THE IMPACT OF SOCIAL MEDIA ON MODERN JOURNALISM. A STUDY OF JOURNALISTS IN ILORIN METROPOLIS

BY

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CERTIFICATION

This research work has been carefully examined and approved as meeting part of the requirement of the Department of Mass Communication, institute of information and communication technology, Kwara State Polytechnic, Ilorin. In partial fulfillment for the award of Higher National Diploma (HND) in Mass Communication.

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DEDICATION

I dedicate this project to GOD the ruler of the universe, the Custodian of everything in the heaven and the earth, the supreme being, gives Knowledge and Wisdom. Also, this project is dedicated to our lovely and caring parent especially my LATE MOTHER MRS ALAGBE FOLASHADE

ACKNOWNLEGEMENTS

TABLE OF CONTENT

TABLE OF CONTENTS

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A century and half ago, communication between countries involved physical presence. Once, a reporter had to run as fast as possible back to the newsroom after interviewing and tried to beat the competition to print. With the advent of the digital age the role of the journalist changed. The inception of information communication technology such as the internet has made it possible to find out about events without actually being there. Journalists can report news across the world over the internet.

Throughout history, developments in technology and communication have gone hand-in-hand, and the latest technological developments such as the internet have resulted in the advancement of the science of communication to a new level. The process of human communication has evolved over the years, with many path- breaking inventions and discoveries heralding revolutions. The invention of pictographs or the first written communication in the ancient world brought about written communication. These writings were on stone, and remained immobile. The invention of paper, papyrus and wax, culminating in the invention of the printing press in the 15th century made possible transfer of documents from one place to another, allowing for uniformity of languages over long distances. The latest revolution is the widespread application of electronic technology such as electronic waves and signals to communication, manifesting in the electronic creation and transfer of documents over the World Wide Web (www.wikipediathefreeencyclopedia.com)

Social media which are a form of electronic communication have become the highest activity on the internet. They refer to social networking websites developed to specifically help people share their views and stay in touch with their friends, relatives and well-wishers. According to Wikipedia, social media represents a shift in how people discover, read and share news, information content which brought about the democratization of information, transforming people from content readers into

publishers. Social media are also internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multi-media mix of personal words, pictures, videos and audio (Bruce and Douglas; 2008, p.27). In order to broaden our knowledge on the topic of study, a brief history of social media will be discussed below.

In the early 1990s, chat rooms and bulletin boards were forms of social media; in that they helped people connect with others and share interests. A little later, dating sites hooked together those looking for partners, and Classmate.com. let people connect with people they had known in high school and college. In the early 2000s, a site called Friendster was set up where people invited their friends to join and in turn, those friends invited other friends. The site was popular for a while but it suffered from technical difficulties and fake profiles and began losing members. Some of those members went to MySpace, which had actually started in 1999 but became better known in 2003.Its roots are a little muddy because it received financial and logistical support from another company called eUniverse, and most of the early users were universe employees but Tom Anderson and Chris DeWolfe are given credit for much of the innovations and success of the site which built up to 115 million users worldwide. Members post bios, photos, blogs, videos, and other things that strike their fancy, and some TV programmes to air on MySpace. In 2005, Rupert Murdoch's News Corporation (parent of Fox Broadcasting) bought MySpace for 580 million dollars. A competitor to MySpace, Facebook was started in 2004 by Mark Zuckerberg while he was a student at Harvard University; it grew up rapidly about 2007. At first Facebook was solely for college and high school students, but Zuckerberg opened it to everyone and like MySpace, it encourages all types of member postings (Lynn Gross, 2010). Apart from the above-mentioned social media tools, there are also others. These include; Twitter, YouTube, BlackBerry Messenger, Flickr, Word Press, Blogger, Badoo, Live Journal, Wikipedia, Type Pad, Second Life, Lulu, and many others. All these social media appear in many forms including blogs and microblogs, forums, and message boards, social networks, wikis, virtual worlds, social

bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, data, content, image, video sharing, podcast portals and collective intelligence.

Journalism on the other hand is the deliberate and conscious efforts to gather information, collating and analyzing data for the purpose of informing, educating, and entertaining the people with a view of making an appropriate decision (Qasim Akinreti; 2007). Journalism is also an investigation and reporting events, issues and trends to a large audience. Though there are many variations of journalism, the ideal is to inform the intended audience about topics ranging from government and business organizations to cultural aspects of society such as arts and entertainment. The field of journalism include; editing, photojournalism and documentary.

1.2 Statement of the Problem

The impact of social media in today's world of communication, especially journalism cannot be over-looked. Since its arrival social media have certainly changed the way journalists work, how stories are developed and disseminated. Social media have had positive impacts, without doubt, but there are also concerns about their impact on productivity and the disruption it could have on journalists" working patterns. Social media have created a dependency among those working in the media and many are unable to do without them.

Social media have become journalistic lexicon and it seems sourcing information has overtaken self-promotion as a primary social activity. While journalists are growing more sophisticated in their use of social media, and are for instance, using a great variety of tools to source for news, some journalists are less positive about some of the ways social media affect their journalistic activities, their engagement with their audience, their productivity and the quality of their work. Based on these contrasting views, the question this research seeks to answer is; how have social media affected the journalists in Ilorin metropolis with regards to their journalistic duties?

1.3 Objectives of the Study

The study had the following objectives:

1. To know if journalists in Ilorin metropolis are exposed to social media networking tools.

2. To find out the type of social media tools journalists in Ilorin metropolis prefer.

3. To determine whether social media have enhanced the productivity of journalists in Ilorin metropolis.

1.4 Research Questions

1. To what extent are journalists in Ilorin metropolis exposed to social media networking tools?

2. What type of social media tool do journalists in Ilorin metropolis prefer?

3. How have social media enhanced the productivity of journalists in Ilorin metropolis?

1.5 Scope of the Study

This study is focused on journalists in Ilorin metropolis and not necessarily conclusive for journalists in other parts of Nigeria. Since journalists share common characteristics and skills, data generated from this study and the result obtained thereof, can be applied to all journalists.

1.6 Significance of the Study

This study will be of immeasurable importance to journalists, media organizations, news agencies, editors, lecturers and students in the field of journalism and mass communication as well as other researchers who will want to embark on same study as this.

The study will help journalists to source useful information using social media networking tools as well as provide them with a guide on how to write online stories. It will also help journalists to interact with their audience and identify their information needs. The study will also help journalists who have rarely embraced social media to do so in order to increase their productivity.

1.7 Definition of Terms

Social media: The term social media refers to the Internet-based social networking websites developed to specifically help people share their views and stay in touch with their friends, relatives and well-wishers.

Media: media in this study are Facebook, Twitter, YouTube, and other social media networking tools which journalists use to disseminate information to a large heterogeneous audience.

Journalism: this is the practice of writing, editing, and disseminating information to the public.

Modern journalism: it is a term used to describe the new era in journalism where internet and computers are used in almost every journalistic activity.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter reviewed concepts such as social media, media, journalism, modern journalism and other related studies. The chapter also reviewed the theoretical framework in relation to the study.

