



**READERS PERCEPTION OF THE ROLE OF PRINT MEDIA IN SPORT
DEVELOPMENT IN KWARA STATE**

BY:

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATION
TECHNOLOGY, KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWRAD OF
NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

JUNE, 2025

CERTIFICATION

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DEDICATION

This project is dedicated to Almighty Allah who made us finished well. We also dedicate this project to our parents for their love, care and support. May Almighty Allah continue to be with them. (Ameen)

ACKNOWLEDGEMENTS

We express our profound gratitude to Almighty Allah for his guidance and protection throughout the course of our project writing.

We are also deeply grateful to our Parents for their affection, support, and valuable advice, which played significant role in helping us complete this work. May Allah continue to provide and bless them.

Our sincere appreciation goes to our HOD in person of **MR, OLOHUNGBEBE** and our Co-coordinator, **MRS OPALEKE G.T**, and entire staff of the department of Mass Communication for their intellectual support and motivation during the project writing process.

We especially acknowledge the guidance and vigilance of our Supervisor, **MR, SULYMAN**.

Thank you Sir, for your unwavering support.

ABSTRACT

This study explores readers' perception of the role of print media in the development of sports in Kwara State, Nigeria. With the growing influence of media in shaping public opinion and driving development initiatives, print media remains a vital platform for disseminating information, promoting sporting activities, and influencing sports policy at the grassroots and state levels. The research investigates how residents of Kwara State perceive the contributions of newspapers and magazines in highlighting sports events, nurturing local talents, and fostering community participation in sports. Using a mixed-method approach comprising surveys and interviews, the study gathered data from a cross-section of readers, including athletes, coaches, sports enthusiasts, and media consumers. The findings reveal that while print media plays a significant role in promoting sports through news coverage, features, and editorials, there are concerns regarding limited coverage of local sports and inadequate support for grassroots development. The study recommends increased investment in sports journalism, more inclusive coverage of diverse sporting disciplines, and collaborative efforts between media houses and sports agencies to enhance the developmental impact of print media. These findings contribute to the ongoing discourse on media and sports development in Nigeria.

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CHAPTER ONE

1.0 INTRODUCTION

Sports have evolved beyond mere recreational activity to become a major socio-economic and cultural force in many nations, including Nigeria. It serves as a tool for promoting national unity, creating employment opportunities, engaging youth, and enhancing international prestige. As the interest in sports continues to grow, the role of the media—especially the print media—in shaping public perception and fostering the development of sports cannot be overemphasized.

The print media, which includes newspapers, sports magazines, and bulletins, has historically played a significant role in disseminating sports information, analyzing sporting events, and educating the public on the importance of sports in society. In many developing countries, including Nigeria, the print media has served as a critical platform for drawing attention to sporting events, celebrating athletes, and advocating for government and private sector investment in sports infrastructure and policy.

However, despite the critical role the print media can play in the growth and promotion of sports, its actual impact remains a subject of debate, particularly in specific local contexts such as Kwara State. While football receives considerable attention in the Nigerian media, other sports often suffer from inadequate coverage and lack of public interest, partly due to insufficient media focus. This disparity may negatively affect the development of less popular sports and limit the opportunities available for emerging athletes in these fields.

Kwara State, located in North-Central Nigeria, has made notable strides in sports through institutions like the Kwara State Sports Council and the Kwara Football Academy. Nonetheless,

the state still faces challenges in fully realizing its sports development potential. The media, especially newspapers and sports magazines, can play a crucial role in bridging this gap by promoting a wider range of sports and highlighting the achievements and needs of local athletes.

This study seeks to investigate how readers in Kwara State perceive the role of print media in sport development. It aims to assess the extent to which newspapers and related publications contribute to increasing awareness, participation, and investment in sports within the state. Understanding these perceptions will help identify both the strengths and weaknesses of current media practices and provide recommendations for more effective sports journalism.

By focusing on the perceptions of the readers—who are the consumers of media content—this study will provide valuable insights into how well the print media fulfills its role in promoting sports, and how it can better contribute to the broader goal of sports development in Kwara State and Nigeria at large.

1.1 BACKGROUND TO THE STUDY

Sport plays a vital role in national development, fostering unity, youth engagement, health, and international recognition. In Nigeria, sports—especially football—have become a major social force, transcending cultural, ethnic, and religious differences. The media, particularly print media, has historically contributed significantly to the promotion and development of sports by providing coverage, creating awareness, and shaping public discourse on sports issues.

Print media, which includes newspapers, magazines, and sports journals, has long been a primary source of information for the public. Through regular reports, feature articles, editorials, and interviews, print media not only informs readers but also influences their attitudes, behaviors, and interests toward various aspects of life—including sports. It plays a crucial role in highlighting sporting events, profiling athletes, analyzing games, and holding sports administrators accountable.

Despite the growth of digital platforms, print media remains relevant in many Nigerian communities, especially among older readers, rural dwellers, and institutions where newspaper

readership is still common. However, its effectiveness in promoting sports beyond the dominant focus on football has come into question. In many parts of Nigeria, including Kwara State, other sports such as athletics, basketball, volleyball, and tennis receive limited media attention, thereby hindering their growth and visibility.

