondents representing 70% response was Yes, 20 respondents representing 20% response was No while the remaining 10 respondents representing 10% were not sure about the point.

**TABLE 6: In your opinion, has the internet influenced the credibility and accuracy of news reporting in Kwara State?**

Respondents	Frequency	%
Yes	70	70
No	20	20
Not sure	10	10
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 70 respondents representing 70% response was Yes, 20 respondents representing 20% response was No while the remaining 10 respondents representing 10% were not sure about the point.

**TABLE 7: Do you think the internet has provided more opportunities for local journalists in Kwara State to reach a broader audience?**

Respondents	Frequency	%
Yes	70	70
No	20	20
Not sure	10	10
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 70 respondents representing 70% response was Yes, 20 respondents representing 20% response was No while the remaining 10 respondents representing 10% were not sure about the point.

**TABLE 9: Internet will continue to play a dominant role in journalism practices in the next 5 years in Kwara State?**

Respondents	Frequency	%
Strongly Agreed	55	55
Agreed	20	20
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 55 respondents representing 55% strongly agreed, 20 respondents representing 20% agreed but not strongly, 10 respondents representing 10% agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

**TABLE 10: Internet affects the relationship between journalists and their audiences in Kwara State?**

<b>Respondents</b>	<b>Frequency</b>	<b>%</b>
Strongly Agreed	55	55
Agreed	20	20
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 55 respondents representing 55% strongly agreed, 20 respondents representing 20% agreed but not strongly, 10 respondents representing 10% agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

**TABLE 11: Internet has provides many opportunities for journalism in Kwara State?**

<b>Respondents</b>	<b>Frequency</b>	<b>%</b>
Strongly Agreed	50	50
Agreed	25	25
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 50 respondents representing 50% strongly agreed, 25 respondents representing 25% agreed but not strongly, 10 respondents representing 10%

agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

**TABLE 12: Internet-based journalism will eventually replace traditional media (print, radio, TV) in Kwara State?**

Respondents	Frequency	%
Strongly Agreed	60	60
Agreed	15	15
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 60 respondents representing 60% strongly agreed, 15 respondents representing 15% agreed but not strongly, 10 respondents representing 10% agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

**TABLE 13: There are some skills journalisms in Kwara State need to develop in order to succeed in the digital age?**

Respondents	Frequency	%
Strongly Agreed	55	55
Agreed	20	20
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 55 respondents representing 55% strongly agreed, 20 respondents representing 20% agreed but not strongly, 10 respondents representing 10%

agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

**TABLE 14: Internet has created a more competitive environment for joournists and media organizations in Kwara State?**

Respondents	Frequency	%
Strongly Agreed	55	55
Agreed	20	20
Neutral	10	10
Disagreed	8	8
Strongly Disagreed	7	7
<b>Total</b>	100	100

**Source: Researcher's Field Survey, 2025**

The table shows that 55 respondents representing 55% strongly agreed, 20 respondents representing 20% agreed but not strongly, 10 respondents representing 10% agreed neutrally, 8 respondents representing 8% disagreed while 7 respondents representing 7% strongly disagreed.

### **4.3 Discussion of Findings**

The aim of this research was to carry out an investigation on the Effect of Internet as a tool for Journalism Practice in Nigeria.

To better understand the point on the Effect of Internet as a tool for Journalism Practice in Nigeria (a NUJ Kwara State Chapter), this study developed a meta-framework and analyzed the relationships among the attributes of the three constructs within. An offline survey with 100 participants was carried out with a stratified sample size to test the meta-framework, and the data collected from the survey process were further categorized as the relationships designed in the constructs. This study considered internet a major medium through which Journalism is being practiced.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

The advent of the internet has significantly transformed journalism practice in Nigeria, providing both opportunities and challenges. It has enabled faster news dissemination, expanded audience reach, and facilitated real-time reporting through digital platforms such as blogs, social media, and online news portals. Journalists now have greater access to diverse sources of information and multimedia tools, enhancing content quality and interactivity. However, the internet has also contributed to the spread of misinformation, ethical lapses, and challenges in verifying facts due to citizen journalism and unregulated online content. Additionally, the financial sustainability of traditional media has been affected by the shift to digital platforms. Despite these challenges, the internet remains a powerful tool that continues to redefine journalistic standards and practices in Nigeria.

In order to have an in-depth knowledge about this research, the whole research is divided into five chapters. Chapter one dealt with the introductory aspect of the study, a statement of the problem, objectives of the study, research questions, significance of the study and definition of terms. In chapter two, attention was focused on reviewing existing literature gotten from textbooks, journals, unpublished lecture notes, materials from the internet and previous projects related to this research. The chapter had the following subheads: Conceptual review, theoretical review, empirical review. Chapter three focused on the methodology used in the research. The chapter contained the introductory part, research design, population of the studies, sample size and sampling techniques, instrument of data collection, validity and reliability of instrument, method of data collection and method of data analysis. The chapter four dealt with the presentation, analysis and interpretation of data. The data were analyzed using both regression and correlation by the aid of econometric view. Chapter five includes the summary of the work done, the summary of findings which constitute of the theoretical and empirical findings, the conclusion, and recommendations.