2.1 Conceptual Review

2.1.1 The Concept of Social Media

Social media is not really new. While it has only recently become part of mainstream culture and the business world, people have been using digital media for networking, socializing, and gathering of information. Social media started as a concept many years ago but has evolved into sophisticated technology. The concept of social media can be dated back to the use of the analogue telephone for social interactions. The most recognizable use of social media was through innovative application, an online dialogue framework, created by Ward Christensen, a former IBM employee and Randy Suess. Initially they envisioned a place where they could immediately contact their co-employees for announcement, that is, meetings, reports, and other affairs, rather than making multiple phone calls, distributing memos and the like. They were looking into creating a computerized bulletin board, which is why they named the program CBBS (Computerized Bulletin Board System).

Soon enough, more and more employees contributed their ideas and comments in the said online community. That event was a momentous episode in the history of computer and internet. It was the birth of online social networking. The CBBS platform was made known to other companies and has been used for specific purposes. The Bulletin Board System expanded largely and began breaking into mainstream much sooner than it was planned. It was during the rise of the Internet Service Providers in the early 1990s when social networking sites began to flourish. Along with the availability of the internet

service to people, many people rummaged to have themselves acquainted with the new technology.

Social media attained a great measure of success with the launch of the then very popular Friendster.com. Creator of Friendster, Jonathan Abrams concocted a perfect mix of popular features from earlier social networking predecessors. Friendster became an instant success and gathered about 3 million members who signed up in its early month of launch. Friendster unfortunately got out of hand and suffered from too many glitches in the server. Today, Friendster has been announced as a newly owned identity of a Malaysian company, and outshone by present social networking sites but still remains to be patronized most especially in Asia.

Another social media evolved called MySpace.com. The concept of MySpace opened the internet users to vast opportunities of self-expression which include wide control over a user's profile content. In MySpace, users experienced the best of creating unique identities to show to the online world.MySpace remained as the uncontested favorite among all social networking sites until 2005 when it met its competitor in the market. Facebook.com. started as a local social network made for the students of Harvard University. It was developed by sophomore, Mark Zuckerberg. Facebook was actually made by hacking Harvard database containing identification images of students. The initial idea was to compare the faces of students with images of animals, for entertainment purposes. However, due to the potentially damaging contents of the site, the creators decided to put it down, before it caught the attention of the school authorities. The application was shut down, but the idea of creating an online community of students came into existence. The platform was then improved and sooner than they expected, Facebook.com. Ultimately offered the opportunity to the rest of the world. Facebook has grown to become the most popular and biggest social networking site with 800 million active users worldwide (Facebook statistics 2012).Other social networking sites continue to appear in the scene such as BlackBerry Messenger, Twitter, Google+, Flickr, Badoo, Amazon and many others.(Bruce and Douglas, 2008).

Similarly, some refer to social media as social networks. However, the two terms are said to be same side of a coin. Wikipedia defines social networks as "a social structure made up of individuals (or organizations) called „nodes", which are connected by one or more specific types of inter-dependency such as, friendship, kinship, financial exchange, dislikes, sexual relationships or relationship of beliefs, knowledge or prestige". While it also defines social media as "media designed to be disseminated through social interactions, created using highly accessible and scalable publishing technique".

Boyd and Allison (2007) defined social network sites as "web-based services that allows individuals to; construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the systems". The definition focuses on platforms such as Facebook, Twitter, etc. Based on a strict theoretical understanding, all networked tools that allow establishing connections between at least two humans, have to be understood as social networking platforms.

Wikipedia notes that social media use internet and web-based technologies to transform broadcast media monologues (that is one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming from content consumers into content producers. Kaplan and Haenlein, quoted in Ganiyu and Qasim (2011) defined social media as "a group of internet-based applications that build on the ideological and technological foundations of web 2.0, which allows the creation and exchange of user generated content".

According to Duarte (2009), "web 2.0" is derived from naming conventions in software, where upgraded web technologies are numbered. For instance, version of a technology may be numbered as; 1.0, 2.0, 3.0, 4.0, 5.0, and so on. Essentially, Duarte writes, "web 2.0 refers to the functionality built into websites that allows people to put information on them more easily, share it with others and collaborate with them". In other words, social networks are facilitated on the internet by the use of web 2.0 (and other versions such as web 3.0). Web-based applications, commonly information on the internet are also

producers and disseminators of information, thus given rise to a new term "prosumers" (Ramanujam; 2008, p.243).

2.1.2   Classification of Social Media

Social media technologies take on many different forms including magazines, internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, videos, ratings, and social bookmarking. By applying a set of theories in the field of media research (social presence and social richness) and social processes (self-presentation and self-disclosure), Kaplan and Haenlein created a classification scheme in Business Horizons article (2010), with six different types of social media which include:

Collaborative projects: example Wikipedia

Blogs and microblogs: example Twitter

Content communities: example YouTube

Social networking sites: example Facebook

Virtual game world: example World of Warcraft

Virtual social worlds: example Second Life

These social media services focus on some or all of the seven functional building blocks which are; identity, conversation, sharing, presence, relationship, reputation and groups. These building blocks help understand the engagement needs of the social media audience. For example, YouTubes primary building blocks are sharing, conversations, groups, and reputation. Many companies build their own social containers that attempt to link the seven functional building blocks around their brands. These are private communities that engage people around a narrower theme, as in around a particular brand, vocation or hobby, than social media containers such as Google+, Facebook, and Twitter.

2.1.3   Components of Social Media

Social media has three components namely:

□ Concept (that is art, information, or meme)

☐ Media (physical, electronic, virtual or verbal)

☐ Social interface (intimate direct, community engagement, physical media such as print)

The use of social media involves many people sharing information with one another. It is a direct form of media which enable people to share information such as pictures, articles, videos, audio, tweets, comments, like, votes, etc. The distinguishing thing about social media is that much of the information is provided by amateurs and can be used to generate conversation. Duarte observes that "social media depends on interactions between people as the discussion and integration of words, images, and sounds around a multitude of subjects and feelings built by shared meaning around topics and experiences". Journalists therefore, use these social media tools to disseminate information as well as gather news and evaluate people's opinion on topical issues in the society.

2.1.4   Social Implications of Internet and Social Media

Internet has become a mass medium and relying on the internet diminishes the importance of the surveillance function of the traditional mass media. When a news event occurs, interested parties immediately post messages on the internet for others to read. This process represents a shift from tradition journalism, where the flow is from the top down. Editors decide what to cover and send reporters to collect the facts. Now the news starts at the bottom and is generated by people close to or with an interest in the news topic. In the light of the above, we will discuss some of the social issues posed by internet and social media.

i. **Lack of gatekeepers:** there are gatekeepers in the mass media but social networks such as Facebook, Twitter, Yahoo, Youtube have no gatekeepers. This has several implications, first is the risk of overloading the system with unwanted, unrequested, trivial, irrelevant, worthless or inconsequential messages is increased tremendously. Gatekeepers also function as evaluators of information. Newspaper editors and television news directors consider the authenticity and credibility of potential news sources. If the system works properly, bogus news tips, unsubstantiated rumors, and false information

are filtered out before they are published or broadcasted. Information obtained on the internet, however, comes without a guarantee. Some of it might be accurate, some of it you must use at your own risk. Example, some social media pages containing profiles of prominent people in the society may be operated by a computer junky somewhere who may not have any relationship with the said prominent person. Information coming through this channel about the person may be false and thus, require verification before use. Having no gatekeeper means having no censorship.