Kwara State, located in the North-Central geopolitical zone of Nigeria, has produced notable athletes and has a history of sporting activities through institutions like the Kwara Football Academy and the State Sports Council. Nevertheless, the role of the local and national print media in supporting and sustaining these initiatives remains unclear. Are newspapers adequately covering sports development stories? Do readers perceive the print media as a true partner in promoting sports in their communities?

Understanding the perceptions of readers regarding the role of print media in sport development is crucial. It offers insights into media consumption habits, audience satisfaction, and the potential for media to influence participation in sports. Moreover, it helps identify gaps in reporting and opportunities for media houses to contribute more meaningfully to grassroots and professional sports development.

This study, therefore, seeks to explore how readers in Kwara State perceive the contributions of print media to sport development, assess the effectiveness of such contributions, and recommend strategies for improvement.

1.2 STATEMENT OF THE PROBLEM

In Nigeria, the development of sports has increasingly been recognized as a critical aspect of national growth, contributing to youth empowerment, economic development, and international recognition. The media, especially print media, plays an essential role in this development by providing a platform for promoting sports events, showcasing talents, and influencing public interest and policy direction. However, there is growing concern that the print media is not fully living up to its potential in driving sport development, particularly at the grassroots level and in less-commercialized sports.

In states like Kwara, which have produced notable athletes and invested in sporting institutions, the expected level of visibility and media support for local sports initiatives remains limited. Sports coverage in print media is often skewed towards football, leaving other sports disciplines underreported and undervalued. This imbalance may lead to a lack of public awareness, reduced participation, and insufficient sponsorship for less-publicized sports.

Moreover, the perceptions of readers—who are the primary consumers of print media content—are rarely considered when evaluating the effectiveness of media coverage in sports development. There is a lack of empirical evidence on whether readers believe that newspapers and magazines adequately inform, engage, and inspire the public toward active involvement in sports. This gap in understanding limits the ability of media houses, policymakers, and sports stakeholders to implement informed strategies for leveraging the media as a tool for sports promotion and development.

Thus, this study seeks to investigate the perceptions of readers in Kwara State concerning the role of print media in sport development. It aims to determine whether the current level and quality of media coverage are sufficient and impactful, and to identify areas that require improvement for the media to contribute more meaningfully to the growth of sports in the state.

1.3 OBJECTIVES OF THE STUDY

The primary objective of this study is to examine readers' perception of the role played by print media in the development of sports in Kwara State, Nigeria.

The specific objectives are to:

1. **Assess the extent of sports coverage** in print media circulated within Kwara State.
2. **Examine readers' perception** of the quality, accuracy, and relevance of sports content in newspapers and magazines.
3. **Determine the influence** of print media on public awareness, interest, and participation in various sports activities.
4. **Identify challenges and limitations** facing print media in promoting sports development in Kwara State.

5. **Propose recommendations** on how print media can enhance its role in the promotion and development of sports across all levels.

1.4 RESEARCH QUESTIONS

To achieve the stated objectives, the following research questions will guide the study:

- To what extent do print media outlets in Kwara State cover various sporting activities?
- How do readers perceive the quality, relevance, and accuracy of sports reporting in newspapers and magazines?
- In what ways does print media influence public awareness, interest, and participation in sports within Kwara State?
- What challenges do print media organizations face in promoting sport development in Kwara State?
- What measures can be taken to enhance the effectiveness of print media in promoting and supporting sport development?

1.5 SCOPE OF THE STUDY

This study is geographically and contextually limited to **Kwara State**, Nigeria, and specifically focuses on the **readers' perception of the role of print media** in sport development. The choice of Kwara State is due to its active engagement in sports development at both grassroots and state levels, as well as the presence of notable media houses and readership of various print publications.

The study is concerned exclusively with **print media**, which includes daily newspapers, weekly publications, and specialized sports magazines that circulate within Kwara State. It will not cover electronic (television and radio) or digital (online blogs, news sites, or social media) forms of media, although references to these platforms may occasionally arise in the course of discussion.

The research will be limited to **analyzing the perceptions of print media readers** those who regularly consume sports content from newspapers and magazines. The target respondents include students, civil servants, sports fans, local residents, and members of sports clubs who rely on print media for sports news and analysis.

In terms of subject matter, the study will assess:

1. The **extent of sports coverage** by print media.
2. The **types of sports** most commonly reported.
3. The **quality and depth** of the coverage.
4. The **influence of media coverage** on sports interest, participation, and investment.
5. Readers' views on how print media can **improve its contribution** to sport development.

This research does not extend to the operational strategies or editorial policies of media organizations, nor does it involve interviews with journalists, editors, or sports administrators. Instead, it concentrates on the **audience's perspective** how media consumers interpret and evaluate the effectiveness of print media in fostering sport development in their locality.

Time-wise, the study focuses on **current and recent trends**, particularly within the last five years, to reflect contemporary realities in media usage and sports development efforts in Kwara State.

1.6 SIGNIFICANCE OF THE STUDY

This study is significant for several key reasons. It aims to fill an important gap in the understanding of how print media influences sports development from the perspective of its primary audience **the readers**. By examining how readers in Kwara State perceive the role of newspapers and sports magazines, this study contributes to a better understanding of the effectiveness of media in promoting and supporting the growth of sports.

