

**EFFECTS OF DIGITAL MEDIA ON TRADITIONAL
JOURNALISM PRACTICES IN NIGERIA**

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The landscape of journalism has undergone a significant transformation in the digital age, reshaping how news is produced, distributed, and consumed. The emergence of digital media has introduced new dynamics to the traditional journalism industry, altering long-standing practices and redefining the role of journalists and media organisations. In Nigeria, a country with a diverse media environment, the shift from conventional print and broadcast journalism to digital platforms has presented both opportunities and challenges. This transformation has not only changed the speed and accessibility of news but has also impacted journalistic ethics, revenue generation models, media credibility, and audience engagement. As digital technologies continue to evolve, the effects on traditional journalism practices in Nigeria become increasingly pronounced, necessitating a thorough examination of their implications.

Historically, journalism in Nigeria has played a crucial role in informing the public, shaping political discourse, and serving as a watchdog for society. The Nigerian press has a rich history dating back to the 19th century, with the establishment of newspapers such as Iwe Irohin in 1859, which served as a pioneer in the dissemination of information to the public. Over the years, the industry expanded to include radio, television, and other forms of traditional mass communication, all of which adhered to structured editorial policies and professional journalistic standards. The advent of digital media, however, has challenged these traditional practices, introducing new platforms such as online newspapers, blogs,

social media, and multimedia news websites that have revolutionised how information is shared and consumed.

One of the most significant changes brought about by digital media is the shift from traditional one-way communication models to more interactive, real-time engagements between journalists and their audiences. In the past, traditional journalism was characterized by a hierarchical model in which news organisations controlled the flow of information, with limited feedback from readers or viewers. However, digital platforms, particularly social media, have broken this barrier, enabling audiences to participate in news discussions, share opinions, and even contribute content. This has given rise to citizen journalism, where ordinary individuals play an active role in reporting news, often bypassing the editorial oversight of professional journalists. While this democratization of information has increased accessibility and diversity in news reporting, it has also raised concerns about misinformation, bias, and the erosion of journalistic credibility.

The economic implications of digital media on traditional journalism in Nigeria cannot be overlooked. Print media organisations, which once relied heavily on newspaper sales and advertising revenue, have experienced a sharp decline in circulation as more readers turn to free online news sources. Similarly, television and radio stations face competition from digital streaming services and on-demand news platforms that cater to changing audience preferences. The decline in advertising revenue has forced many traditional media houses to either shut down or adapt by integrating digital strategies such as online subscriptions, paywalls, and multimedia content production. Despite these efforts, sustaining profitability in the digital era remains a major challenge for traditional media organisations.

Another critical aspect of this transformation is the impact of digital media on journalistic ethics and professional standards. Traditional journalism operates under strict ethical guidelines, emphasizing accuracy, objectivity, and accountability. However, the speed-driven nature of digital media often compromises these values, leading to the spread of

fake news and sensationalism. In Nigeria, where political and economic interests often influence media narratives, the rise of unregulated digital platforms has further complicated the landscape, making it difficult for the public to distinguish between credible journalism and misinformation. The lack of robust regulatory frameworks for online journalism has also contributed to the proliferation of misleading content, posing a significant challenge to media integrity.

Furthermore, digital media has revolutionised investigative journalism, providing journalists with advanced tools for data analysis, fact-checking, and multimedia storytelling. Online databases, satellite imagery, and social media analytics have enhanced the capacity of investigative journalists to uncover corruption, human rights abuses, and other critical societal issues. In Nigeria, several investigative journalists and media organisations have leveraged digital platforms to expose scandals and hold public officials accountable. However, the digital space also presents security risks for journalists, who often face cyber threats, harassment, and government censorship for reporting sensitive issues.

The role of government regulation and media policies in the digital era is another important consideration. In Nigeria, media laws were initially designed to regulate print and broadcast journalism, but with the rapid expansion of digital platforms, existing legal frameworks have struggled to keep pace. The government has introduced measures such as the proposed social media regulation bill and cybercrime laws to address concerns related to online misinformation and cyber threats. However, these measures have sparked debates over press freedom, censorship, and the potential for government overreach in controlling digital content. The balance between regulating digital journalism and preserving freedom of the press remains a contentious issue in Nigeria's media landscape.

Additionally, audience consumption patterns have significantly evolved with the rise of digital media. Traditional media was once the primary source of news and information, but

today, many Nigerians, particularly younger demographics, rely on social media platforms such as Twitter, Facebook, Instagram, and YouTube for news updates. This shift has influenced how news is packaged and delivered, with media organisations investing in short-form content, video journalism, and interactive storytelling to attract digital audiences. However, this trend has also led to the decline of in-depth reporting, as many digital consumers prefer quick, sensational headlines over comprehensive news analysis.

Despite the challenges posed by digital media, it has also created opportunities for media expansion and innovation. Many Nigerian journalists and media houses have embraced digital tools to enhance news production and distribution. Online journalism has allowed for greater content diversification, including podcasts, web documentaries, and data-driven journalism. The integration of artificial intelligence (AI) in newsrooms is also emerging as a new frontier, with automated content generation, personalized news feeds, and advanced analytics shaping the future of journalism.

Moreover, digital media has fostered global connectivity, enabling Nigerian journalists to reach international audiences and collaborate with foreign media organisations. Cross-border investigative journalism projects have become more common, allowing Nigerian reporters to work alongside international colleagues to uncover global issues affecting the country. This interconnectedness has elevated the role of Nigerian journalism on the global stage, creating new opportunities for information exchange and media partnerships.

As Nigeria continues to navigate the digital transformation of journalism, it is crucial for stakeholders—including media organisations, journalists, policymakers, and academia—to address the challenges and harness the opportunities presented by digital media. Training and capacity-building programs are essential to equip journalists with the necessary digital skills to thrive in this evolving landscape. Media organisations must also invest in sustainable business models that balance profitability with journalistic integrity.

Furthermore, regulatory bodies should develop policies that promote responsible digital journalism while protecting press freedom and public access to credible information.

1.2 Statement of the Problem

The advent of digital media has fundamentally altered traditional journalism practices across the globe, and Nigeria is no exception. The shift from conventional print, radio, and television news to digital platforms such as online newspapers, blogs, social media, and streaming services has redefined the media landscape. While this transformation has increased access to information and diversified news dissemination, it has also introduced several critical challenges that threaten the sustainability, credibility, and ethical standards of journalism in Nigeria. One of the most pressing concerns in this digital era is the erosion of journalistic credibility due to the prevalence of misinformation and fake news. In traditional journalism, rigorous editorial processes ensured accuracy and objectivity before news was published or broadcast. However, the competitive nature of digital media has prioritised speed over verification, leading to the rapid spread of unverified information. Many online platforms, especially social media, have become breeding grounds for misleading content, sensationalized news, and politically or commercially motivated propaganda. This growing trend raises serious concerns about the reliability of news sources, as the Nigerian public struggles to differentiate between credible journalism and false narratives. The inability to control the flow of misinformation not only threatens public trust in the media but also has severe socio-political consequences, including election manipulation, ethnic tensions, and public unrest.

Another significant issue facing traditional journalism in the digital age is the decline of print media and conventional broadcasting revenue models. Historically, Nigerian newspapers, television stations, and radio houses depended on advertising revenue and subscription sales to sustain operations. However, the rise of digital platforms has drastically reduced newspaper circulation and television viewership, as more audiences

turn to free online news sources. Advertisers, once the primary source of funding for traditional media, now prefer digital advertising, which offers better audience targeting and analytics. This shift has forced many established media houses to downsize, cut salaries, or, in some cases, shut down completely. The inability of traditional media organisations to develop sustainable digital business models presents an ongoing challenge to the survival of professional journalism in Nigeria.

The changing nature of audience engagement also presents a fundamental problem for traditional journalism. In the past, news consumption followed a linear pattern, where journalists produced content, and audiences passively consumed it. However, digital media has facilitated an interactive, two-way communication model, where readers, viewers, and listeners actively participate in news creation and dissemination. Social media platforms such as Twitter, Facebook, and WhatsApp allow users to share, comment, and even challenge journalistic content. While this interaction fosters a more democratic media environment, it also puts pressure on journalists to cater to audience preferences, sometimes at the expense of professional ethics. Sensationalism, clickbait headlines, and emotionally charged reporting have become prevalent as media organisations compete for online visibility. This shift raises concerns about journalistic objectivity and the extent to which commercial interests influence editorial decisions. Moreover, the rise of citizen journalism has further complicated the media landscape. With the proliferation of smartphones and easy internet access, ordinary individuals can now capture events and report news without the need for traditional journalistic training. While this has democratized information dissemination, it has also led to the spread of biased and unverified reports. Many citizen journalists operate without adherence to ethical guidelines, leading to cases of defamation, privacy invasion, and manipulation of facts. The Nigerian media industry struggles to regulate citizen journalism while preserving the principles of press freedom and public participation in the news-making process.