ii. **Lack of interpretation:** the internet may diminish the interpretation function of the media. Many computer bulletins boards and social media sites as we have seen exist

for an impressive array of topics (Dominick, 2002 P. 318). Information from the internet is mostly raw, and has no interpretation; readers are left to make their own interpretation thereby, generating different opinions on an issue or event.

iii. **Privacy concern:** social media and internet also raises a number of privacy concerns. Maintaining a person's privacy in the electronic age is not a new problem, but before the advent of the internet, compiling a detailed dossier on someone required days or even weeks of searching through records scattered in dozens of places. Today, computerized database let a person accomplish the same thing with only a couple of clicks of a mouse. For the past few years, many governments wrestled with these privacy problems to restrict the availability of personal information. The issue is complicated because many are concerned that government regulation will be so rigid that the legitimate searches for information would be difficult. Many prefer voluntary guidelines to laws (Dominick, 2002).

iv. **Information Overload**: The internet represents an information retrieval tool that is unparalleled-Providing a person knows how to use and understand it. In the days before the internet, students doing research, columnists and commentators will have to look things up in the text, reference book or encyclopedia source that had some recognized authority. Today, students, journalists, and other researchers can post a request for information with the relevant news groups or use a search engine to look for the topic.

The credibility of response on the news group however, is open to debate when the web search indiscriminately displays a list of "sources" which may number in the thousands. Every source on the screen seems to have the same credibility, even though some may be from scientific documents and others from comic books.

v. **Need for Regulation**: the whole notion of how to regulate the internet is a vexing problem. Technology has out-paced legislation. The overall legal implications of internet are still nebulous. Copyright law is a good example: a 1997 conference organized by the United Nations World Intellectual Property Organization proposed new guidelines that cover digital forms of writing, music, artwork, but the guidelines are yet to be ratified by the 160 nations that participated in the meeting. Even with these guidelines, questions remain. If copyright holders are given exclusive right, would there be a per-use charge for anybody who accesses the material? How would this fee be collected? Or supposed your website has a link to another site that contains copyright material used illegally? Are you liable for a copyright violation? (Dominick, 2002).

On another front, if someone post libelous message on a social networking site or bulletin board, is the operator liable? What about pornographic content? Will the computer encourage escapism? Some people are already spending lots of time (and money) engaging in computer chats, computer games, computer shopping, sourcing for news. As more and more fun things come online, will we spend even more of our lives staring at computer screen? What happens when virtual reality becomes more appealing than "real" reality? Will large number of us, especially journalists and other stakeholders, abandon socially relevant pursuits for a romp in the media world?

2.1.5   The Concept of Media

Media refers to tools used to store and deliver information or data. Media however, can be classified into the following:

A. Broadcast media: Communications delivered over electronic communication networks example TV and Radio.

B. Print media: Communication delivered through paper or canvas, example newspaper and magazine.

C. Social media: Media disseminated through social interdiction example Facebook and twitter.

D. Mass media: Refers to all means of mass communication.

E. Digital media: Refers to electronic media used to store, transmit and receive digitized information.

F. Multimedia: Communication that incorporate multiple forms of information content and processing.

G. New media: A broad term encompassing the amalgamation of traditional with the interactive power of computer and communications technology (Ganiyu and Qasim, 2011). For the purpose of this study, we will focus on mass media and social media.

Mass Media

Mass media are all those media technologies that are intended to reach a large audience by communication. There are various forms of mass media, they include:

i. Broadcast: broadcast media are communications delivered over electronic communication networks. They are also referred to as electronic media. It transmits information electronically and comprise of television, radio, film, CDs, DVDs, Cameras and video consoles (Albertazzi and Cobley, 2010). When broadcasting is done via the internet, the term webcasting is used. Internet is said to be a more interactive medium of all mass media, and can be briefly described as „network of networks". Specifically, internet is the worldwide, publicly accessible networks of interconnected computer network that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller, domestic, academic, business, and government networks which together carry various information and services, such as emails, online chats, file transfer and the interlinked web pages and other documents of the world wide web (Lorimer and Scannell, 1994).

ii. Print media: print media is made up of magazine, newspaper, books, and other printed media. Magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers (Sambe, 2005). Magazines are typically published weekly, bi weekly, monthly, bi monthly, or quarterly. They are often printed in colour on coated paper and are bound with a soft copy. Magazines can be classified into; professional, general interest, fashion, sports, etc. Newspaper on the other hand is an unbound publication containing news and information and advertising, usually printed on low-quality paper called newsprint. Newspaper may be general or special interest, most often published daily or weekly.

iii. Social media: social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing technique. Social media include Facebook, Twitter, Wikipedia, YouTube, MySpace, Badoo, 2go, BlackBerry Messenger, Google+, and many others.

Difference between Traditional or Mainstream Media and Social Media

People obtain information, education, news and other data from electronic and print media. Social media are distinct from traditional media such as newspaper, magazine, television, radio, and film as they are comparatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information. One characteristic shared by both social and mainstream media is the capability to reach no people or millions of people. Some of the properties that help describe the differences between social media and industrial or mainstream media are:

a. **Reach**: both traditional media and social media technologies provide scale and are capable of reaching a global audience. Traditional media however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility.

b. **Accessibility**: the means of production for mainstream media are typically government and/or corporate (or privately-owned), while social media tools are generally available to the public at little or no cost.

c. **Usability**: industrial media or mainstream media production requires specialized skills and training. On the contrary, most social media productions require modest reinterpretation of existing skills.

d. **Immediacy**: the time lag between communications produced by mainstream media can be long (days, weeks or even months) compared to social media (which is capable of virtually instantaneous responses). However, as mainstream media begins to adopt aspects of production, normally associated with social media tools, this point may not prove distinctive over time.

e. **Permanence**: industrial or mainstream media, once created cannot be altered (that is, once a magazine or newspaper is printed and distributed, changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing. Social media have provided an open arena where people are free to exchange ideas on companies, brand products, government and the society.

2.1.6   The concept of Journalism

The Longman Active Dictionary (new edition) defines journalism as "the job of writing reports for newspaper, magazine, radio, and television". Journalism is also defined by Ganiyu (2004) as "the job of gathering, writing and disseminating of news and views about the society through the means of the mass media".According to Wikipedia, journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists.

Journalism is also a form of communication based on asking, and answering, the questions who? What? Where? When? Why? How? (Harcup, 2004).Harcup also opines that journalism informs the society about itself and makes public that which would otherwise be private. Journalism may indeed inform society about itself, and much

journalism may be concerned with making public that which would otherwise be private, as suggested by this definition. But such a formulation falls far short of an adequate definition. For a start, journalists also supply information, comment and amplification on matters that are already in the public domain.

In another attempt, QasimAkinreti (2007) posits journalism as the deliberate and conscious efforts to gather information, collating and analyzing data for the purpose of informing, educating and entertaining the people with a view of making an appropriate decision. Ganiyu and Qasim (2011), sees journalism as "the job of gathering, writing and processing as well as disseminating news and views about the society through the mass media".