1. For Print Media Organizations

The findings will provide valuable feedback to newspaper publishers and sports editors on how their content is received and perceived by readers. This can guide improvements in sports reporting, including broader coverage, better quality, and more inclusive reporting of diverse sports beyond football.

2. For Sports Stakeholders and Policy Makers

The study will serve as a useful tool for government bodies, sports councils, and private investors who are interested in promoting sports at the grassroots level. Understanding the media's influence can help shape strategies that leverage media platforms to increase awareness, participation, and investment in sports.

3. For Sports Enthusiasts and the General Public

Readers and sports fans will benefit from a media environment that better reflects their interests and promotes wider sports engagement. When media coverage aligns with public expectations and interests, it can inspire greater participation and support for both amateur and professional sports.

4. For Academic and Research Purposes

This research contributes to the growing body of knowledge in the fields of **media studies, communication, and sport development**. It offers empirical data and analysis that can serve as a foundation for future studies, particularly those interested in the role of media in development processes in Nigeria and similar contexts.

5. For the Development of Lesser-Known Sports

By highlighting which sports are underrepresented in print media and how this affects their growth, the study may inspire media houses and stakeholders to diversify their coverage and support, thus aiding the development of sports that are often overlooked.

In summary, this study is significant because it promotes a better understanding of the role of print media in society, especially in terms of its potential to influence the development of sports.

It provides actionable insights that can help bridge the gap between media content and public interest in sports within Kwara State and beyond

1.7 OPERATIONAL DEFINITION OF TERMS

To ensure clarity and consistency in this study, the following key terms are defined in the context of how they are used:

1) **Print Media:**

Refers to traditional forms of mass communication that are printed and distributed physically, such as newspapers, magazines, and sports journals. In this study, it specifically relates to publications that report on sports within Kwara State.

2) **Readers:**

Individuals who consume information from print media, particularly those who engage with sports-related content. This includes students, civil servants, sports fans, and the general public residing in Kwara State.

3) **Perception:**

This refers to the way readers understand, interpret, and form opinions about the role and effectiveness of print media in promoting sport development. It includes attitudes, beliefs, and satisfaction levels with media coverage.

4) **Role:**

The functions or contributions of print media in sport development, including creating awareness, influencing public opinion, promoting participation, and providing information on sports activities and policies.

5) **Sport Development:**

The process of improving the structure, participation, performance, and sustainability of sports. This includes grassroots sports, talent identification, infrastructure development, and the promotion of various sporting disciplines.

6) **Kwara State:**

A state located in the North-Central region of Nigeria, which serves as the geographical

focus of this study. It has an active sports sector and a variety of media outlets circulating print publications.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews existing literature relevant to the study. It examines scholarly perspectives on the concept of print media, sport development, and the intersection between media coverage and public perception. The review is structured into thematic areas to highlight how previous studies relate to the objectives of the current research.

2.1 Conceptual Framework

Understanding the role of print media in the development of sports in Nigeria requires a deep dive into how media content interacts with public consciousness, attitudes, and behavior. This conceptual framework is structured around three core ideas: the nature and function of print media, the psychological and cognitive elements of reader perception, and the multidimensional aspects of sports development in the Nigerian context. These components are not isolated; they are interwoven and dynamically influence one another within the sociocultural and media landscape of Nigeria.

Print media, historically recognized as one of the most trusted and accessible sources of information, continues to play a critical role in shaping narratives around sports. Newspapers, magazines, and journals provide consistent, archived, and reflective coverage of sporting events,

personalities, policies, and developments. They do more than just inform; they construct meaning, influence identity, and promote values. In Nigeria, the legacy of publications like Daily Times, The Punch, Guardian, and Sporting Life has contributed significantly to the popularization and professionalization of sports, particularly football (Akindele, 2018). The reach and permanence of print media grant it a unique power to educate, advocate, and chronicle the evolution of sports across generations. While the digital revolution has transformed media consumption, print remains relevant, particularly in non-urban areas and among populations with limited internet access (Okafor, 2020).

Reader perception, within the framework of this study, acts as a filter through which media messages are interpreted and internalized. Perception is subjective, influenced by factors such as media literacy, prior experiences, sociocultural background, personal interest in sports, and trust in the media outlet (McQuail, 2010). What one reader perceives as objective reporting, another may see as biased or incomplete. The way sports news is presented—headlines, imagery, tone, framing—plays a significant role in shaping how readers feel about the issues reported. For example, coverage that highlights corruption in sports administration may foster cynicism and disengagement, while stories of athlete resilience and community sports initiatives can inspire support and participation. Thus, perception acts as the bridge between content and real-world action, influencing whether readers will engage with, support, or advocate for sports development initiatives.

Sports development in Nigeria encompasses far more than athletic performance or participation in competitions. It involves the building of infrastructure, creation of policies, development of youth programs, promotion of sports education, and establishment of partnerships with both public and private sectors. It is an area deeply connected to national identity, health promotion, economic growth, and international representation (Ogunmilade, 2017). However, the sector is also fraught with challenges such as inadequate funding, poor management, politicization, and lack of accountability. In this context, the role of the media becomes even more crucial—not only to report on achievements but to spotlight issues, hold stakeholders accountable, and advocate for systemic change. The print media can serve as a watchdog, a mirror, and a mobilizer (Ekeanyanwu, 2019).