#### **5.2 Conclusion**

This research work titled “Effect of Internet as a tool for Journalism Practice in Nigeria (a case study of NUJ Kwara State Chapter). According to research which is been



conducted through the use of questionnaire that was distributed to Mass Communication Department, student of Kwara State Polytechnic at different levels to sample their view on the study the result gathered give the assertion that social media is very tantamount for journalism practices in Nigeria and all the 100 questionnaires were distributed and all of it was retrieved.

In conclusion, the internet has revolutionized journalism practice in Nigeria by opening up new avenues for news production, distribution, and audience engagement. It has empowered journalists with tools for speed, efficiency, and broader reach, while also democratizing information through citizen participation. However, it has equally introduced significant challenges, including the proliferation of fake news, declining editorial standards, and the struggle for media houses to maintain financial viability in a digital-first environment. To fully harness the potential of the internet, there is a pressing need for continuous training of journalists in digital skills, stronger regulatory frameworks to curb misinformation, and innovation in media business models. Ultimately, the internet remains a double-edged sword—its impact on Nigerian journalism will depend on how effectively its benefits are maximized and its drawbacks mitigated.

### **5.3 Recommendations**

Based on the findings, the researcher recommends the following:

- Media organizations should invest in regular training for journalists to enhance their digital skills, including fact-checking, multimedia reporting, and data journalism. This will ensure professionalism and accuracy in online reporting.
- There is a need to reinforce journalistic ethics in the digital space. Journalists and media practitioners should adhere to professional codes of conduct to combat the spread of misinformation and maintain credibility.
- Government and media regulatory bodies should develop clear, fair policies that address online journalism without stifling freedom of expression. Self-regulation through peer review and independent media councils should also be encouraged.

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## QUESTIONNAIRE

Dear respondent,

I am a student of the Department of Mass Communication in Kwara State Polytechnic, conducting a research on the topic “Effect of Internet as a tool for Journalism Practice in Nigeria” using NUJ Kwara State Chapter as case study.

I hereby request that you help me answer the following questions honestly and I assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

**INSTRUCTION:** Please tick the answer you consider appropriate the questionnaire will be in three parts section A, B and C

### SECTION A:

1. Sex: (a) male ( ) (b) female ( )
2. Age: (a) 16-25 years ( ) (b) 25-40 year ( ) (c) 40 and above ( )
3. Religion: (a) Christianity ( ) (b) Islam ( ) (c) Religious practitioner ( )
4. Occupation: (a) Student ( ) (b) Lecturer ( ) (c) Radio/TV host ( ) (d) journalist ( ) (e) Government health practitioner ( ) (f) others ( )

### SECTION B

5. How often do you use the internet for your journalistic work? (a) Very often ( ) (b) Often ( ) (c) Neutral ( ) (d) Not often ( )
6. What internet-based tools do you use most frequently for your journalistic work? (a) Social Media ( ) (b) News ( ) (c) E-mail ( ) (d) Video sharing platforms ( ) (e) Online news platforms ( ) (f) Others ( )
7. To what extent has the internet improved the speed and efficiency of your news reporting? (a) Very High ( ) (b) High ( ) (c) Neutral ( ) (d) Very low ( )
8. Has the internet changed the way you gather information or sources for your stories? (a) Yes ( ) (b) No ( ) (c) Not sure ( )
9. Do you think the internet has contributed to the quality of journalism in Kwara State? (a) Yes ( ) (b) Social media ( ) (c) Not sure ( )

10. In your opinion, has the internet influenced the credibility and accuracy of news reporting in Kwara State? (a) Yes ( ) (b) No ( ) (c) Not sure ( )

11. Do you think the internet has provided more opportunities for local journalists in Kwara State to reach a broader audience? (a) Yes ( ) (b) No ( ) (c) Not sure ( )

**Keys:** (SA) Strongly agree (A) Agree, (N) Neutral, (d) Disagree and (SD) Strongly Disagree

S/N	VARIABLES	RESPONDENTS' OPTION				
		SA	A	N	D	SD
12.	Internet will continue to play a dominant role in journalism practices in the next 5 years in Kwara State?					
13.	Internet affect the relationship between journalists and their audiences in Kwara State?					
14.	Internet has provides many opportunities for journalism in Kwara State					
15.	Internet-based journalism will eventually replace traditional media (print, radio, TV) in Kwara State?					
16.	There are some skills journalists in Kwara State need to develop in order to succeed in the digital age?					
17.	Internet has created a more competitive environment for journalists and media organizations in Kwara State?					