The difference between the definition by Ganiyu and Qasim (2011) and others is the addition of the word "processing", because not all journalists, even though trained to do so, are involved in gathering or even writing reports. Some journalists specialize in the task of processing information alone, some are involved in editing which is an important task in determining the shape in which news gets to the readers, viewers or listeners.

Structure of an Online News Story

Online news stories just like the traditional media have its own style in which stories are presented. A modern journalist will have to brace up in order to impress his or her audience who are more sophisticated and sometimes in a hurry to glance through a story. In order to catch the attention of the online reader, the reporter will have to change his or her style of story and presentation.

In writing for the internet, while you hope that the reader will read the whole story; the important part of the story must be in the first four paragraphs. The first paragraph must contain the essence of the story in not more than 25 words. The news story can fan out from those first 25 words of the paragraph. The first paragraph in an online story is more critical than that of the offline story because most readers scan the first paragraph and decide whether to go further or not. The writer should ensure that the first four

paragraphs make sense and should give accurate information about the story. The writer should limit his or herself to an idea per paragraph (Ganiyu and Qasim, 2011).

Tips for Writing Online News Stories

Obasi (2012) listed the following tips for writing online stories:

i. Cultivate the habit of reading particularly stories on media websites.Online writing does not require complicated writing; rather it requires direct sentences with active verbs and other effective punctuation marks that will make the whole story healthy. Do not plays with words rather, ensure you give every word used correct meaning? Use correct register and create appropriate space in the story. This is because internet writing is to communicate in clear and simple tenses.

ii. Maintain good introductory paragraph (lead). Ensure that your first paragraph or lead contains the most important part of the story. The second important idea should feature in the second paragraph and should flow in that order to the end of the story. The essence of packaging your lead and most important ideas in the first three or four paragraphs is because the internet readers do not have all the time to read through the whole story.

iii. Headline writing. It must first attract and sustain the attention of the readers. The headline must be comprehensive enough to give the summary of the story such that even if the reader does not wish to continue with the story, he or she will have a good idea about the story. Most stories posted on social media walls are usually the headline and sometimes accompanied by the lead with a link to click and read the full story. When the headline is catchy enough, it draws the attention of the reader to visit the website for the complete story. In writing an online story headline avoid ambiguous words. Do not punctuate, write in the present tense and use active words. The headline should be concise and straight to the point (Ganiyu and Qasim, 2011).

iv. Know your audience. The commodity which a writer trades is her work. Writing, just like any other product, must have clearly defined customers who will patronize the product. When writing an online story know the demographic and psychographic trends

of your audience. Have it in mind that you are writing for global audience as online stories are available and can be accessed worldwide.

v. Make your story short but sweet. Tell your online story as briefly as possible. Long winding stories can be boring to the online audience. They may also not have the time, patience or inclination to read long stories because most online audience are teenagers and young adults who are always in a hurry. Any story, no matter how complex, should be told in 800 words, especially feature news.

Tools for Online and Multimedia Journalism

From the dawn of journalism as a profession, the basic tools for the journalist are a pencil, pen and a reporter's notebook. The typewriter was added, then the photographic cameras. While these simple tools still remain relevant today, the equipment needs of a modern journalist have grown more complex because of the nature of multi-task jobs he/she has to perform. In times past the job of the journalist was neatly compartmentalized. The job of the reporter was separate from that of the photojournalist, while these two duties are separate from those of the copy editor or make-up-artist. Similarly, the specialization between print and broadcast journalist are not clear these days as a today journalist is expected to be able to transit effortlessly from writing text to producing audio and video format and taking photographs.

While there is still space for the traditional or mainstream journalist who reports exclusively for print, television or radio, the space for such narrow task is increasingly shrinking as all media now have web presence on the internet which necessitates that their journalists become multitalented in order to be able to report for the online version of the publication or broadcast (Allan, 2006). The following are the tools used by modern journalists:

 Laptops and desktop computers

 Video camera and accessories

 Smartphone and mini pads

 Memory card and card reader

USB cord

 Digital video tapes

 MODEM

2.1.7 The Concept of Modern Journalism

Modern journalism refers to the era of online journalism, the era of internet, which has become pervasive. Nowadays there is no media organization worth the name that does not have an online presence. Playing an active role in the process of collecting, reporting, analyzing, and disseminating news and other information was the definition of journalism in olden times. Today it is defined as – Revelation, current events, gossip, new information, imparting facts. There is no „News‟ anymore rather just about anything is news today (Dwyer, 2010).

All newspapers, magazines, radio and television stations now have websites where news stories, features, documentaries, and interviews featured in their offline versions can be accessed via internet. Dwyer (2010:131) found that on average, around 70 per cent of the content of the major online news stories are identical to the original story in the offline version. Traditional media outlets of broadcast TV and radio are using audience content to innovate and extend their public service remits. Media organizations have had to set up Online Departments or Units that cater exclusively for their readers on the internet. In such websites, audience can access media stories in form of text, video, audio and graphics (Ganiyu and Qasim, 2011).

Dwyer also observed that recent accounts of the changing dynamics of content production, distribution and consumption have analyzed shifting relations between producers and consumers. For instance, Rosen (2008) has referred to "the people formerly known as the audience", to underscore the new autonomy of citizens in participatory media, who are creating and using online media tools to produce and distribute stories and information, and to make contributions to the discussions in the media sphere.

2.2   Theoretical Framework

Diffusion of Innovations Theory

This study was based on diffusion of innovations theory of communication by Rogers (1995) as its theoretical foundation. The theory was coined from the work of a 19th century French legal scholar and sociologist, Gabriel Tarde, titled "the Laws of Limitation", (1903).

Diffusion of innovations theory states that an innovation (that is, an idea, new technique, or new technology) diffuses or spreads throughout a society in a predictable pattern. A few people will adopt an innovation as soon as they hear of it. Other people will take longer to try something new, and still others will take much longer. When a new media technology or other innovation is adopted rapidly by a great number of people, it is said to explode into being (Bryant and Thompson, 2002).

Rogers and other diffusion researchers have identified five separate innovation-adoption categories into which all people in a society will fall. These categories include:

 The innovators: This category is described as venturesome and ready to try new things. Their social relationships tend to be more cosmopolitan than those of other groups. Such groups tend to form cliques and communicate with one another despite geographical distances (Rogers, 1995).

 The early adopters: they are more localite than cosmopolite. Due to their integral part in the local society, this adopter's category produces the opinion leaders of any category. Early adopters are sought out for information about innovations, and their advice is valued. Those in this adopter category have the respect of others in the community because of their success and willingness to try new innovations. The respect of others in the community is important to the early adopters and their actions are geared towards preserving that respect (Rogers, 1995).

 The early majority: this adopter category includes people who do not wish to be the first to adopt new technologies or ideas. Instead, the early majority prefers to deliberate, often for some period of time, before its members make a decision to adopt. These people

20

serve the important function of legitimizing an innovation, or showing the rest of the community that the innovation is useful and adoption is desirable.