The relationship between print media and sports development is therefore not linear but cyclical and mediated by reader perception. The model underpinning this framework suggests that high-quality, consistent, and inclusive print media coverage leads to informed and engaged readership. This informed public is more likely to participate in sports, support policy changes, and demand accountability. In turn, this engagement stimulates more media interest and coverage, creating a feedback loop that can drive sustained development. Conversely, poor media coverage—whether due to lack of professionalism, bias, or limited scope—can result in disengagement, misinformation, and stagnation in the sector (Salihu, 2021).

In this conceptual framework, print media is positioned as an agent of influence, reader perception as the mediating lens, and sports development as the outcome variable. These three components interact in ways that can either reinforce progress or perpetuate challenges, depending on the nature of media content and the context in which it is consumed. This approach allows for a comprehensive examination of the influence of journalism not just as information but as a participatory force in the development of sports in Nigeria.

The framework does not isolate any of these variables but acknowledges their interdependence. For example, a newspaper may choose to highlight grassroots sports programs in remote parts of Nigeria. Readers who see this coverage may feel more connected to such initiatives, leading to increased public interest, donations, or volunteer support. This, in turn, may prompt government or private entities to invest more resources in these programs, leading to tangible improvements. Over time, this positive cycle may be sustained if the media continues to report responsibly and inclusively.

To analyze this framework empirically, one must assess not just the quantity but the quality of sports reporting, evaluate the depth and breadth of topics covered, measure reader responses and attitudes, and track policy or infrastructural changes over time. This holistic approach helps to identify not only the influence of the media but also the effectiveness of communication strategies and the responsiveness of institutions to media-driven public discourse (Adebayo, 2016).

This study adopts this framework to explore how print media content shapes the perception of its readership and ultimately influences sports development efforts across Nigeria. It provides a

foundation upon which the study's hypotheses, methodology, and analysis are built, ensuring that the research remains grounded in both theory and context.

The conceptual framework emphasizes that development in the sports sector is not only dependent on policy and funding but also on perception management and media communication. It is a call for media practitioners to uphold high standards of journalism, for policymakers to be responsive to public sentiment, and for readers to engage critically with the content they consume. It recognizes the power of narrative in shaping reality, particularly in a country where sports serve as both a unifying force and a platform for national expression (Chukwuemeka, 2022).

2.3 EMPIRICAL REVIEW

The empirical review examines findings from previous studies related to print media, sports coverage, and public perception of media influence on sport development. This section helps to establish the existing body of knowledge, identify research gaps, and justify the relevance of the current study.

I. Olutayo (2015)

In a study titled "*An Evaluation of Print Media Coverage of Sports in Nigeria*", Olutayo found that major Nigerian newspapers overwhelmingly focus on football at the expense of other sports such as athletics, volleyball, and basketball. The study concluded that the one-sided nature of coverage has contributed to the underdevelopment of lesser-known sports in Nigeria. Olutayo recommended balanced reporting and inclusive media policies to promote all sports disciplines equally.

II. Ajayi and Akintayo (2017)

Ajayi and Akintayo conducted a survey on "*Public Perception of Sports Reporting in Nigerian Newspapers*". The study revealed that while most readers acknowledged the importance of sports reporting in raising awareness, they were dissatisfied with the depth, quality, and variety of coverage. Respondents felt that sports reporting often lacked investigative depth and was primarily focused on results rather than development-oriented issues such as grassroots sports, female athletes, and youth programs.

III. Lawal and Bello (2021)

Their research, “*Role of Media in Promoting Grassroots Sports Development in Nigeria*”, investigated how media platforms—especially print—engage with local sports activities. The study emphasized that local newspapers can play a strategic role in discovering and promoting young talent if they allocate space for grassroots coverage. However, financial constraints and editorial bias toward high-profile sports were found to be major limiting factors.

IV. Ogunyemi (2019)

In a study on “*Audience Attitudes Toward Sports Journalism in Southwest Nigeria*”, Ogunyemi explored readers’ preferences and satisfaction with sports pages. The study indicated that readers are increasingly demanding more analytical and inclusive coverage. Many respondents expressed concern that the print media was not doing enough to promote emerging sports or educate the public on sports policies and reforms.

V. Umeh and Nwachukwu (2020)

Umeh and Nwachukwu focused on “*Media Framing and Public Engagement in Nigerian Sports*”. Their study showed that the way sports stories are framed can significantly impact public interest. Positive framing of local sports initiatives led to increased community participation, while a focus on scandals or failures discouraged involvement and eroded trust in sports institutions.

2.4 GAPS IN THE LITERATURE

Despite numerous studies on the role of media in sports, several gaps remain that justify the relevance of this current research:

1. Geographic Limitation of Previous Studies

Most existing research on media and sport development in Nigeria tends to focus on national media outlets and metropolitan areas such as Lagos, Abuja, and Port Harcourt. There is limited empirical data focusing on reader experiences and media influence at the **state level**, especially in **Kwara State**. This study addresses that gap by localizing the analysis and exploring the unique media-consumption patterns and perceptions of readers within Kwara State.