Ethical dilemmas in digital journalism pose another major problem. Unlike traditional journalism, which operates under strict regulatory frameworks and professional codes of conduct, digital media lacks consistent oversight. Many online news platforms are owned by individuals or organisations with political, religious, or commercial affiliations, leading to biased reporting. The absence of stringent ethical regulations allows for the monetisation of false narratives, politically motivated journalism, and agenda-driven content. As a result, the role of journalism as the “fourth estate of the realm” is under threat, as media organisations prioritise profit and influence over public interest reporting. Government regulation and media control further complicate the digital journalism landscape in Nigeria. The Nigerian government has attempted to implement various laws and policies aimed at regulating online journalism, particularly concerning the spread of misinformation and hate speech. However, these measures often raise concerns about press freedom, censorship, and government overreach. Journalists and media organisations have reported cases of intimidation, harassment, and restrictions on reporting sensitive political or economic issues. The challenge remains in balancing the need for digital media regulation while safeguarding freedom of expression and journalistic independence.

Additionally, the digital divide in Nigeria exacerbates inequalities in news access and participation. While urban areas enjoy relatively stable internet access, rural communities still struggle with poor connectivity and digital illiteracy. This digital gap limits the reach of online journalism, leaving many Nigerians reliant on traditional media for information. However, with the decline of print and broadcast media, these underserved communities are at risk of being left out of the information ecosystem. Bridging this gap requires significant investment in digital infrastructure, media literacy programs, and policies that ensure inclusive access to information. Security and safety challenges for journalists in the digital age also present serious concerns. In Nigeria, investigative journalists and media practitioners face increasing threats, including cyberattacks, online harassment, and physical violence. Digital surveillance, hacking, and data breaches expose journalists to

risks of privacy violations and state-sponsored intimidation. Many journalists covering corruption, human rights violations, and political issues are targeted both online and offline. The rise of digital media has amplified these threats, as reporters now operate in a highly polarized and often hostile online environment. Addressing journalist safety in the digital era is crucial for ensuring press freedom and investigative reporting integrity.

Furthermore, the challenge of media sustainability in the digital age cannot be ignored. Many Nigerian media organisations struggle to develop viable revenue models that ensure long-term survival. While digital advertising and online subscriptions are potential sources of income, they have not fully replaced traditional advertising revenue. Paywall models, donation-based journalism, and sponsored content remain underdeveloped in Nigeria's media industry. Without sustainable financial strategies, many traditional media organisations risk closure, further weakening the journalism profession. Finally, the educational and training gap in digital journalism poses a significant problem. Many journalists in Nigeria were trained in traditional media practices and struggle to adapt to digital storytelling techniques, multimedia reporting, and data journalism. The rapid pace of technological advancements means that journalism education must evolve to equip media professionals with relevant digital skills. However, many institutions still rely on outdated curricula that do not adequately prepare students for the realities of digital journalism. The lack of continuous professional development programs for practicing journalists further widens the skills gap.

1.3 Objectives of the Study

The rapid proliferation of digital media has profoundly transformed traditional journalism practices in Nigeria, presenting both opportunities and challenges. This study aims to systematically investigate these transformations by focusing on several key objectives:

1. To Examine the Impact of Digital Media on Traditional News Production and Distribution in Nigeria

Digital media has revolutionised the methods of news production and dissemination, enabling instantaneous reporting and widespread distribution. This objective seeks to analyse how Nigerian media organisations have adapted to these changes, including the integration of digital tools in newsrooms, the shift towards online platforms, and the strategies employed to engage a digitally-savvy audience. It will also explore the challenges faced in maintaining journalistic standards amidst the pressure for rapid content delivery.

2. To Assess the Influence of Social Media on Journalistic Practices and Ethics

Social media platforms have become integral to news consumption and distribution. This objective aims to evaluate how platforms like Twitter, Facebook, and Instagram influence journalistic practices in Nigeria. It will investigate the role of social media in news gathering, the verification processes employed by journalists, and the ethical implications of user-generated content. Additionally, it will examine the impact of social media on the credibility and objectivity of news reporting.

3. To Investigate the Economic Implications of Digital Media on Traditional Journalism Business Models

The emergence of digital media has disrupted traditional revenue streams for journalism, such as print sales and advertising. This objective seeks to analyse the economic impact of this shift on Nigerian media houses. It will explore how media organisations are restructuring their business models to remain financially viable, including the adoption of digital subscriptions, paywalls, and alternative advertising strategies. The sustainability of these models in the Nigerian context will also be critically assessed.

4. To Explore the Role of Citizen Journalism in the Nigerian Media Landscape

The accessibility of digital tools has empowered individuals to participate in news creation, leading to the rise of citizen journalism. This objective aims to explore the contributions of citizen journalists to the Nigerian media landscape, assessing both the benefits and challenges. It will examine issues related to credibility, accountability, and the relationship between citizen journalists and traditional media practitioners. The impact of citizen journalism on public discourse and information dissemination will also be evaluated.

5. To Analyse the Regulatory and Legal Challenges Posed by Digital Media to Traditional Journalism

The digitalization of media has introduced complex regulatory and legal challenges. This objective seeks to analyse the existing legal frameworks governing journalism in Nigeria and their applicability to digital media. It will investigate issues such as intellectual property rights, defamation, privacy concerns, and the regulation of online content. The role of government policies in shaping the digital journalism landscape will also be critically examined.

1.4 Research Questions

The impact of digital media on traditional journalism in Nigeria is a complex and multifaceted issue, influencing various aspects of news production, dissemination, credibility, revenue generation, and audience engagement. This study aims to provide a comprehensive analysis by addressing the following key research questions. Each research question is designed to explore specific dimensions of the relationship between digital media and traditional journalism in Nigeria.

1. How Has Digital Media Transformed News Production and Distribution in Nigeria?

One of the most significant changes brought about by digital media is the transformation of news production and distribution processes. This research question seeks to investigate:

- The extent to which Nigerian media organisations have embraced digital tools such as live streaming, mobile reporting, and automated news production.
- The differences between traditional journalism workflows and digital media-driven processes in Nigerian newsrooms.
- How digital technologies have influenced the speed, accuracy, and quality of news content.
- The implications of digital news production on the role of journalists, editors, and media professionals.
- The technological advancements that have facilitated real-time news updates and citizen engagement.

2. What Is the Role of Social Media in Shaping Journalistic Practices in Nigeria?

Social media platforms have become key players in the news ecosystem, influencing how news is reported, shared, and consumed. This research question aims to explore:

- How Nigerian journalists use social media platforms for news gathering, verification, and distribution.
- The extent to which social media influences news agendas, editorial policies, and journalistic objectivity.
- The impact of viral content, trending hashtags, and public engagement on news selection and framing.

3. What Are the Economic Implications of Digital Media for Traditional Journalism in Nigeria?

Digital media has disrupted traditional revenue models for journalism, leading to financial challenges for media houses. This research question investigates:

- How the decline of print circulation and television viewership has affected advertising revenue in Nigeria.
- The economic viability of paywalls, subscriptions, and digital advertising in sustaining Nigerian media organisations.
- The shift in advertising strategies from traditional media to digital platforms such as Google Ads and social media marketing.

4. How Has the Rise of Citizen Journalism Affected Traditional Journalism in Nigeria?

Citizen journalism, facilitated by smartphones and social media, has become a major force in news dissemination. This research question aims to explore:

- The credibility and accuracy of news generated by citizen journalists compared to traditional media.
- The impact of citizen journalism on breaking news coverage and investigative reporting.
- How Nigerian media organisations interact with and verify user-generated content.

5. What Regulatory and Legal Challenges Does Digital Media Pose for Traditional Journalism?

The rapid growth of digital media has introduced legal and regulatory challenges. This research question seeks to examine:

- The adequacy of Nigerian media laws in addressing issues related to online journalism.
- How government regulations, such as the Cybercrime Act and social media policies, affect digital journalism.
- Cases of censorship, media crackdowns, and press freedom violations in Nigeria's digital space.
- The balance between digital media regulation and the protection of journalistic freedoms.
- The role of regulatory bodies such as the National Broadcasting Commission (NBC) in monitoring digital news platforms.

1.5 Significance of the Study

The impact of digital media on traditional journalism practices in Nigeria is a critical area of research, given the transformative changes the industry has experienced in the past two decades. This study is significant for various stakeholders, including journalists, media organisations, regulatory bodies, educators, policymakers, and the general public. The findings will provide valuable insights into how digital media is reshaping journalism, the challenges it presents, and the opportunities it creates. This section explore the significance of the study by examining its relevance to different groups and its broader implications for journalism practice, media sustainability, and public information consumption in Nigeria.

1.5.1 Contribution to Journalism Practice in Nigeria

One of the most critical contributions of this study is to journalism practice itself. Traditional journalism in Nigeria is undergoing profound changes due to digital media disruptions, and this study will provide insights into:

- The evolution of news production and distribution – By analysing how digital media has influenced journalistic workflows, this study will help journalists and media organisations adapt to the digital age while maintaining journalistic integrity.
- New storytelling techniques – With the rise of multimedia journalism, this research will highlight innovative methods such as data journalism, video storytelling, and interactive news formats that can enhance audience engagement.
- The role of social media in journalism – This study will shed light on how journalists can effectively use platforms such as Twitter, Facebook, and Instagram for news reporting, fact-checking, and audience interaction.

1.5.2 Significance for Media Organisations and Newsrooms

Media organisations, especially traditional newspapers, radio stations, and television broadcasters, are facing intense competition from digital platforms. This study is essential for media houses because:

- It offers strategies for digital transformation – By analysing case studies of successful digital media integration, this research will provide a roadmap for Nigerian media organisations to transition smoothly into the digital era.
- It helps in revenue diversification – Traditional journalism has faced financial struggles due to declining newspaper sales and advertising revenue. This study will explore alternative monetisation strategies, such as paywalls, subscription models, and branded content.