 The late majority: members of this category are skeptical and cautious about the benefits of adoption. They wait until most of the community has already tried and adopted the innovation before they act. Sometimes peer pressure or social pressures serve to motivate the late majority group. In other cases, economic necessity induces them to adopt the innovations.

 The laggards: members of this group are the last to adopt. The laggards are tied to the past, to the traditional way of doing things, and are reluctant to try anything new. Many of these people interact with others of the same mindset. Once a laggard adopts an innovation, the rest of the society may have moved so far forward that the "innovation" has become outdated (Rogers, 1995).

The theory discussed above conforms to the study because social media are new tools journalists use in carrying out their duties, yet some are still skeptical about its impact in the field of journalism and are reluctant to adopt them or use them.

2.3 Empirical Framework

2.3.1 Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations. (New York Times, 22nd October, 2010).

In this study, the researcher listed various social media tools available to journalists. The researcher also noted the rise in the popularity of social networking sites as at 2010. The research reports that about 49 per cent of internet users had created or updated a social networking profile, compared to just 17 per cent two years before.

The researcher also explored the impact of social media on the workforce of journalists that it makes their work more efficient in a number of exciting ways, citing an example of how an investigative reporter, with the aid of social media, is able to carry out her work by capturing contents shared on social networks to enrich her stories and sometimes even make use of the virtual audience to help them find out about an issue.

The researcher gathered preliminary information using two main strategies; by staying up-to-date on current events and industry news and following conversations and communications by professionals on Twitter. Also the researcher engaged in a few Monday "journchats" on Twitter to see into professional journalists" mind, hear or rather see what they talk about in relation to media industry and perhaps even engage in conversation with said professionals.

In addition, the researcher found numerous articles and related excerpts in communication related books, journals, magazines, websites, and blogs. Combining information from articles and secondary survey gave the researcher quantitative and qualitative data that was used to discuss the research purpose, which is to identify how social media has impacted journalism and news organization.

According to the result obtained by the researcher, newspapers have a legacy for breaking news and uncovering stories of historic proportion, yet they are losing ground to a generation of consumers embracing digital and mobile alternatives. The research also found out that even though social media have become popular, TV remains the dominant news source, with 71 per cent of respondents saying they favor TV. The research also observed that the younger generation lacks patience and require speedy news and information and which the internet becomes handy.

Consequently, the research found that about 60 per cent of news organizations were politically biased and were not to be completely trusted from the respondent's perspective while just 20 per cent said news organizations were "independent of powerful people or are willing to admit their mistakes".

This research and the current study are related in the sense that both studies are focused on the impact of social media on journalism and journalists. However it is worthy to note that the reviewed study also studied impact of social media on media organizations too. The reviewed study failed to specify its scope of study and was not based on any communication theory while the current study defines its scope to be journalists in Ilorin

metropolis and is based on a communication theory as its theoretical foundation. Ruth, A. H. (2010)

2.3.2 Ismail, A. (2012) *How Nigerian Journalists use Social Media to Source Stories (***An article published in the Daily Trust, 9th September 2012***)*

The objective of this study was to discover how Nigerian journalists use social media tools to source for news stories. The study found out that except for few exceptions, Nigerian journalists are excited about the new opportunities social media have offered to them. That it aid them to carry out their tasks of news monitoring and gathering with ease. They are able to explore various sites on regular basis daily like their counterparts in other countries. They also monitor what citizen journalists and newsmakers post on their Twitter handle, Facebook timeline, YouTube, Linkdin, blogs, etc.

The researcher interviewed some Nigerian journalists working with different media houses on their view of social media in relation to their duties and 9 out of the 12 journalists interviewed said that social media aid them to gather news, disseminate and interact with their audience and newsmakers and that social media have brought about "tremendous benefits to them". Also that social media have changed journalistic practice in Nigeria and other parts of the world. While the other three journalists said that social media cause more harm than good on journalism, pointing out that some stories published on social network are unverified and some defamatory in nature which is contrary to the ethical code of the press.

The research therefore is relevant to the current study because it answers one of the research questions posed in the current study as whether social media enhance the productivity of journalists. The scope of the reviewed study is too wide and not effectively executed as most of the interviewed journalists are based in Lagos and Abuja which does not give a comprehensive view of journalists in Nigeria on the study. While the present study is limited to a particular location (Ilorin) to exhaustively execute the research and generate relevant data that can be generalized.

CHAPTER THREE
RESEARCH METHODOLOGY

Introduction

This chapter described the method of research design, population of the study, sampling technique/sample, instrumentation as well as the validity and reliability of the instruments used. It also stated the method of data collection and method of analyzing the data collected.

3.1 Research Design

Research design is the plan or blue print which specifies how data relating to a given problem should be collected and analyzed or the procedural outline for the conduct of any given investigation. (Nworgu, 1991). It is also the researchers plan of action concerning the study, compressed into few paragraphs (Acholonu, 2012). Nichmas and Nichmas (1981) in their work on research methods in the social sciences defined research design as:

The program that guides the investigation in the process of collecting, analyzing, and interpreting observation. It is a logical model of proof that allows the researcher to draw inferences concerning causal relations among the variables under investigation. It defines the domain of generalization to a large population or to different locations.

Simply put, the research design is the hub on which a research is hinged upon. It is the general arrangement or the plan of the research intention (Madueme, 2010).

This research therefore, employed the use of survey in the collection of data. This is because the people's opinions weresought through questionnaire.

3.2 Population of Study

Population refers to all cases or individuals that fit a certain specification (Ohaja, 2003). It is also the aggregate of all cases that conform to some designated set of specifications (Chein, 1959) quoted in Madueme (2010, p.71). Such specifications may be people, subjects, items, sectors, animals and so on.

According to data obtained through the office of the Nigerian Union of Journalists (NUJ), Ilorin chapter, the population of the study is 293.

3.3 Sample Size and Sample Techniques

Sample is the selection of some members or elements from the population for actual investigation (Ohaja, 2003). It is also a section or part of an entire population of people or things which are studied to obtain information about the research variables (Madueme, 2010). Using purposive sampling technique, the researcher purposively selected a sample size of 150 respondents. Although the researcher's focus was on journalists yet the researcher decided to use the purposive sampling technique. Why the researcher had to use purposive sampling was because she had certain characteristics in mind and such characteristics had to do with on-the-job experience and exposure as well as years of service.

3.4 Instrumentation

The research instrument used for this study was the questionnaire. A questionnaire is a data collection tool which uses various questions to achieve the research objectives (Madueme, 2010). Questionnaire is also a technique for data collection. It is used to ascertain facts, opinions, beliefs, attitudes, ideas, practices, and other demographic information (Obasi, 2012).

A total of twenty (20) items were drawn and administered to the respondents. The questionnaire was divided into two parts. Part A contained items on the demography of the respondents while part B contained items that answered the research questions formulated for the study.

3.5   Validity and Reliability of the Instrument

The questionnaire used for this study was thoroughly scrutinized by the supervisor to ensure its clarity, relevance, un-ambiguity, and comprehension.

3.6   Method of Data Collection

Data was generated using the questionnaire administered face to face to the respondents by the researcher herself. 100 copies of questionnaire distributed, 100 copies were

returned, which gave a response rate of return of 100%. The completed copies of the questionnaire were collected and analyzed by the researcher.