2. Lack of Reader-Centric Studies

While prior studies have investigated media coverage patterns, they often emphasize content analysis and editorial practices rather than the **readers' perspectives**. There is a paucity of research that captures how audiences perceive the effectiveness of print media in contributing to sport development. This study shifts focus to the readers, whose perceptions are essential for evaluating media impact.

3. Neglect of Lesser-Publicized Sports

Several reviewed studies highlight the dominance of football in print media coverage but do not adequately assess how this bias influences public perception of **non-football sports** (e.g., athletics, basketball, volleyball). This study considers the breadth of sports coverage and how it aligns with or diverges from readers' interests and developmental needs.

4. Limited Integration of Theoretical Frameworks

Although theories like agenda-setting and framing are often referenced in media studies, few have been applied directly to understanding how these media functions shape **perceptions related to sport development**. This study explicitly applies communication theories to interpret how media presentation influences readers' attitudes and support for sports initiatives.

5. Insufficient Emphasis on Developmental Reporting

Much of the existing research focuses on how media reports sports scores, events, and scandals. There is inadequate attention given to **developmental journalism**, which includes

reporting on grassroots initiatives, talent discovery, sports education, and policy advocacy. This study evaluates whether readers perceive the print media as fulfilling this developmental role.

Summary

In summary, while prior research provides useful insights into media-sports dynamics, significant gaps exist in terms of location, perspective, scope, and theoretical application. By focusing on **Kwara State**, using a **reader-centric approach**, and applying **relevant communication theories**, this study aims to fill these gaps and offer practical recommendations for enhancing the role of print media in sport development in Nigeria.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the procedures and methods adopted in conducting the research. It explains the research design, population, sample size and sampling technique, research instrument, validity and reliability of the instrument, method of data collection, and the method of data analysis

3.2 RESEARCH DESIGN

This study utilizes the **descriptive survey research design**, which is ideal for assessing opinions, attitudes, and perceptions of a population. The descriptive survey enables the researcher to collect quantitative data from a cross-section of the population and analyze it to identify patterns and relationships.

The design is suitable for this study as it seeks to describe the perception of newspaper readers regarding the role of print media in promoting and developing sports in Kwara State. It does not manipulate any variables but simply measures what exists in the natural setting.

3.3 POPULATION OF THE STUDY

The population consists of all **adult readers of print media in Kwara State**. This includes newspaper and magazine readers from various demographic backgrounds—students, civil servants, traders, youth, sports professionals, and local community members. These individuals are selected based on their exposure to and consumption of print sports content.

According to estimates from the National Population Commission and media readership data, thousands of residents in Kwara State access daily and weekly newspapers such as *The Herald*, *Punch*, *Vanguard*, and *Complete Sports*

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUE

A sample of **200 respondents** was determined to be sufficient to represent the diverse population in Kwara State. The sampling technique was **multi-stage**, ensuring a comprehensive representation of both urban and rural areas.

Stages:

1. **Stratification:** The state was divided into its three senatorial districts—Kwara North, Kwara Central, and Kwara South.
2. **Local Selection:** Two local government areas (LGAs) were selected from each district—one urban and one rural.
3. **Community Sampling:** Within the selected LGAs, towns and communities were identified and sampled purposively.
4. **Respondent Selection:** Respondents were selected using **convenience sampling** from those who were willing and available.

This method ensured that the sample reflected a balance of gender, age, occupation, and educational levels

3.5 RESEARCH INSTRUMENT

The primary instrument for data collection was a **structured questionnaire** designed specifically for this study. It was developed in line with the research objectives and questions. The questionnaire was divided into five key sections:

- I. **Section A:** Demographic data (age, gender, education, occupation)
- II. **Section B:** Access and frequency of print media usage
- III. **Section C:** Readers' perception of media coverage of sports
- IV. **Section D:** Perceived influence of print media on sports development

V. **Section E:** Readers' recommendations for improved media coverage

The questionnaire used a combination of:

- **Closed-ended questions** (Yes/No)
- **Likert-scale items** (e.g., Strongly Agree to Strongly Disagree)
- **Short open-ended prompts** (for brief suggestions)

3.6 **VALIDITY AND RELIABILITY OF THE INSTRUMENT**

Validity of the Instrument

To ensure the **content and face validity** of the questionnaire:

1. The initial draft was reviewed by **two mass communication lecturers** and a **sports development expert**.
2. Feedback from these reviewers helped in refining the language, structure, and relevance of each item.
3. The final version of the questionnaire ensured clarity, accuracy, and alignment with the study objectives.

Reliability of the Instrument

Reliability was tested using a **pilot study** involving 20 respondents in Ilorin, who were excluded from the main study. Data from the pilot test was analyzed using **Cronbach's Alpha** method. A reliability coefficient of **0.82** was obtained, indicating a high degree of internal consistency.

This confirmed that the instrument would yield consistent results if administered to similar groups.