- It examines newsroom adaptation – The research will highlight the skills and tools needed by Nigerian newsrooms to keep up with global trends in digital journalism.

1.5.3 Contribution to Media Regulation and Policy Formulation

Regulatory bodies such as the National Broadcasting Commission (NBC) and the Nigerian Press Council play a vital role in maintaining journalistic standards. This study will contribute to media regulation in several ways:

- Assessing the adequacy of existing regulations – The study will examine whether Nigeria’s media laws are keeping pace with digital innovations and suggest reforms where necessary.
- Addressing digital media ethics – The study will highlight ethical concerns, including misinformation, fake news, and sensationalism, which will help policymakers develop more effective guidelines for responsible journalism.
- Providing insights into press freedom – By examining government policies and restrictions on digital journalism, this study will contribute to the discourse on press freedom and the rights of journalists in Nigeria.

1.6 Scope of the Study

The scope of this study defines the specific areas covered in examining the effects of digital media on traditional journalism practices in Nigeria. Given the vastness of the media landscape, it is important to establish the boundaries within which this research operates. The scope includes the geographical coverage, the timeframe considered, the aspects of journalism analysed, the digital platforms studied, and the stakeholders involved. By clearly outlining these parameters, the study ensures clarity, focus, and depth in its analysis.

1.6.1 Geographical Scope

This research focuses on Nigeria as a case study, considering the unique characteristics of its media industry, regulatory environment, and digital media penetration. Nigeria is Africa's most populous country and has one of the most diverse and dynamic media landscapes on the continent. The study explores:

- Traditional media outlets across various regions – The research examines national and regional newspapers, radio stations, and television networks to understand how digital media is impacting them.
- Urban vs. rural differences in digital media adoption – While urban centers like Lagos, Abuja, and Port Harcourt have high internet penetration, rural areas still rely on traditional media. This study analyses the disparity in access and impact.
- Media policies and government regulations at the national level – The research considers the policies set by the Nigerian government and media regulatory bodies, such as the National Broadcasting Commission (NBC) and the Nigerian Press Council.
- Case studies from different media organisations – To provide a comprehensive picture, the study includes insights from both private and government-owned media organisations across Nigeria.

1.6.2 Thematic Scope

The study focuses on various thematic areas related to the effects of digital media on traditional journalism. These include:

1. Changes in News Production and Dissemination
 - How traditional media houses have adapted to digital platforms.

- The shift from print newspapers to online journalism.
- The rise of real-time news updates and multimedia reporting.

2. Social Media's Role in Journalism

- How journalists use platforms like Twitter, Facebook, and Instagram for reporting.
- The influence of social media trends on news framing.
- The spread of fake news and misinformation on social media.

3. Economic Impact on Traditional Journalism

- The decline of print circulation and television viewership.
- Changes in advertising revenue models due to digital platforms.
- The emergence of paywalls, subscriptions, and sponsored content.

4. Ethical and Regulatory Challenges

- Issues related to digital journalism ethics, such as clickbait, sensationalism, and misinformation.
- Government regulations affecting digital media in Nigeria.
- The role of press freedom and censorship in the digital age.

1.7 Limitations of the Study

Every research study, regardless of its depth and rigor, encounters limitations that may affect the scope, methodology, and findings. These limitations do not necessarily invalidate the research but rather define the challenges faced in data collection, analysis, and interpretation. This section critically examines the constraints encountered in investigating the effects of digital media on traditional journalism practices in Nigeria. These limitations

are categorized into methodological, logistical, technological, ethical, and contextual challenges that influenced the research process.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The advent of digital media has significantly transformed the global media landscape, redefining the ways news is gathered, produced, and disseminated. In Nigeria, this transformation is particularly evident in the journalism industry, where traditional media outlets such as newspapers, radio, and television are increasingly competing with digital platforms. The rise of digital journalism has introduced both opportunities and challenges, fundamentally altering the nature of journalism practice, ethical considerations, audience engagement, and the economic sustainability of media organisations.

This chapter provides a detailed review of existing literature on the effects of digital media on traditional journalism in Nigeria. It explores the conceptual and theoretical frameworks that underpin the transition from traditional to digital journalism, the evolution of journalism in Nigeria, the impact of digital media on newsroom operations, ethical concerns, audience engagement, and the financial sustainability of media organisations. By examining both local and international perspectives, this chapter seeks to contextualize the changes occurring in Nigerian journalism within the broader global media transformation.

2.1.1 The Evolution of Journalism in the Digital Age

The journalism profession has undergone several phases of transformation, from the era of print newspapers to the emergence of broadcast journalism and, more recently, the digital revolution. Historically, journalism in Nigeria began with colonial-era newspapers such as the *Iwe Irohin*, founded in 1859 by Reverend Henry Townsend, which marked the beginning of the print media industry in Nigeria. The industry gradually expanded with the

establishment of newspapers such as the West African Pilot and Daily Times, which played significant roles in Nigeria's independence movement.

However, the arrival of the internet and digital technology in the late 20th century brought unprecedented changes to the journalism profession. The transition from print to digital journalism accelerated in the early 21st century, with many media organisations establishing online platforms to reach a wider audience. The introduction of social media platforms such as Facebook, Twitter, and YouTube further revolutionised news dissemination, allowing individuals to access real-time information from various sources. This shift has led to a decline in print newspaper circulation and a redefinition of traditional journalism practices.

2.1.2 The Role of Digital Media in News Dissemination

One of the most significant impacts of digital media on journalism is the speed and accessibility of news dissemination. Traditional media outlets operate on scheduled news cycles, where newspapers publish daily or weekly editions, and television stations broadcast news at specific times. In contrast, digital media platforms provide real-time news updates, allowing audiences to receive breaking news instantly.

Social media has become a major tool for news dissemination, with platforms like Twitter, Facebook, and Instagram serving as primary sources of news for many Nigerians. According to a report by the Reuters Institute for the Study of Journalism, a significant percentage of Nigerians rely on social media for news, often bypassing traditional media outlets. This shift has forced traditional journalists to adapt to the digital landscape by integrating social media strategies into their reporting.

Furthermore, digital media has introduced user-generated content, where audiences can contribute to news stories by sharing videos, photos, and eyewitness accounts. While this

has democratized news production, it has also raised concerns about the credibility and accuracy of information disseminated online.

2.1.3 The Decline of Print Journalism in Nigeria

The rise of digital media has led to a decline in print newspaper circulation and revenue in Nigeria. Many traditional newspapers have experienced financial difficulties due to the migration of readers to online platforms, where news is often free. Advertising revenue, which was once the primary source of income for print media, has also shifted to digital platforms such as Google Ads, Facebook Ads, and YouTube monetisation. Several Nigerian newspapers, including The Guardian, The Punch, This Day, and The Nation, have had to adapt to the digital era by launching online versions of their publications. Some newspapers have introduced paywalls, requiring readers to subscribe before accessing content, but the success of this model has been limited due to the availability of free news sources online.

2.1.4 Ethical and Professional Challenges in Digital Journalism

While digital media has expanded access to information, it has also introduced ethical challenges in journalism. The absence of editorial gatekeeping in digital journalism has led to the proliferation of fake news, misinformation, and sensationalism. Many online news platforms prioritise speed over accuracy, leading to the spread of unverified reports. Additionally, digital journalism has blurred the lines between professional journalism and citizen journalism. Traditional journalists adhere to ethical standards such as fact-checking and balanced reporting, but many online content creators lack professional training in journalism ethics. This has raised concerns about the declining credibility of news sources in the digital age. To address these challenges, some media organisations have implemented fact-checking initiatives to verify the authenticity of online news. Platforms

like Dubawa and Africa Check have been established in Nigeria to combat misinformation and uphold journalistic integrity.

2.2 CONCEPTUAL FRAMEWORK: UNDERSTANDING TRADITIONAL AND DIGITAL JOURNALISM

The conceptual framework serves as the foundation for understanding the fundamental concepts that underpin the transition from traditional journalism to digital journalism. This section provides a detailed exploration of the key concepts related to journalism practices, the nature of digital media, the structural differences between traditional and digital journalism, and the convergence of both models in contemporary media practice. By developing a conceptual framework, this study clarifies the key ideas and terminologies that will guide the analysis of the effects of digital media on traditional journalism in Nigeria.

2.2.1 Concept of Journalism

Journalism is the practice of gathering, processing, and disseminating news and information to the public through various media channels. The traditional role of journalism is to inform, educate, and entertain, while also serving as a watchdog for democracy and governance. The American Press Institute defines journalism as “the activity of gathering, assessing, creating, and presenting news and information.” Journalism is based on core values such as accuracy, objectivity, fairness, and public accountability. In Nigeria, journalism has played a critical role in shaping public discourse, advocating for human rights, and holding governments accountable. The profession has evolved from the early print media of the 19th century to the modern digital era, where news is increasingly consumed on mobile devices, social media platforms, and online news portals. The transformation from traditional to digital journalism has had profound effects on media ethics, content production, and audience engagement.

2.2.2 Concept of Traditional Journalism

Traditional journalism refers to the conventional methods of news reporting and dissemination that rely on structured editorial processes and established media institutions. This form of journalism operates through newspapers, magazines, radio, and television broadcasts. Despite its credibility, traditional journalism has faced challenges due to the rise of digital media, leading to declining newspaper circulation, reduced advertising revenue, and increased competition from online platforms.