3.7 Method of Data Analysis

Data collected was analyzed using frequency tables, percentages, simple descriptive data analysis and chi-square statistical analysis. Chi-square is a non-parametric statistical tool which can be conveniently used in testing hypothesis when dealing with contented data.

CHAPTER FOUR

DATE PRESENTATION AND ANALYSIS

4.1 Introduction

The purpose of this study was to determine the impact of social media on modern journalism: a study of journalists in Ilorin metropolis. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed. One hundred and fifty (150) copies of questionnaire were distributed, out of which one hundred and ten (100) copies were retrieved. This gave a response rate of return of 73.3%. The study answered the following research questions:

1. To what extent are journalists in Ilorin metropolis exposed to social media tools?

2. What type of social media tools do journalists in Ilorin metropolis prefer?

3. How have social media tools enhanced the productivity of journalists in Ilorin metropolis?

Analysis of Demographic Data

Items 1-5 in the questionnaire answered questions on the demography of the respondents.

Question 1: What is your sex?

Table 1: Response to question 1 Response	Frequency	Percentage (%)
Male	27	27
Female	73	73
Total	100	100

On the table above, 27 respondents out of 100 (27%) are male, while 73 respondents (73%) are female.

Question 2: What age bracket do you belong?

Table 2: Response to question2 Response	Frequency	Percentage (%)
25-30	83	83
31-35	11	11
36-40	2	2
41-45	2	2
46 and above	2	2
Total	100	100

On the above table, 83 respondents (83%) out of 100 respondents fell under the age bracket of 25-30, 11 out of 100 respondents (11%) fell under the age bracket of 31-35, 2 respondents (2%) fell under the age bracket of 36-40, 2 respondents (2%) fell under the age bracket of 41-45, while 2 respondents (2%) fell under the age bracket of 46 and above.

Question 3: What is your educational qualification?

Table 3: Response to question 3 Response	Frequency	Percentage (%)
OND/ND/HND	69	69
B.Sc/M.Sc	21	21
Ph.D	10	10
Total	100	100

From the table above, 69 out of 100 respondents (69%) are OND/ND/HND holders, 21 out of 100 respondents (21%) are B.Sc, M.Sc holders while 10 respondents (10%) are Ph.D holders.

Question 4: What is your marital status?

Table 4: Response to question 4 Response	Frequency	Percentage (%)
Married	8	8
Single	92	92
Total	100	100

On the above table, 8 respondents out of 100 respondents (8%) are married while 92 respondents (92%) are single.

Question 5: What type of reporter are you?

Table 5: Response to question 5 Response	Frequency	Percentage (%)
General assignment	48	48
Specialized	18	18
Freelancer	7	7
Beat	10	10
Other	17	17
Total	100	100

The above table showed that 48 out of 100 respondents (48%) are general assignment reporters, 18 respondents (18%) are specialized reporters, 7respondents (7%) are freelancers, and 10 respondents (10%) are beat reporters while 17 respondents out of 100 respondents (17%) are other kinds of reporters.

4.2   Analysis of Data from Survey (field)

Research question one: To what extent are journalists in Ilorin metropolis exposed to social media tools?

Items 6-12 answered this research question.

Question 6: Are you computer literate?

Table 6: Response to question 6 Response	Frequency	Percentage (%)
Yes	67	67
No	33	33
Total	100	100

In response to the question above, 67 out of 100 respondents (67%) agreed that they were computer literate while 33 respondents (33%) said that they were not computer literate.

Question 7: Do you own a personal computer or Smartphone?

Table 7: Response to question7 Response	Frequency	Percentage (%)
Yes	81	81
No	19	19
Total	100	100

The table above showed 81 out of 100 respondents (81%) had access to internet while 19 respondents (19%) did not have access to internet.

Question 8: Do you have internet access?

Table 7: Response to question7 Response	Frequency	Percentage (%)
Yes	85	85
No	15	15
Total	100	100

The table above showed 85 out of 100 respondents (85%) had access to internet while 15 respondents (15%) did not have access to internet.

Question 9: Are you aware of any social networking site?

Table 9: Response to question 9. Response	Frequency	Percentage (%)
Yes	80	80
No	20	20
Total	100	100

From the above table, 80 out of 100 respondents (80%) said they were aware of social networking sites while 20 respondents (20%) said they were not aware of any social networking site.

Question 10: Do you have an account with any of the social networking sites?

Table 10: Response to question 10 37

Response	Frequency	Percentage (%)
Yes	77	77
No	23	23
Total	100	100

On the table above, 77 respondents out of 100 respondents (77%) had an account with a social networking site while 23 respondents (23%) did not.

Question 11: Which of the social networking sites do you operate an account with?

Table 11: Response to question 11 Response	Frequency	Percentage (%)
Facebook	59	59
Twitter	10	10
YouTube	19	19
Other	3	3
None	9	9
Total	100	100

From the table above, 59 out of 100 respondents (59%) operated an online account with Facebook, 10 out of 100 respondents (10%) operated an online account with Twitter, 19 respondents (19%) operated with YouTube, 3 respondents (3%) operated with other social networking sites, while 9 respondents (9%) operated none.

Question 12: How often do you visit your online account?

Table 12: Response to question 12 Response	Frequency	Percentage (%)
Very often	70	70
Often	15	15
Not very often	11	11
Not often	4	4
Total	100	100

The table above showed that 70 out of 100 respondents (70%) visited their online accounts very often, 15 respondents (15%) visited often, 11 respondents (11%) visited not very often, while 4 respondents (4%) visited not often.

Research question 2: what type of social media tool do journalists in Ilorin metropolis prefer? Items 13 to 15 answered this research question.

Question 13: Which social networking tool do you prefer?

Table 13: Response to question 13 Response	Frequency	Percentage (%)
Facebook	56	56
Twitter	18	18
YouTube	17	17
Other	6	6
None	3	3
Total	100	100

In response to the question above, 56 respondents out of 100 respondents (56%) preferred Facebook, 18 out of 100 respondents (18%) preferred Twitter, 17 respondents (17%) preferred YouTube, and 6 respondents (6%) preferred other social networking sites while 3 respondents (3%) made no response:

Question 14: Why do you prefer it?

Table 14: Response to question 14 Response	Frequency	Percentage (%)
It has wider coverage	38	38
It is more trustworthy	22	22
It helps me to socialize with the audience	28	28
It gives me more opportunities to explore News sources	12	12
None	0	0
Total	100	100

On the table above, 38 out of 100 respondents (38%) preferred their choice of the social networking site because it had wider coverage, 22 respondents (22%) preferred their choice because it is more trustworthy, 28 respondents (28%) said it helped them to socialize with their audience, 12 respondents (12%) said it gave them more opportunities to explore news sources while 0 respondents (0%) said it did not help them in any way.

Question 15: If you do not prefer any, what is your reason?

Table 15: Response to question 15 Response	Frequency	Percentage (%)
It is a distraction	42	42
It lacks credibility	23	23
Sources are not relievable	14	14
I just don"t like it	21	21
Total	100	100

The table showed that 42 respondents out of 100 respondents (42%) did not prefer any of the social media tools because it was a distraction to them 23 respondents (23%) said they lacked credibility, 14 respondents (14%) said the sources were not reliable, while 21 respondents (21%) said they just didn't like any of the social networking tools.