3.7 **METHOD OF DATA ANALYSIS**

The collected data were coded and analyzed using the **Statistical Package for the Social Sciences (SPSS)** version 25. The following methods were applied:

- I. **Descriptive statistics** (frequency, percentage, mean) to summarize responses
- II. **Cross-tabulations** to identify trends across demographic variables

III. **Graphs and tables** were used for visual presentation and interpretation of results

This approach enabled a clear understanding of the relationship between reader perceptions and the role of print media in sport development.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter presents the analysis of the data collected through the questionnaire. The data is presented in tabular form with interpretation based on the research questions. A total of **170 valid responses** were analyzed using descriptive statistics such as frequency and percentage.

4.2 PRESENTATION OF DATA

This section presents the data collected through the administration of 170 valid questionnaires. The analysis focuses on frequency distribution and percentage representation of responses related to demographics, media consumption habits, perceptions, and suggestions.

I. Demographic Information of Respondents

Gender Distribution

Gender	Frequency	Percentage
Male	92	54.1%
Female	78	45.9%
Total	170	100%

Interpretation: The gender distribution is fairly balanced, though slightly more male respondents participated.

Table 4.2: Age Distribution

Age Range	Frequency	Percentage
18–25	56	32.9%
26–35	48	28.2%
36–45	38	22.4%
46 and above	28	16.5%
Total	170	100%

Interpretation: The majority of respondents fall within the 18–35 age bracket, indicating a youthful audience base.

Table 4.3: Educational Qualification

Qualification	Frequency	Percentage
Secondary School	42	24.7%
OND/NCE	53	31.2%
HND/Bachelor's Degree	51	30.0%
Postgraduate	24	14.1%
Total	170	100%

Interpretation: Most respondents have at least a tertiary-level education, which suggests an audience capable of critically evaluating media content.

II. Readers' Access and Use of Print Media

Frequency of Reading Newspapers

Frequency	Frequency	Percentage
Daily	35	20.6%
3–4 times a week	48	28.2%
Once a week	62	36.5%
Rarely	25	14.7%
Total	170	100%

Interpretation: A significant number of respondents read newspapers at least once a week, indicating considerable exposure to print media.

III. Perception of Print Media Coverage of Sports

How Often Do You See Sports Content in Newspapers?

Response	Frequency	Percentage
Very Often	52	30.6%
Often	60	35.3%
Occasionally	40	23.5%
Rarely	18	10.6%
Total	170	100%

Interpretation: Most respondents agree that sports content appears frequently in print media.

Types of Sports Mostly Covered

Sport	Frequency	Percentage
Football	109	64.1%
Athletics	22	12.9%
Basketball	18	10.6%
Others	21	12.4%
Total	170	100%

Interpretation: Football dominates sports coverage in print media, suggesting a possible lack of variety in sports reporting.

IV. Perceived Impact of Print Media on Sport Development

Do You Think Print Media Encourages Sport Participation?

Response	Frequency	Percentage
Yes	112	65.9%
No	58	34.1%
Total	170	100%

Interpretation: A majority of respondents believe that print media plays a role in encouraging sports participation.

V. Areas Where Print Media Contributes Most

Area	Frequency	Percentage
Awareness of Events	78	45.9%
Promotion of Local Athletes	42	24.7%
Education on Sport Benefits	32	18.8%
Policy Advocacy	18	10.6%
Total	170	100%

Interpretation: Awareness creation is seen as the biggest contribution of print media to sport development.

Readers' Recommendations for Improvement

Common themes from open-ended responses:

1. Need for **more coverage of local/grassroots sports**
2. Inclusion of **female sports** and **less popular games**
3. **Feature stories and interviews** with emerging talents
4. Better **editorial quality** and use of **graphics or visuals** to engage readers

Summary of Findings

- 1) The majority of respondents are regular consumers of print media and observe frequent sports coverage.
- 2) Sports reporting is **heavily skewed towards football**, with limited attention to other sports.
- 3) Readers believe the print media can **influence participation** and **raise awareness**, but **more inclusive reporting** is needed to drive comprehensive sport development.

4.2 ANALYSIS AND INTERPRETATION OF FINDINGS

1 Demographic Profile of Respondents

The demographic data revealed a fairly balanced representation in terms of gender (54.1% male, 45.9% female), with the majority of respondents aged between 18–35 years. This indicates that a large proportion of the respondents are youth or young adults who are typically more engaged with both sports and media.

Most respondents (61.2%) had at least a diploma or degree qualification, suggesting they are capable of interpreting and assessing print media content critically. This strengthens the reliability of their responses on media perception.

2 Newspaper Readership and Exposure to Sports Content

The data showed that **85.3%** of respondents read newspapers at least once a week, and **65.9%** of them reported that they see sports content “often” or “very often.” This suggests that sports coverage is a regular feature in print media and accessible to the target audience.

It also highlights that a majority of readers engage with sports-related information in newspapers, providing a foundation for evaluating the media's role in sport development.

3 Dominance of Football in Sports Reporting

Football was identified by **64.1%** of respondents as the most covered sport. This reflects a clear bias in media reporting and points to a potential neglect of other sports like athletics, basketball, and traditional sports.

The dominance of football in newspaper reporting may skew public interest and participation toward one sport, possibly limiting the broader development of diverse sporting activities.

4 Role of Print Media in Sport Development

A substantial **65.9%** of respondents believe that print media encourages sport participation. This finding aligns with literature that recognizes media as a powerful tool for public awareness, education, and behavior change.