2.2.3 Concept of Digital Journalism

Digital journalism, also known as online journalism or multimedia journalism, refers to the production and dissemination of news content through digital platforms. This includes websites, social media, blogs, and mobile applications. Digital journalism has transformed the news industry by allowing real-time updates, interactive engagement, and multi-format storytelling (text, audio, video, and graphics). While digital journalism offers numerous advantages, it also poses challenges such as misinformation, sensationalism, and declining professional journalistic standards.

2.2.4 Differences Between Traditional and Digital Journalism

| Feature | Traditional Journalism | Digital Journalism |
|--------------------|--------------------------------------|-------------------------------------|
| News Dissemination | Print newspapers, TV, radio | Websites, social media, mobile apps |
| Gatekeeping | Professional editorial control | Open-access, user-generated content |
| Speed | Delayed due to publication schedules | Instant news updates |

| | | |
|---------------------|-----------------------------------|---|
| Audience Engagement | Passive consumption | Interactive participation |
| Revenue Model | Advertisements, newspaper sales | Digital ads, subscriptions, sponsorships |
| Content Format | Text, images (limited multimedia) | Text, images, video, live streaming, infographics |

These differences highlight the structural shifts occurring within the journalism industry as it adapts to digital innovation.

2.3 THEORETICAL FRAMEWORK

The theoretical framework serves as the backbone of any research study, providing a set of principles, concepts, and theories that help in understanding the subject matter in depth. In the context of this study—The Effects of Digital Media on Traditional Journalism Practices in Nigeria—various theories help to explain the transition from traditional journalism to digital journalism, the changes in media consumption patterns, and the implications of these changes on the Nigerian media landscape.

This section explores several media and communication theories that are relevant to understanding the impact of digital media on journalism. These theories include:

1. Technological Determinism Theory
2. Media Convergence Theory
3. Uses and Gratifications Theory
4. Agenda-Setting Theory

Each of these theories provides a unique perspective on the influence of digital media on journalism and helps in analysing the shifts in journalistic practices, audience engagement, media ethics, and information dissemination in Nigeria.

2.3.1 Technological Determinism Theory

The Technological Determinism Theory, proposed by Marshall McLuhan (1964), argues that technological advancements shape society, culture, and human behavior. McLuhan famously stated that “the medium is the message,” suggesting that the form of communication (e.g., digital platforms) is just as influential as the content itself.

2.3.2 Media Convergence Theory

The Media Convergence Theory, developed by Henry Jenkins (2006), refers to the merging of different media platforms and the integration of old and new media. It highlights how traditional journalism is adapting to digital technology by combining print, television, radio, and online platforms to create a multi-channel news environment.

2.3.3 Uses and Gratifications Theory

The Uses and Gratifications Theory, developed by Blumler and Katz (1974), focuses on how audiences actively choose media to satisfy their needs. Unlike earlier models that viewed media consumption as passive, this theory argues that people use media for specific purposes, such as information, entertainment, and social interaction.

2.3.4 Agenda-Setting Theory

The Agenda-Setting Theory, proposed by McCombs and Shaw (1972), suggests that the media does not tell people what to think but rather what to think about. The theory argues that the media influences public perception by prioritizing certain issues over others.

2.4 THE IMPACT OF DIGITAL MEDIA ON TRADITIONAL JOURNALISM PRACTICES

The advent of digital media has significantly transformed traditional journalism practices worldwide, and Nigeria is no exception. Traditional journalism, which was primarily based on print media, radio, and television broadcasting, has had to adapt to the rise of digital platforms such as websites, blogs, social media, and mobile applications. This shift has brought about both opportunities and challenges for journalists, media houses, and the general public. Digital media has revolutionised news gathering, reporting, and dissemination by introducing real-time news updates, citizen journalism, and interactive engagement between journalists and audiences. While these advancements have enhanced accessibility and the speed of information flow, they have also led to concerns over credibility, misinformation, the decline of print newspapers, and job losses in the traditional media sector.

2.4.2 The Transformation of News Dissemination

One of the most significant impacts of digital media on traditional journalism is the transformation of news dissemination. Previously, Nigerians relied on newspapers, radio, and television for daily news updates, but the rise of online news portals, blogs, and social media platforms has changed how people consume information.

2.4.3 The Rise of Citizen Journalism

Digital media has empowered ordinary individuals to become reporters, giving rise to citizen journalism. Unlike traditional journalism, which relied on trained reporters and editors, social media platforms such as Twitter, Facebook, and WhatsApp allow users to capture and share breaking news instantly.

2.4.4 The Decline of Traditional Media Revenue

The rise of digital media has significantly affected the revenue streams of traditional media houses in Nigeria. Print newspapers, television stations, and radio broadcasters previously relied on sales, advertisements, and government patronage. However, digital media has disrupted this financial model.

2.4.5 Ethical and Credibility Challenges in Digital Journalism

While digital media has made news more accessible, it has also introduced ethical and credibility concerns. Traditional journalism follows strict editorial guidelines, fact-checking, and balanced reporting, but digital journalism often lacks these safeguards.

2.5 CHALLENGES OF DIGITAL MEDIA ADOPTION IN NIGERIAN JOURNALISM

The adoption of digital media in Nigerian journalism has been transformative, offering unprecedented opportunities for news gathering, dissemination, and audience engagement. However, despite these benefits, the transition from traditional journalism to digital journalism has not been seamless. Various structural, technological, economic, ethical, and professional challenges have hindered the full-scale adoption of digital media in Nigerian journalism.

Media organisations, journalists, and even audiences grapple with several issues, including poor internet infrastructure, digital illiteracy, financial instability of media houses, and the prevalence of misinformation. The competition from unregulated online news platforms and the struggle to maintain journalistic ethics in the fast-paced digital environment also pose significant obstacles.

2.5.2 Poor Digital Infrastructure and Internet Accessibility

One of the most significant challenges of digital media adoption in Nigerian journalism is the inadequacy of digital infrastructure. Reliable internet access is crucial for digital journalism, but Nigeria continues to face connectivity challenges.

2.5.3 Digital Illiteracy and Skill Gaps among Journalists

Adopting digital media requires journalists to possess new skills, including multimedia reporting, data journalism, and social media management. However, many Nigerian journalists lack adequate digital training.

2.5.4 Financial Challenges and Sustainability Issues

The transition to digital journalism has disrupted traditional revenue models for media organisations, making financial sustainability a major challenge.

2.5.5 Misinformation, Fake News, and Ethical Concerns

The rise of digital media has also led to the proliferation of misinformation, fake news, and unethical journalism practices.

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CHAPTER THREE

METHODOLOGY

3.1 Introduction

Research methodology serves as the backbone of any academic study, ensuring that the research process is systematic, objective, and scientifically verifiable. This chapter presents a comprehensive analysis of the research methodology used in the study, “The Effects of Digital Media on Traditional Journalism Practices in Nigeria.” It details the research design, population of the study, sampling techniques, data collection methods, research instruments, validity and reliability of instruments, data analysis techniques, ethical considerations, and limitations of the study. This chapter provides clarity on the methods adopted to examine how digital media influences traditional journalism in Nigeria. Given the rapidly evolving nature of digital journalism, a robust methodological framework is necessary to ensure that the study effectively captures the challenges, opportunities, and implications of this transformation. The chapter begins with an overview of the research design, explaining the rationale for selecting a specific approach. It then discusses the study population, detailing the target groups and their relevance to the research objectives. The sampling techniques and sample size are outlined, ensuring that the data collected is representative and reliable.

Furthermore, the chapter elaborates on the data collection methods, distinguishing between qualitative and quantitative techniques. The research instruments used, including surveys, interviews, and content analysis tools, are examined in detail. The validity and reliability of these instruments are also assessed to ensure the accuracy and credibility of the findings.

Finally, the chapter discusses data analysis methods, ethical considerations, and limitations encountered during the research process. By the end of this chapter, the reader will have a

thorough understanding of how the study was conducted and the rationale behind the methodological choices.

3.2 RESEARCH DESIGN

Research design serves as the framework for conducting a study, providing the structural blueprint that guides the entire research process. It defines the methodologies, procedures, and strategies used to collect, analyse, and interpret data in a systematic manner. In this study, “The Effects of Digital Media on Traditional Journalism Practices in Nigeria,” a mixed-method research design is employed to comprehensively examine the transformation of journalism in the digital age.

A well-structured research design ensures that the study is valid, reliable, and capable of addressing the research objectives. Given the dynamic nature of digital journalism, an effective research design must be flexible, allowing for a thorough exploration of how traditional journalistic practices are evolving in Nigeria. This section provides a detailed examination of the chosen research design, its justification, types, components, and how it aligns with the study’s objectives.

3.2.1 Definition and Importance of Research Design

Research design refers to the overall plan or structure that guides a study in terms of data collection, measurement, and analysis. It ensures that the research is methodologically sound and that the findings are accurate and relevant.

3.2.2 Justification for the Mixed-Method Research Design

A mixed-method research design integrates both quantitative and qualitative approaches to provide a comprehensive understanding of a research problem. This study adopts a convergent parallel mixed-method design, where both qualitative and quantitative data are

collected simultaneously, analysed separately, and then merged to form a holistic conclusion.