Research question 3: how have social media tools enhanced the productivity of journalists in Ilorin metropolis? Items 16 to 20 provided answers to this research question.

Question 16: How well do you embrace social media as part of journalism?

Table 16: **Response to question 16** Response	Frequency	Percentage (%)
Very well	68	68
Well	7	7
Not very well	12	12
Not well	13	13
Total	100	100

In response to the question above, 68 out of 100 respondents (68%) accepted social media very well as part of journalism, 7 respondents (7%) accepted social media well as

part of journalism, 12 respondents. (12%) did not accept social media very well while 13 respondents (13%) did not accept social media well as part of journalism.

Question 17: Do you agree that social media have changed journalism practice?

Table 17: Response to question 17 Response	Frequency	Percentage (%)
Strongly agree	49	49
Agree	21	21
Strongly disagree	13	13
Disagree	5	5
Undecided	12	12
Total	100	100

From the table above, 49 out of 100 respondents (49%) strongly agreed that social media have changed journalism practice, 21 respondents (21%) agreed that social media have changed journalism, 13 respondents (13%) strongly disagreed that social media changed journalism, 5 respondents (5%) disagreed, while 12 respondents (12%) were undecided.

Question 18: How do you think social media have changed journalism?

Table 18: Response to question 18 Response	Frequency	Percentage (%)
It has enhanced news gathering	46	46
It has improved credibility of my news sources	11	11
It enables me to report from anywhere with ease	21	21
It helps me to know the information need of the audience	13	13

I don"t know	9	9
Total	100	100

In response to question 18 above, 46 out of 100 respondents (46%) said that social media enhanced news gathering, 11 respondents (11%) said that social media improved credibility of their news, sources, 21 respondents (21%) were of the view that it enabled them to report from anywhere with ease, 13 respondents (13%) said social media helped them to know the information needs of their audience, while 9 respondents (9%) had no responses.

Question 19: Do you believe that social media tools enhance your productivity?

Table 19: Response to question 19 Response	**Frequency**	**Percentage (%)**
Yes	80	80
No	20	20
Total	100	100

From the above table, 80 out of 100 respondents (80%) believed that social media tools enhanced their productivity, while 20 respondents (20%) did not believe that social media tools enhanced their productivity.

Question 20: How have social media tools enhanced your journalistic skills?

Table 20: Response to question 20 Response	Frequency	Percentage (%)
Positively	70	70
Negatively	9	9
Not sure	21	21
Total	100	100

In response to question 20 above, 80 out of 100 respondents (80%) said that social media tools enhanced their journalistic skills positively, 9 respondents (9%) said it impacted their journalistic skills negatively, while 21 respondents (21%) said they were not sure.

4.3 TESTING OF HYPOTHESIS

An alternative hypothesis which was formulated by the researcher was tested using the chi-square and data already analyzed.

Hypothesis 1

H1: There is significant difference between journalists in Ilorin metropolis who use social media and those who do not. Using table 19: Response	O	E	o-e	o-e2	(o-e)2
Yes	80	55	43	1849	33.61
No	20	55	-43	1849	33.61
Total		100		67.22	

Therefore:

X2 =67.22,

P= 0.05

DF= n-k = 2-1=1

ХЧ = 3.841

Decision Rule: Since the calculated value is greater than the table value (67.22>3.841), we accept the alternative hypothesis which states that there is significant difference between journalists in Ilorin metropolis who use social media tools and those who do not.

4.4 DISCUSSION OF FINDINGS

In this section, the data collected from survey on "Impact of Social Media on Modern Journalism, a Study of Journalists in Ilorin Metropolis" would be discussed. The data was contained in 100 fully completed questionnaire retrieved from the respondents. Responses on the research questions would be discussed.

Research question 1: To what extent are journalists in Ilorin metropolis exposed to social media tools?

The aim of this question was to determine the extent of exposure of journalists in Ilorin metropolis to social media.

The data on table 6, 7,8,9,10,11 and 12 were used to answer the research question. The data on table six showed that 67 respondents (67%) were computer literate while 33 respondents (33%) were not. The data on table 7 indicated that 81 respondents (81%) owned or had access to personal computer or smartphone while 19 respondents (19%) did not own a personal computer or Smartphone. Table 8showed that 85 respondents (85%) had access to internet while 15 respondents (15%) did not have access to the internet. Table 9 indicated that 80 respondents (80%) are aware of social networking sites while 20 respondents (20%) were not aware of any social networking sites. Data on table 10 showed that 23 respondent (23%) did not operate account with any of the social networking sites. Table 11 provided that 59 respondents (59%) operated an online account with Facebook, 10 respondents (10%) operated an account with Twitter, 19 respondents (19%) with YouTube, 3 respondents (3%) with other social networking sites and 9 respondents (9%) had none. Table 12 showed that 70 respondents (70%) do visit their online account very often, 15 respondents (15%) visits often, 11 respondents (11%) visit not very often, while 4 respondents (4%) visit not often.

From the findings therefore, it can be established that journalists in Ilorin metropolis are exposed to internet and social media tools and have access to computers, smartphones and other gadgets used to access the internet. Also a great number of Ilorin journalists

38

operated online accounts with one or more of the social media tools such as Facebook, Twitter, YouTube, and so on.

Research question 2: What type of social media tool do journalists in Ilorin metropolis prefer?

The aim of this research question was to find out the type of social media tools journalist in Ilorin metropolis preferred and why they preferred such tool or tools.

The data contained on table 13, 14 and 15 answered this research question. Table 13 indicated that 56 respondents (56%) preferred Facebook, 18 respondents (18%) preferred Twitter, 17 respondents (17%) preferred YouTube, and 6 respondents (6%) preferred other social networking sites while 3 respondents preferred none. Data on table 14 showed that 38 respondents (38%) preferred their choice of social networking sites because of its wider coverage, 22 respondents (22%) preferred theirs because of its trustworthiness, 28 respondents (28%) said it helped them to socialize with the audience, 12 respondents (12%) said it gave them more opportunities while 0 respondents said it did not help them in any way. Data on table 15 showed that 42 respondents (42%) did not prefer any of the social media networking sites because it distracted them, 23 respondents (23%) did not prefer any lack of credibility 14 respondents (14%) did not prefer any because of lack of credibility, while 21 respondents (21%) had no response.

From the above findings, it is obvious that journalists in Ilorin metropolis prefer Facebook and Twitter as their social networking sites because of their reliability, credibility, trustworthiness and the opportunities they provided them.

Research question 3: How have social media tools enhanced the productivity of journalists in Ilorin metropolis?

The goal of this research question was to find out how social media enhanced the skills and productivity of journalists in Ilorin metropolis.