Additionally, **45.9%** of respondents identified “creating awareness” as the primary contribution of print media to sport development. Other significant roles include “promoting local athletes” and “educating the public.” This reflects a strong public perception that print media can play an advocacy and mobilization role in driving sport-related initiatives.

However, a relatively low percentage (10.6%) identified policy advocacy as a media role, indicating that newspapers might not be doing enough in terms of influencing sports policy discourse.

5 Readers' Recommendations and Observations

Qualitative data from the open-ended questions suggested a need for:

- I. **More inclusive coverage** of sports beyond football
- II. Greater focus on **local and grassroots sports**
- III. Feature articles and human-interest stories that **highlight lesser-known athletes**
- IV. Improved **editorial quality**, with graphics and visual aids

These insights suggest that readers are interested in a broader and more dynamic portrayal of sports, which can increase engagement and support for underdeveloped sports sectors.

6 Summary of Key Findings

1. Print media remains a significant platform for sports communication in Kwara State.
2. Sports content is frequently accessed by readers, though focused mainly on football.
3. The majority of readers perceive print media as playing a positive role in promoting awareness, participation, and recognition in sports.
4. There is a demand for improved diversity, quality, and inclusivity in sports reporting.

4.3 DISCUSSION OF FINDINGS

This section discusses the major findings from the data presented and analyzed in relation to the research questions and existing literature.

The discussion focuses on how readers perceive the print media's involvement in sports development, the extent of coverage, and the media's influence on public awareness and participation in sports.

1 Readership Patterns and Access to Sports Information

The study revealed that a majority of respondents (85.3%) read newspapers regularly, with 65.9% stating that they see sports content often or very often. This aligns with past research (e.g., Adesanya, 2020; Okafor, 2018), which underscores the continued relevance of print media in disseminating sports information despite the rise of digital platforms.

This finding suggests that newspapers still play a vital role in shaping public knowledge and interest in sports, particularly among older and educated demographics who prefer traditional media.

2 Perception of Sports Coverage in Print Media

The results showed that football overwhelmingly dominates sports coverage in print media, with 64.1% of respondents indicating it as the most reported sport. This is consistent with findings by Ojo (2019), who noted that Nigerian print media give disproportionate attention to football at the expense of other sports like athletics, volleyball, and basketball.

While this heavy focus on football may reflect public interest, it inadvertently sidelines other sports, thereby limiting exposure, sponsorship, and participation in less-popular sporting disciplines. Readers expressed a desire for more diversified and inclusive sports coverage that supports the development of all sectors of Nigerian sport.

3 Contribution of Print Media to Sport Development

A significant proportion (65.9%) of the respondents believe that print media encourages sports participation, primarily through creating awareness (45.9%), promoting local athletes (24.7%), and educating the public (18.8%).

This supports the agenda-setting theory used in the theoretical framework, which posits that the media has the power to influence what the public thinks about. When the media highlights certain sports or issues, they become more prominent in public consciousness, driving interest and action. Therefore, the media can serve as a catalyst for sports development by framing and prioritizing sports stories that align with national development goals.

4 Challenges Identified by Readers

Despite acknowledging the media's positive role, respondents highlighted several challenges:

I. Limited coverage of female and local sports

- II. **Lack of investigative reporting** and in-depth analysis
- III. **Overreliance on imported sports news and syndicated content**
- IV. **Neglect of policy and structural issues** affecting grassroots sport

These criticisms indicate that while print media are performing a useful function, there is considerable room for improvement in terms of content quality, relevance, and diversity.

5 Implications for Sport Development

The findings imply that if print media broaden their scope beyond elite football and celebrity athletes, they can significantly contribute to the growth of underrepresented sports, identify emerging talent, and influence public and private investment in sport infrastructure.

Moreover, by providing consistent and balanced sports reporting, print media can serve as an advocacy tool for policy reform and government accountability in sports administration.

Conclusion of Discussion

The study clearly demonstrates that readers recognize and value the role of print media in sports development in Kwara State. However, their perception also reflects a demand for improvement. Newspapers must adapt by offering more inclusive, engaging, and developmental-focused sports content to fulfill their potential as agents of national sport development.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

The study set out to assess how readers perceive the role of print media in the development of sports in Nigeria, with Kwara State as a case study. The investigation was guided by specific research questions focusing on readership habits, content perception, and the media's influence on sports awareness and development.

The key findings are summarized as follows:

1. High Readership of Print Media:

A significant majority (85.3%) of respondents reported that they read newspapers regularly, indicating that print media remains a relevant and accessible source of information for sports content among residents of Kwara State.

2. Frequent Exposure to Sports Content:

65.9% of respondents confirmed that they often or very often come across sports-related content in newspapers. This points to a sustained presence of sports journalism in Nigerian print media.

3. Football Dominates Coverage:

Football was identified as the most frequently covered sport, with 64.1% of respondents acknowledging its dominance in print media reporting. Other sports such as athletics, basketball, and traditional games received minimal attention.

4. Perceived Contribution to Sports Development:

A majority of readers (65.9%) believe that the print media positively contribute to sports development, particularly by creating awareness (45.9%), promoting local athletes (24.7%), and educating the public (18.8%).