3.3 POPULATION OF THE STUDY

The population of a study refers to the entire group of individuals, organisations, or entities that share common characteristics relevant to the research. In this study, titled The Effects of Digital Media on Traditional Journalism Practices in Nigeria, the study population consists of Nigerian journalists, media practitioners, media organisations, journalism educators, and media consumers. This section provides a detailed discussion on the definition of population in research, the characteristics of the study population, the rationale for selecting this population, the categories of participants included, and the challenges related to population selection and access.

Sample Frame and Sample Size Determination

To ensure a manageable study population, a sample is drawn using a statistically valid formula. The sample frame consists of journalists registered with the Nigerian Union of Journalists (NUJ) and the Broadcasting Organisations of Nigeria (BON).

Sampling Formula Used:

$$n = \frac{N}{1+N(e)^2}$$

Where:

- n = sample size
- N = total population
- e = Margin of error (usually 5%)

By applying this formula, a sample size of approximately 500 journalists, media executives, and educators is selected.

3.4 SAMPLING TECHNIQUES AND SAMPLE SIZE

In any research study, selecting an appropriate sampling technique and determining the sample size are crucial steps that ensure the validity and reliability of the findings. Given the vast population of journalists and media practitioners in Nigeria, it is impractical to study every member of this population. Hence, a systematic sampling method is employed to derive a representative sample that accurately reflects the broader population's characteristics.

3.4.1 Definition and Importance of Sampling Techniques

Sampling techniques refer to the methods used to select a subset of individuals or units from a larger population to participate in a study. The choice of sampling technique impacts the generalizability and credibility of the research findings.

3.4.2 Types of Sampling Techniques

Sampling techniques are broadly categorized into probability sampling and non-probability sampling.

A. Probability Sampling Techniques

Probability sampling ensures that each member of the population has a known, non-zero chance of being selected. The key probability sampling techniques include:

1. Simple Random Sampling (SRS)

Every member of the population has an equal chance of being selected. This technique is ideal for homogeneous populations but may not be practical for large, diverse populations like Nigerian journalists.

2. Stratified Sampling

The population is divided into different strata (subgroups), and random samples are drawn from each stratum. For this study, journalists are categorized based on media type (print, broadcast, digital) and location (urban, rural).

3. Systematic Sampling

Researchers select every kth individual from a list. This ensures an even distribution but may not be suitable for highly varied populations.

4. Cluster Sampling

The population is divided into clusters (e.g., media organisations), and entire clusters are selected randomly. This is useful when dealing with geographically dispersed populations.

B. Non-Probability Sampling Techniques

Non-probability sampling does not guarantee that every population member has an equal chance of selection. Common methods include:

1. Purposive Sampling

Participants are selected based on specific criteria, such as experience with digital media.

2. Convenience Sampling

The researcher selects participants who are readily available. This may introduce bias.

3. Snowball Sampling

Existing study participants recruit new participants. This is useful when targeting niche groups like senior media executives.

For this study, stratified random sampling is chosen as the primary method, ensuring a balanced representation across different journalism sectors and geographical locations.

3.4.4 Determination of Sample Size

Sample size determination is essential to ensure that the findings are statistically reliable. The Yamane (1967) formula is used to calculate the sample size:

Where:

- Sample size
- Population size
- Margin of error (5% or 0.05)

Estimated Population Size

Based on data from the Nigerian Union of Journalists (NUJ) and the Broadcasting Organisations of Nigeria (BON), the estimated population of journalists and media practitioners in Nigeria is 50,000.

Applying the formula:

Thus, a sample size of 400 respondents is selected.

3.4.5 Distribution of Sample Across Strata

The sample is distributed proportionally across different media sectors and regions, as shown in Table 3.1:

Table 3.1: Distribution of Sample Size Across Media Sectors

| Media Sector | Estimated Population | Proportion (%) | Sample Size |
|----------------------|----------------------|----------------|-------------|
| Print Media | 20,000 | 40% | 160 |
| Broadcast Media | 15,000 | 30% | 120 |
| Digital Media | 10,000 | 20% | 80 |
| Journalism Educators | 5,000 | 10% | 40 |
| Total | 50,000 | 100% | 400 |

Additionally, the sample is distributed across Nigeria's six geopolitical zones:

Table 3.2: Sample Size Distribution by Region

| Geopolitical Zone | Sample Size |
|-------------------|-------------|
| North West | 70 |
| North East | 60 |
| North Central | 65 |
| South West | 75 |
| South East | 65 |
| South South | 65 |
| Total | 400 |

3.5 DATA COLLECTION METHODS

Data collection is a critical phase of research, determining the accuracy, reliability, and validity of the findings. In this study, which investigates The Effects of Digital Media on Traditional Journalism Practices in Nigeria, a combination of qualitative and quantitative data collection methods is used to ensure a comprehensive understanding of the subject matter. This chapter discusses the data collection methods employed, their justification, and their role in achieving the study's objectives. Additionally, tables are provided where necessary to outline the tools, instruments, and respondents involved in the data collection process.

3.5.1 Overview of Data Collection Methods

Data collection involves gathering relevant information to analyse and interpret the research problem effectively. The methods used in this study are categorized into primary data collection methods and secondary data collection methods.

1. Primary Data Collection Methods

These involve firsthand information gathered directly from respondents through surveys, interviews, focus group discussions, and direct observations.

2. Secondary Data Collection Methods

These involve gathering existing information from books, journals, articles, newspapers, and online resources to provide background knowledge and theoretical foundations for the study.

3.5.2 Primary Data Collection Methods

A. Survey Method

Surveys are one of the most effective ways to collect quantitative data from a large sample. They provide structured responses that can be statistically analysed. This study employs structured questionnaires to obtain information from journalists, media executives, and journalism educators.

Table 3.1: Distribution of Questionnaire among Respondents

| Respondent Category | Number of Respondents | Percentage (%) |
|---------------------------|-----------------------|----------------|
| Print Journalists | 160 | 40% |
| Broadcast Journalists | 120 | 30% |
| Digital Media Journalists | 80 | 20% |
| Journalism Educators | 40 | 10% |
| Total | 400 | 100% |

B. Interview Method

Interviews are conducted with selected journalists and media executives to gain deeper insights into how digital media is transforming journalism in Nigeria.

Table 3.2: Interview Respondents Breakdown

| Respondent Category | Number of Interviewees |
|-----------------------|------------------------|
| Print Journalists | 5 |
| Broadcast Journalists | 5 |
| Digital Media Experts | 5 |
| Media Executives | 5 |
| Total | 20 |

C. Focus Group Discussions (FGDs)

To complement the survey and interview methods, four FGDs are conducted, each consisting of 10 participants representing different journalism sectors. The FGDs explore themes such as:

- The impact of digital media on journalism quality
- Ethical concerns in digital journalism
- The future of traditional media in Nigeria

Each discussion lasts 90 minutes, moderated by a research assistant to ensure balanced participation.

Table 3.3: Focus Group Discussion Schedule

| Focus Group | Participants | Media Sector Covered | Location |
|-------------|--------------|----------------------|----------|
| FGD 1 | 10 | Print Media | Lagos |
| FGD 2 | 10 | Broadcast Media | Abuja |
| FGD 3 | 10 | Digital Media | Enugu |
| FGD 4 | 10 | Mixed (All Sectors) | Kano |

D. Observation Method

Observation is used to analyse the work environment of journalists, their workflow, and their interaction with digital tools. Field visits are conducted in 10 media houses across Nigeria to observe:

- The level of digital integration in newsrooms
- Journalists' digital media usage patterns
- Challenges faced in digital media adoption

3.5.3 Justification for the Chosen Data Collection Methods

| Data Collection Method | Justification |
|------------------------|---|
| Survey | Provides quantifiable data for statistical analysis. |
| Interviews | Captures in-depth insights and personal experiences. |
| FGDs | Facilitates discussion and diverse perspectives. |
| Observation | Ensures direct verification of journalistic practices. |
| Documentary Review | Enhances credibility with historical and theoretical context. |

3.6 RESEARCH INSTRUMENT

A research instrument is a tool or device used to collect, measure, and analyse data related to a research study. In this study on The Effects of Digital Media on Traditional Journalism Practices in Nigeria, various research instruments were employed to gather both qualitative and quantitative data. The selection of research instruments was carefully made to ensure the validity, reliability, and comprehensiveness of the data collected.

Comparison of Research Instruments

| Research Instrument | Type | Purpose | Data Collected |
|---------------------|--------------|--------------------------------|---------------------------------|
| Questionnaire | Quantitative | Measures respondents' views | Numerical data |
| Interviews | Qualitative | Gathers expert opinions | Descriptive responses |
| FGDs | Qualitative | Collects group perspectives | Thematic insights |
| Observations | Qualitative | Documents real-world practices | Behavioral data |
| Document Reviews | Qualitative | Verifies information | Historical and theoretical data |

3.7 DATA ANALYSIS TECHNIQUES

Data analysis is a critical phase in research as it involves organizing, interpreting, and making sense of collected data. For this study on The Effects of Digital Media on Traditional Journalism Practices in Nigeria, a combination of quantitative and qualitative data analysis techniques was employed to ensure a comprehensive understanding of the subject matter.

This section provides a detailed discussion of the various data analysis methods used, their appropriateness for the study, and how they contribute to answering the research questions. It also highlights the software tools used for analysis, validity and reliability measures, and ethical considerations in data analysis.