Tables 16, 17, 18, 19 and 20 answered the research question. Data on table 16 showed that 68 respondents (68%) have embraced social media very well as part of journalism, 7 respondents (7%) embraced social media well, and 12 respondents (12%) embraced it not

very well while 13 respondents (13%) did not embraced social media well. Table 17 found that 49 respondents (49%) strongly agreed that social media have changed journalism, 21 respondents (21%) agreed that social media have changed journalism, 13 respondents (13%) disagreed that social media have changed journalism, 5 respondents (5%) strongly disagreed while 12 respondents (12%) were undecided. Data on table 18 pointed out that 46 respondents (46%) strongly agreed that social media enhanced journalism because it enhanced news gathering, 11 respondents (11%) agreed because social media enabled them to report from anywhere in the world, 21 respondents (21%) said because it has improved credibility of news source, 13 respondents (13%) because it helped them to identify information needs of the audience while 9 respondents (9%) had no opinion. Table 19 indicated that 80 respondents (80%) believed that social media enhanced their productivity while 20 respondents (20%) did not believe that social media enhanced their productivity. Data contained on table 20 showed that 70 respondents (70%) said that social media tools have enhanced their journalistic skills positively, 9 respondents (9%) said social media negatively enhanced their journalistic skills while 21 respondents (21%) were not sure.

From the findings therefore, it is appropriate to state that social media have changed journalism practice and have made great impact on journalists. This finding receives the support of Audu, Adeyeye and Ogi (2012) in their study on social media use in news gathering and dissemination. Their finding revealed that 73.7% of journalists in Kwara state use social media and their application have impacted positively on news gathering and dissemination. Social media have also enhanced the productivity of journalists as shown on table 19.

Hypothesis Testing

Hypothesis H1: There is significant difference between journalists in Ilorin metropolis who use social media and those who do not.

This hypothesis was formulated by the researcher as an assumption of the research or study to find out if there is a significant difference between journalists in Ilorin metropolis who use social media and those who do not. The chi-square formula was used to statistically test this statement.

Using table 19 in the questionnaire and chi-square formula, the hypothesis showed that the calculated value (67.22) is greater than the table value (3.841), therefore, the alternative hypothesis which states that there is significant difference between journalists in Ilorin metropolis who use social media and those who do not, is accepted by the researcher,. From the data obtained and analyzed, it is pertinent to note that journalists who use social media tools are better informed and they fit into the contemporary world of journalism than the journalists who are yet to embrace social media tools and who do not use them. This finding is also related to the theory under study which is the theory of Diffusion of Innovations by Rogers. The theory states that an innovation diffuses or spreads throughout a society in a predictable pattern. A few people will adopt an innovation as soon as they hear of it. Other people will take longer to try something new, and still others will take much longer.

41

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Introduction

The main aim of this study was to determine the impact of social media on modern journalism in Ilorin metropolis. Survey research design was adopted using questionnaire for data gathering. Based on the data collected, analyzed and discussed, this chapter will be focused on the summary of findings, conclusion and recommendations.

5.2   Summary of findings

The findings among others showed that:

i. A great number of journalists in Ilorin metropolis have access to internet and are exposed to social media networking tools.

ii. Majority of journalists in Ilorin metropolis prefer Facebook and Twitter as their networking tools for a number of reasons, one of which was its wide coverage.

iii. Social media enhanced the productivity of journalists in Ilorin metropolis and have broadened their news sourcing and dissemination.

iv. Some journalists in Ilorin metropolis require basic computer training in order to be relevant in the modern journalism practice and to explore the various opportunities that internet and social media have to offer.

5.3   Conclusion

The uses of social media networking tools have made journalistic activities easier and satisfactory for journalists. Although some journalists still require the basic computer training to become conversant with social media networking tools, majority of journalists are very much at home using the social media networking tools. These have tremendously enhanced their journalistic skills and positively influenced their journalistic activities.

5.4   Recommendations

Based on the findings and conclusions of this study, the following recommendations were made:

i. Media organizations and press bodies should organize seminars and workshops to sensitize and educate journalists on the impact of social media tools so that they can embrace social media and use social networking tools to improve their skills and professionalism.

ii. Journalists should conduct research on the available social media networking tools to verify which one of them is more trustworthy and reliable in order to ensure credibility of sources.

iii. Also institutions, media organizations, press bodies and government should provide facilities for training and retraining of journalists on the new Information and Communication Technologies (ICTs) in order to ensure professionalism and offer of quality services to modern and sophisticated media consumers.

5.5   Suggestions for Further Studies

Further studies should be carried out on the role of social media in sustaining democracy. Studies should also be conducted on the influence of social media on advertising, public relations, and public opinion poll and opinion sustenance

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QUESTIONNAIRE

Department of Mass Communication

Institute of ICT

Kwara State Polytechnic, Ilorin

Dear Sir /Madam

I am a final year student of the above named institution conducting a research on **"The Impact of Social Media on Modern Journalism: (A study of Journalists in Ilorin metropolis)".**

I humbly solicit your support by filling the questions below. Be assured that your answers will be treated with strict confidentiality. The information supplied will be used strictly for the purpose of this study. Thanks.

Researcher

SECTION A

INSTRUCTION: Please tick [ ] against the question(s) that correctly express your opinion.

1. What is your Gender?   Male [ ]   Female [ ]

2. What is your age? 25-30 [ ] 31-35 [ ] 36-40 [ ] 41-45 [ ] 46 and above [ ]

3. What is your educational qualification? OND/ND/HND [ ] B. Sc. /M. Sc. [ ]

PhD [ ]

4. What is your marital status? Married [ ] Single [ ]

5. What type of reporter are you? General Assignment [ ] Specialized [ ] Freelancer [ ]

Beat [ ] Other [ ]

SECTION B

6. Are you computer literate? Yes [ ] No [ ]

7. Do you own a computer or Smartphone? Yes [ ] No [ ]

8. Do you have internet access? Yes [ ] No [ ]

9. If yes are you aware of any social networking site? Yes [ ] No [ ]

10. Do you have an account with any of the social networking site? Yes [ ] No [ ]

11. Which of the social networking site do you operate an account with? Facebook [ ] Twitter [ ] YouTube [ ] Other [ ] None [ ]

12. How often do you visit your account? Very often [ ] Often [ ] Not very often [ ] Not often [ ]

13. Which social networking tool do you prefer? Facebook [ ] Twitter [ ] YouTube [ ] Other [ ] None [ ]

14. If any then why? It has wider coverage [ ] It is more trustworthy [ ] It helps me to socialize with the audience [ ] It gives me more opportunities to explore news sources [ ]

15. If none what is your reason? It is a distraction [ ] It lacks credibility [ ] Sources are not reliable [ ] I just don‟t like it [ ]

16. How well do you embrace social media tools as part of journalism? Very well [ ] Well [ ] Not very well [ ] Not well [ ]

17. Do you agree that social media have changed journalism practice? Strongly Agree [ ] Agree [ ] Strongly disagree [ ] Disagree [ ] Undecided [ ]

18. If strongly agree or agree, how do you think social media have changed journalism? It has enhanced news gathering [ ] It has improved credibility of my news [ ] It enable me to report from anywhere with ease [ ] It helps me to know the information needs of the audience [ ] I don't know [ ]

19. Do you believe that social media tools enhance your productivity? Yes [ ] No [ ]

20. How have social media tools enhanced your journalistic skills? Positively [ ] Negatively [ ] Not sure [ ]