5. Limited Diversity in Reporting:

Respondents noted a lack of balance in sports reporting, with minimal attention given to

female athletes, local competitions, and non-mainstream sports. This indicates an area for potential improvement in content inclusivity and representation.

6. Desire for Improvement:

Open-ended responses suggested that readers would like to see more diverse coverage, feature stories, editorial analysis, and content on youth and grassroots development in sports.

7. Educational Background of Respondents:

Most participants (over 60%) had post-secondary education, implying that they possess the critical thinking skills necessary to evaluate and provide informed opinions on media content.

8. Print Media as a Tool for Engagement:

Readers acknowledged the role of newspapers in not only informing but also shaping public interest and participation in sports, supporting the relevance of the agenda-setting theory used in this study.

5.2 CONCLUSION

This study explored the perceptions of readers regarding the role of print media in the development of sports in Nigeria, focusing on Kwara State. It has established that print media continues to play a vital role in disseminating sports information, promoting awareness, and encouraging public engagement in sports activities.

The findings revealed that while a majority of readers regularly consume sports-related content in newspapers, there is an overwhelming focus on football, with limited coverage of other sports. Readers generally perceive the media as a tool that promotes participation and visibility for sports, especially through awareness creation, education, and the promotion of athletes.

However, the study also identified key areas where the print media fall short. There is insufficient diversity in the types of sports covered, inadequate attention to female and grassroots athletes, and a lack of in-depth, developmental reporting. These limitations hinder the broader development of the sports industry and reduce the potential impact that media could have on shaping public attitudes and policies around sports.

In conclusion, print media in Kwara State—and by extension Nigeria—holds substantial potential to influence and accelerate sport development. To fully realize this potential, media houses must adopt a more inclusive, strategic, and development-oriented approach to sports journalism. This would not only inform and educate the public but also contribute meaningfully to national development through sports.

5.3 RECOMMENDATIONS

Based on the findings and conclusions of this study, the following recommendations are proposed to enhance the role of print media in sports development in Nigeria:

1. Diversify Sports Coverage

Print media should make deliberate efforts to expand coverage beyond football. Other sports such as athletics, basketball, volleyball, and indigenous games should be regularly featured to promote balanced development and increase public interest across different sporting disciplines.

2. Promote Female and Grassroots Sports

Greater attention should be given to female athletes and grassroots-level sports. This will help address the current gender imbalance in sports reporting and encourage wider participation from underrepresented groups, including youths in rural communities.

3. Enhance Editorial Quality and Depth

Newspapers should incorporate more analytical and investigative sports journalism. Feature articles, opinion columns, and interviews with coaches, athletes, and policymakers can provide depth and insight, engaging readers on issues beyond match results.

4. Collaborate with Sports Stakeholders

Print media should partner with local and national sports organizations, educational institutions, and community clubs to gain access to rich, diverse sports content. These collaborations can also help journalists stay informed on developments in the sports sector.

5. Use Engaging Formats and Visual Content

To attract and retain reader attention, newspapers should use modern layout designs, photographs, infographics, and visual storytelling in sports pages. Visually appealing content enhances understanding and can help promote sports values more effectively.

6. Serve as a Policy Advocacy Platform

Media houses should use their platforms to advocate for better sports funding, infrastructure, and inclusion policies. By influencing public opinion and holding stakeholders accountable, the media can drive policy change and investment in the sports sector.

7. Provide Regular Training for Sports Journalists

Journalists covering sports should undergo periodic training on modern trends in sports journalism, ethics, gender sensitivity, and inclusive reporting. This will help improve the overall quality and impact of sports content in print

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Appendix A: QUESTIONNAIRE

Readers' Perception of the Role of Print Media in Sport Development in Nigeria (Kwara State)

This questionnaire is designed to gather information on your perception of the role of print media in sports development in Kwara State. Your answers will be kept confidential and used solely for academic purposes.

Section A: Demographic Information

1) Age:

☐	Under 18	☐	18–25	☐	26–35
☐	36–45	☐	46 and above		

2) Gender:

☐

Male

☐ Female

3) Educational Level:

☐ Primary School ☐ Secondary School

☐ Tertiary Institution ☐ Others (Please specify) _____

4) Occupation:

☐ Student ☐ Civil Servant ☐ Businessperson

☐ Sports Official ☐ Others (Please specify) _____

Section B: Readership and Perception of Print Media

1) How often do you read newspapers?

☐ Daily ☐ Weekly ☐ Occasionally ☐ Never

2) How often do you come across sports content in newspapers?

☐ Very often ☐ Often ☐ Sometimes ☐ Rarely
☐ Never

3) Which sport receives the most coverage in print media?

☐ Football ☐ Athletics ☐ Basketball

☐ Volleyball ☐ Others (Please specify) _____

4) Do you think print media plays a significant role in promoting sports development in Nigeria?

☐ Yes ☐ No ☐ Not sure

5) In what ways do you think print media contribute to sports development? (You can tick more than one)

- ☐ Creating public awareness
- ☐ Promoting local athletes
- ☐ Educating the public on sports issues
- ☐ Providing coverage of sports events
- ☐ Others (Please specify) _____

What improvements would you suggest for print media to better support sports development?