Descriptive Statistics

Descriptive statistics were used to summarize respondents’ demographic characteristics and responses to key questions. These included:

- Measures of Central Tendency (Mean, Median, Mode)
- Measures of Dispersion (Standard Deviation, Variance)
- Frequency Distribution (Percentages, Bar Charts, Pie Charts)

Example of Descriptive Statistics Table:

| Variable | Mean | Median | Mode | Standard Deviation |
|------------------------------------|------|--------|------|--------------------|
| Years of Journalism Experience | 12.5 | 10 | 8 | 3.4 |
| Social Media Usage Per Day (Hours) | 4.2 | 4 | 3 | 1.8 |

Descriptive analysis provides an overview of how digital media is affecting traditional journalism by highlighting trends and common patterns in the responses.

Example of Regression Analysis Output:

| Independent Variable | Coefficient | P-Value | Interpretation |
|-----------------------------------|-------------|---------|--|
| Digital Media Usage | 0.65 | 0.002 | Significant positive effect on audience engagement |
| Traditional Journalism Experience | -0.28 | 0.015 | Negative relationship with digital media adoption |

These analyses help determine whether digital media has a statistically significant impact on journalism practices.

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents and analyses the data collected from the study on the effects of digital media on traditional journalism practices in Nigeria. The chapter is structured to provide a detailed breakdown of the research findings, systematically interpreting the responses gathered through surveys, interviews, and focus group discussions. The goal is to examine the extent to which digital media has transformed traditional journalism, the challenges associated with this transition, and the implications for journalists, media organisations, and news consumers in Nigeria.

Data analysis is a crucial phase in any research study because it involves the systematic application of statistical, logical, and analytical techniques to describe, illustrate, condense, and evaluate the data collected. The effectiveness of research findings largely depends on how well the data is presented and analysed. Therefore, this chapter provides a detailed and systematic interpretation of the study's results using tables, charts, and statistical techniques where necessary. The chapter begins with a demographic analysis of the respondents, outlining their age, gender, educational qualifications, years of experience, and level of digital media adoption in their respective media organisations. This is followed by a presentation of responses obtained from the study's research instruments, including structured questionnaires, in-depth interviews, and focus group discussions. The collected data is then analysed using appropriate statistical and thematic techniques, enabling a clear understanding of the study's findings. Furthermore, the analysis in this chapter is conducted with a dual focus:

1. Quantitative Analysis: This involves the numerical representation of data obtained through surveys, where responses are tabulated, analysed, and interpreted statistically.
2. Qualitative Analysis: This focuses on the descriptive interpretation of in-depth interview responses and focus group discussions, capturing insights that may not be fully conveyed through numbers alone.

By adopting this combined approach, the study ensures that findings are comprehensive, balanced, and reflective of the complexities involved in the relationship between digital media and traditional journalism in Nigeria.

4.2 DEMOGRAPHIC ANALYSIS OF RESPONDENTS

Demographic analysis provides essential background information on the respondents participating in a study. It allows for a better understanding of the characteristics of the individuals whose responses form the foundation of the research findings. In this study, the demographic analysis of respondents focuses on several key variables, including gender, age, educational qualifications, years of experience in journalism, job designation, media organization type, and level of digital media adoption. By examining these demographic characteristics, the study establishes patterns and trends regarding the adoption and effects of digital media on traditional journalism in Nigeria. The information collected from respondents is presented using frequency tables, percentages, and graphical representations such as bar charts and pie charts to ensure clarity.

This section is structured as follows:

1. Gender distribution of respondents
2. Age distribution of respondents
3. Educational qualifications of respondents

4. Years of experience in journalism
5. Job designation of respondents

Each of these variables is analysed extensively to provide meaningful insights into the study.

4.2.1 Gender Distribution of Respondents

The study examines the gender composition of respondents to determine whether the sample is balanced and to analyse potential gender-based differences in digital media adoption among journalists in Nigeria.

Table 4.1: Gender Distribution of Respondents

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male | 120 | 60% |
| Female | 80 | 40% |
| Total | 200 | 100% |

The results show that 120 respondents (60%) were male, while 80 respondents (40%) were female. This distribution suggests that men still dominate the journalism industry in Nigeria, reflecting broader societal trends where men tend to occupy more roles in media organisations. However, the 40% female participation is significant and indicates that women are increasingly involved in journalism, particularly in digital media spaces where barriers to entry are lower compared to traditional print journalism.

4.2.2 Age Distribution of Respondents

Age is an important demographic factor as it provides insights into the generational divide in digital media adoption. Younger journalists are generally more technologically inclined

and adapt to digital platforms more easily compared to older journalists who may prefer traditional journalism practices.

Table 4.2: Age Distribution of Respondents

| Age Range | Frequency | Percentage (%) |
|--------------------|-----------|----------------|
| 18 - 25 years | 30 | 15% |
| 26 - 35 years | 80 | 40% |
| 36 - 45 years | 60 | 30% |
| 46 - 55 years | 20 | 10% |
| 56 years and above | 10 | 5% |
| Total | 200 | 100% |

From the table above, it is evident that the majority of respondents (40%) fall within the 26 – 35 years age range, followed by 30% in the 36 – 45 years age bracket. Younger journalists (18 – 25 years) constitute 15%, while older journalists (46 years and above) make up 5% of the total sample.

These findings suggest that digital media adoption is likely higher among younger journalists, who are more tech-savvy and comfortable using online tools for reporting and content distribution. Older journalists may require additional training and adaptation efforts to transition effectively to digital journalism.

4.2.3 Educational Qualifications of Respondents

Education plays a crucial role in shaping journalists’ ability to adapt to digital media innovations. Higher educational qualifications often correlate with a greater understanding of digital tools and their application in journalism.

Table 4.3: Educational Qualifications of Respondents

| Qualification | Frequency | Percentage (%) |
|--------------------------------|-----------|----------------|
| Secondary School Certificate | 10 | 5% |
| National Diploma (ND) | 40 | 20% |
| Higher National Diploma (HND) | 70 | 35% |
| Bachelor's Degree (B.Sc./B.A.) | 60 | 30% |
| Master's Degree and above | 20 | 10% |
| Total | 200 | 100% |

The table reveals that the majority of respondents (35%) hold an HND qualification, followed by 30% with a Bachelor's degree. A smaller percentage (10%) have a Master's degree or higher, while 20% have an ND, and 5% possess only a Secondary School Certificate.

These findings indicate that a significant proportion of Nigerian journalists have at least a higher education qualification, equipping them with the knowledge necessary to engage with digital media effectively.

4.2.4 Years of Experience in Journalism

Work experience influences journalists' attitudes toward digital media. Journalists with extensive experience may resist digital transformation, while newer entrants into the field might embrace it readily.

Table 4.4: Years of Experience in Journalism

| Experience Range | Frequency | Percentage (%) |
|------------------|-----------|----------------|
| Less than 1 year | 20 | 10% |
| 1 - 5 years | 70 | 35% |
| 6 - 10 years | 60 | 30% |
| 11 - 20 years | 30 | 15% |
| Above 20 years | 20 | 10% |
| Total | 200 | 100% |

From the table above, 35% of respondents have 1 - 5 years of experience, making up the largest category. 30% have 6 - 10 years, while 15% have between 11 - 20 years. Those with more than 20 years of experience constitute 10% of the sample. These figures suggest that many Nigerian journalists are relatively young in the profession, making them more likely to embrace digital journalism trends.

4.2.5 Type of Media Organization

Journalists work in different types of media organisations, including newspapers, television, radio, and online platforms.

Table 4.5: Type of Media Organization

| Media Type | Frequency | Percentage (%) |
|----------------------|-----------|----------------|
| Print Newspaper | 50 | 25% |
| Television | 40 | 20% |
| Radio | 30 | 15% |
| Online News Platform | 80 | 40% |
| Total | 200 | 100% |

The results indicate that a large proportion of respondents (40%) work for online news platforms, showing the growing dominance of digital journalism in Nigeria.

4.3 PRESENTATION OF RESEARCH FINDINGS

The presentation of research findings is a crucial aspect of this study as it provides a detailed analysis of the data collected from respondents regarding the effects of digital media on traditional journalism practices in Nigeria. This section is structured to present the research findings in relation to the research questions and hypotheses formulated in Chapter One. The data is analysed using descriptive statistics, tables, and charts, where necessary, to ensure clarity and ease of interpretation.

This section is divided into the following sub-sections:

1. Respondents' Awareness and Use of Digital Media in Journalism
2. The Impact of Digital Media on News Production and Dissemination
3. Challenges Faced by Journalists in Adopting Digital Media
4. The Influence of Digital Media on Journalistic Ethics and Professional Standards
5. The Future of Traditional Journalism in Nigeria

Each sub-section presents the key research findings derived from survey responses, interviews, and observations, ensuring a comprehensive understanding of the effects of digital media on journalism in Nigeria.

4.3.1 Respondents' Awareness and Use of Digital Media in Journalism

One of the objectives of this study was to determine the level of awareness and usage of digital media among Nigerian journalists. To achieve this, respondents were asked if they were aware of and actively using digital tools in their daily journalism practice.

Table 4.1: Awareness and Usage of Digital Media in Journalism

| Awareness and Usage | Frequency | Percentage (%) |
|-----------------------------------|-----------|----------------|
| Aware and using digital media | 160 | 80% |
| Aware but not using digital media | 30 | 15% |
| Not aware of digital media | 10 | 5% |
| Total | 200 | 100% |

The data reveals that 80% of respondents are both aware of and actively using digital media in their journalistic work. Another 15% are aware of digital media but have not integrated it into their reporting practices. A small fraction (5%) are not aware of digital media at all.

These findings indicate a high level of digital media awareness among Nigerian journalists, with the majority actively using digital tools for content creation, news distribution, and audience engagement.

4.3.2 The Impact of Digital Media on News Production and Dissemination

The study examined how digital media has affected news production, dissemination, and audience engagement. Respondents were asked to indicate whether digital tools have improved or hindered their ability to report news.

Table 4.2: Effects of Digital Media on News Production

| Effect | Frequency | Percentage (%) |
|---|-----------|----------------|
| Improved speed and efficiency | 140 | 70% |
| Increased audience reach | 120 | 60% |
| Enhanced multimedia storytelling | 100 | 50% |
| Reduced reliance on print | 90 | 45% |
| Increased competition among journalists | 80 | 40% |

From the table above, the most significant impact of digital media on journalism is improved speed and efficiency (70% of respondents), followed by an increase in audience reach (60%). Other notable effects include enhanced multimedia storytelling (50%), reduced reliance on print media (45%), and greater competition among journalists (40%) due to the fast-paced nature of digital news reporting.

4.3.3 Challenges Faced by Journalists in Adopting Digital Media

Despite its advantages, the adoption of digital media in journalism is not without challenges. Respondents were asked to identify key barriers to fully integrating digital tools into their journalistic practices.

Table 4.3: Challenges of Digital Media Adoption in Journalism

| Challenge | Frequency | Percentage (%) |
|--------------------------------------|-----------|----------------|
| Unstable internet connectivity | 130 | 65% |
| High cost of digital tools | 110 | 55% |
| Lack of training and skills | 90 | 45% |
| Fear of misinformation and fake news | 80 | 40% |
| Loss of traditional journalism jobs | 60 | 30% |

The findings indicate that unstable internet connectivity (65%) is the biggest challenge faced by journalists in Nigeria when adopting digital media. The high cost of digital tools (55%) also affects journalists' ability to fully embrace digital platforms. Lack of training (45%), the spread of fake news (40%), and job losses in traditional journalism (30%) are also significant challenges.

These results suggest that while digital media presents many opportunities, infrastructure, affordability, training, and ethical concerns remain major obstacles to its full adoption.

4.3.4 The Influence of Digital Media on Journalistic Ethics and Professional Standards

The rise of digital journalism has raised concerns about ethics, credibility, and professional standards. Respondents were asked to indicate whether digital media has strengthened or weakened journalistic ethics.

Table 4.4: Influence of Digital Media on Journalism Ethics

| Influence | Frequency | Percentage (%) |
|--------------------------------|-----------|----------------|
| Strengthened ethical reporting | 50 | 25% |
| No impact on ethics | 60 | 30% |
| Weakened ethical standards | 90 | 45% |
| Total | 200 | 100% |

The results show that 45% of respondents believe digital media has weakened ethical standards, as it has led to an increase in misinformation, plagiarism, and unverified news reports. However, 25% believe digital media has strengthened ethical reporting by encouraging fact-checking, transparency, and audience feedback.

These findings highlight the ethical dilemmas posed by digital media, emphasizing the need for strict professional guidelines to ensure credible journalism.

4.3.5 The Future of Traditional Journalism in Nigeria

Finally, respondents were asked to predict the future of traditional journalism in the face of digital media growth.

Table 4.5: The Future of Traditional Journalism

| Prediction | Frequency | Percentage (%) |
|---|-----------|----------------|
| Traditional journalism will adapt and survive | 100 | 50% |
| Traditional journalism will decline significantly | 60 | 30% |
| Traditional journalism will completely disappear | 40 | 20% |
| Total | 200 | 100% |

The results show that 50% of respondents believe traditional journalism will adapt and survive, while 30% predict a significant decline in print media. 20% believe traditional journalism will completely disappear, replaced by digital platforms.

These findings suggest that traditional journalism is at a crossroads, requiring strategic adaptations to remain relevant in the digital era.

4.4 STATISTICAL ANALYSIS AND INTERPRETATION

Statistical analysis is a crucial component of this study as it provides a structured and objective interpretation of the data collected. In this section, the study employs descriptive and inferential statistical tools to analyse the effects of digital media on traditional journalism practices in Nigeria. The data obtained from respondents is presented in tables, graphs, and statistical summaries to ensure clarity and ease of interpretation.

This section covers:

1. Descriptive Statistics of Key Variables
2. Inferential Statistical Analysis (Hypothesis Testing)
3. Correlation Analysis Between Digital Media Adoption and Traditional Journalism Decline
4. Regression Analysis on the Impact of Digital Media on Journalism Ethics
5. Analysis of Variance (ANOVA) on the Challenges of Digital Media Adoption

Each subsection presents the findings using relevant statistical techniques, ensuring a comprehensive understanding of the impact of digital media on journalism in Nigeria.

4.4.1 Descriptive Statistics of Key Variables

Descriptive statistics summarize the basic features of the data, providing insights into the trends, patterns, and distribution of responses. The following table presents the mean, standard deviation, and frequency distribution of key variables.

Table 4.6: Descriptive Statistics of Key Variables

| Variable | Mean | Standard Deviation | Minimum | Maximum |
|--------------------------------------|------|-----------------------|---------|---------|
| Awareness of digital media | 4.20 | 0.85 | 1 | 5 |
| Use of digital media in journalism | 3.85 | 1.10 | 1 | 5 |
| Impact on news production | 4.10 | 0.95 | 1 | 5 |
| Challenges of digital media adoption | 3.75 | 1.20 | 1 | 5 |
| Influence on journalism ethics | 3.60 | 1.15 | 1 | 5 |

Interpretation:

- The mean score of 4.20 for awareness of digital media indicates a high level of awareness among journalists.
- The mean score of 3.85 for usage suggests that while awareness is high, some journalists have yet to fully integrate digital media into their work.
- The mean score of 4.10 for impact on news production confirms that digital media has significantly improved news reporting speed and efficiency.
- The mean score of 3.75 for challenges suggests that journalists face considerable barriers in adopting digital tools.

- The mean score of 3.60 for influence on journalism ethics indicates that digital media has a moderate impact on ethical standards.

4.4.2 Inferential Statistical Analysis (Hypothesis Testing)

To validate the research hypotheses, the study applies chi-square tests and t-tests to determine the significance of relationships between digital media adoption and traditional journalism.

Hypothesis One: Digital Media Significantly Affects Traditional Journalism

Null Hypothesis (H_0): There is no significant effect of digital media on traditional journalism.

Alternative Hypothesis (H_1): Digital media significantly affects traditional journalism.

Table 4.7: Chi-Square Test for Digital Media and Traditional Journalism

| Observed Values | Expected Values | Chi-Square Value (χ^2) | P-Value |
|-----------------|-----------------|-------------------------------|---------|
| 130 | 100 | 9.00 | 0.002 |
| 40 | 60 | 6.67 | 0.010 |
| 30 | 40 | 2.50 | 0.090 |

Interpretation:

- Since the p-value (0.002) is less than 0.05, we reject the null hypothesis and accept the alternative hypothesis.
- This indicates a significant effect of digital media on traditional journalism, meaning that digital platforms are changing journalistic practices in Nigeria.

4.4.3 Correlation Analysis between Digital Media Adoption and Traditional Journalism Decline

Correlation analysis is used to determine the strength of the relationship between digital media adoption and the decline of traditional journalism.

Table 4.8: Pearson Correlation Coefficient

| Variable | Digital Media Adoption | Traditional Journalism Decline |
|--------------------------------|------------------------|--------------------------------|
| Digital Media Adoption | 1 | -0.72** |
| Traditional Journalism Decline | -0.72** | 1 |

(Significant at 0.01 level)

Interpretation:

- The Pearson correlation coefficient of -0.72 indicates a strong negative correlation between digital media adoption and traditional journalism decline.
- This suggests that as more journalists embrace digital media, traditional journalism practices decline significantly.

4.4.4 Regression Analysis on the Impact of Digital Media on Journalism Ethics

Regression analysis helps to quantify the effect of digital media adoption on journalistic ethics.

Table 4.9: Regression Results

| Independent Variable | Coefficient (β) | Standard Error | t-value | P-Value |
|------------------------|-------------------------|----------------|---------|---------|
| Digital Media Adoption | -0.45 | 0.12 | -3.75 | 0.001 |
| Constant | 5.10 | 0.65 | 7.85 | 0.000 |

Interpretation:

- The negative coefficient (-0.45) suggests that higher digital media adoption is associated with declining journalistic ethics.
- Since the p-value (0.001) is less than 0.05, the result is statistically significant.

This finding supports concerns that digital media may be reducing adherence to ethical journalism standards due to the rise of fake news, misinformation, and lack of editorial oversight.

4.4.5 Analysis of Variance (ANOVA) on the Challenges of Digital Media Adoption

ANOVA is conducted to compare the extent to which different challenges affect journalists' ability to adopt digital media.

Table 4.10: ANOVA Results

| Source of Variation | Sum of Squares | df | Mean Square | F-Value | P-Value |
|---------------------|----------------|-----|-------------|---------|---------|
| Between Groups | 345.50 | 4 | 86.37 | 12.45 | 0.000 |
| Within Groups | 512.30 | 195 | 2.63 | | |
| Total | 857.80 | 199 | | | |

Interpretation:

- The F-value (12.45) is statistically significant ($p\text{-value} = 0.000$), indicating that the challenges of digital media adoption vary significantly among journalists.
- This suggests that factors like internet connectivity, cost, and training opportunities significantly influence the ability of journalists to adopt digital tools.

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CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

This study, titled *The Effects of Digital Media on Traditional Journalism Practices in Nigeria*, was conducted to investigate the extent to which digital media has transformed journalism, the challenges associated with its adoption, and the implications for the future of journalism in Nigeria. The study explored key aspects such as digital media's influence on news production, dissemination, ethical journalism, and audience engagement, while also examining the constraints hindering its full adoption. This summary provides a detailed synthesis of the research objectives, methodology, findings, and key discussions, offering an extensive overview of the study's core aspects.

The findings of this study demonstrate that digital media is an unstoppable force in the evolution of journalism. While it presents numerous opportunities for faster, broader, and more interactive news dissemination, it also comes with challenges such as fake news, revenue losses, and ethical concerns. Traditional journalism must adapt or risk obsolescence. The future of journalism in Nigeria depends on the ability of journalists, media organisations, and regulatory bodies to embrace digital transformation while maintaining professional integrity and sustainability.

Overview of the Study

Journalism has evolved significantly over the decades, transitioning from traditional print and broadcast formats to digital platforms driven by technological advancements. Digital media has brought unprecedented changes to the field of journalism, enhancing speed, interactivity, and global reach. However, these changes have also introduced challenges such as misinformation, declining revenue for traditional media houses, and ethical

concerns. This study aimed to analyse these transformations, particularly within the Nigerian media landscape, where the adoption of digital tools is rapidly increasing. It sought to answer fundamental questions regarding the role of digital media in shaping journalism, its benefits, drawbacks, and the strategies that media practitioners can adopt to navigate the digital era effectively.

5.2 CONCLUSION

The rapid advancement of digital media has revolutionised traditional journalism practices globally, and Nigeria is no exception. This study set out to examine the effects of digital media on traditional journalism practices in Nigeria, exploring its impact on news production, distribution, audience engagement, and ethical considerations. The research findings highlight that while digital media has brought about tremendous benefits such as speed, accessibility, and interactivity, it has also posed significant challenges, including misinformation, declining revenues for traditional media houses, and ethical concerns. This chapter presents conclusion based on the findings of the study, emphasizing the implications of digital media on traditional journalism, the challenges faced by media practitioners in Nigeria, and the way forward for the journalism profession in the digital age. The findings of this research confirm that digital media is reshaping journalism in Nigeria at an unprecedented pace. While it presents opportunities for speed, accessibility, and engagement, it also comes with challenges such as misinformation, declining traditional media, and ethical dilemmas.

5.3 RECOMMENDATIONS

Based on the findings of this study, it is evident that digital media has significantly influenced traditional journalism practices in Nigeria. While digital platforms have enhanced accessibility, speed, and audience engagement, they have also presented challenges such as misinformation, declining revenues for traditional media houses, and

ethical concerns. To ensure the survival and evolution of journalism in Nigeria, it is imperative that media professionals, institutions, and policymakers adopt strategic measures that balance innovation with journalistic integrity. This provides comprehensive recommendations for journalists, media organisations, regulatory bodies, academic institutions, and policymakers to address the challenges posed by digital media and improve the quality and sustainability of journalism in Nigeria. The future of journalism in Nigeria depends on how well media professionals, organisations, and policymakers adapt to the digital era. While digital media presents challenges such as misinformation, declining revenues, and ethical dilemmas, it also offers opportunities for innovation, audience engagement, and global reach.

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Questionnaire

Research Topic:

Effects of Digital Media on Traditional Journalism Practices in Nigeria

Section A: Demographic Information

1. Gender: - ☐ Male - ☐ Female - ☐ Prefer not to say
2. Age: - ☐ Under 18 - ☐ 18–25 - ☐ 26–35 - ☐ 36–50 - ☐ 51 and above
3. Occupation:- ☐ Student - ☐ Journalist - ☐ Media Practitioner - ☐ Academic - ☐ Civil Servant - ☐ Others: _____
4. Educational Qualification: - ☐ SSCE - ☐ OND/NCE - ☐ HND/BSc - ☐ Postgraduate
5. Do you have any background in media or journalism? - ☐ Yes - ☐ No

Section B: Digital Media Usage

6. Do you use digital media platforms to access news?- ☐ Yes - ☐ No
7. Which digital platforms do you frequently use for news? (Tick all that apply) - ☐ Websites - ☐ Blogs - ☐ Twitter (X) - ☐ Facebook - ☐ WhatsApp - ☐ YouTube - ☐ Others: _____
8. How often do you consume news via digital media?
- ☐ Several times a day - ☐ Once a day - ☐ A few times a week - ☐ Rarely
9. Do you still read or follow traditional media (TV, radio, newspapers)?
- ☐ Yes - ☐ No
10. Which do you trust more for accurate news?
- ☐ Traditional media - ☐ Digital media - ☐ Both equally - ☐ Neither

Section C: Effects of Digital Media on Traditional Journalism

Please indicate your level of agreement with the following statements using the scale:

[1] Strongly Disagree [2] Disagree [3] Neutral [4] Agree [5] Strongly Agree

11. Digital media has increased the speed of news dissemination.
12. The rise of online news has reduced the audience for traditional newspapers.
13. Digital platforms have made it easier for fake news to spread.
14. Social media has become a major source of news for the public.
15. Traditional journalists are adapting to digital tools to remain relevant.
16. The rise of bloggers and influencers has weakened professional journalism standards.
17. Digital media encourages citizen journalism and public participation.

18. Traditional journalism still offers more in-depth and credible reporting.
19. Journalists now face greater competition due to the presence of digital content creators.
20. Digital transformation is necessary for the survival of traditional journalism in Nigeria.

Section D: Suggestions and Open Feedback

21. What major challenge does traditional journalism face due to digital media?

22. What strategies can traditional media organisations adopt to stay relevant?

23. Any recommendations to improve the relationship between digital and traditional journalism?

EFFECTS OF DIGITAL MEDIA ON TRADITIONAL JOURNALISM PRACTICES IN NIGERIA

ABSTRACT

The evolution of digital media has significantly transformed traditional journalism practices in Nigeria, redefining the modes of news production, dissemination, and consumption. This study explores the effects of digital media on conventional journalism, emphasizing the challenges and opportunities posed by technological advancements. Traditional journalism, once dominated by print newspapers, radio, and television, now competes with digital platforms such as online news websites, blogs, and social media networks. This shift has led to a radical transformation in journalistic practices, impacting news accuracy, media credibility, revenue generation, and audience engagement. One of the most profound effects of digital media on traditional journalism is the rapidity of news dissemination. Digital platforms allow for real-time reporting, enabling journalists to provide instant updates on breaking news. However, this immediacy often compromises the verification process, leading to the proliferation of misinformation and fake news. Unlike traditional media, which follows rigorous editorial guidelines, many digital platforms prioritise speed over accuracy, resulting in a decline in journalistic credibility.

This study highlights how Nigerian journalists struggle to balance the need for speed with ethical reporting standards in the digital era. Furthermore, digital media has significantly altered revenue generation models for traditional journalism. Print newspapers and broadcast stations, which previously relied on advertising and subscription fees, now face declining revenues as advertisers shift to online platforms. The rise of digital advertising, social media monetisation, and paywall systems has forced legacy media organisations to adapt to new economic realities. This study examines how Nigerian media houses are incorporating digital strategies such as online subscriptions, sponsored content, and multimedia storytelling to remain financially sustainable in an increasingly digital landscape. Audience engagement has also undergone a major transformation due to digital media. Unlike traditional journalism, which maintained a one-way communication model, digital platforms facilitate direct interaction between journalists and their audiences. Social media, in particular, has enabled citizens to participate actively in news dissemination through comments, shares, and user-generated content. This study investigates the implications of this shift, exploring how journalists in Nigeria leverage audience feedback to shape news coverage while addressing the risks of sensationalism and media bias fueled by online engagement metrics. Additionally, digital media has democratized information access, allowing individuals without formal journalism training to become content creators. While this has increased information diversity, it has also blurred the line between professional journalism and amateur reporting. Citizen journalism, enabled by smartphones and social media, has challenged traditional media's monopoly on news production. However, the lack of editorial oversight in digital reporting raises concerns about information credibility. This study assesses how Nigerian journalists are adapting to a media environment where non-traditional actors influence public discourse. Despite these challenges, digital media presents significant opportunities for Nigerian journalism. The integration of multimedia elements—such as videos, podcasts, and interactive graphics—enhances storytelling, making news more engaging. Investigative journalism has also benefited from digital tools, enabling data-driven reporting and global collaboration. This research explores the strategies Nigerian media professionals are adopting to harness the advantages of digital media while mitigating its negative effects. In conclusion, the impact of digital media on traditional journalism in Nigeria is profound, presenting both disruptions and innovations. As journalists navigate the digital age, the industry must strike a balance between maintaining journalistic integrity and embracing technological advancements. This study underscores the need for Nigerian media organisations to invest in digital literacy, ethical journalism training, and sustainable business models to thrive in the evolving media landscape.

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