

**NEWSPAPER COVERAGE OF FUEL SCARCITY IN NIGERIA: A STUDY OF  
THE NATION NEWSPAPER**

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**ABSTRACT**

*This study examines the coverage of fuel scarcity in Nigeria by The Nation Newspaper. The research addresses the issue's increasing occurrence and its multifaceted impact on society, economy, and governance. The study aims to analyze how The Nation Newspaper reports on fuel scarcity, exploring its causes, consequences, and potential solutions. The study's significance lies in its potential to reveal how media shapes public perceptions and policy responses to fuel scarcity. Using quantitative questionnaire, the research examined the responses of the participants on their awareness level, perception, effectiveness in dissemination of information and the impact The Nation Newspaper's coverage of fuel scarcity on the people. The study highlights prevalent themes in the newspaper's coverage, such as government intervention, energy policies, public outrage, economic implications, and potential remedies. The study also assesses biases or perspectives present in the reporting, shedding light on the newspaper's role as an information mediator during fuel scarcity incidents. This research recommends advocacy for balanced reporting, accurate information dissemination, investigative journalism, and constructive discussions on fuel scarcity. The study emphasizes media's role in not just highlighting issues, but also advocating sustainable solutions for Nigeria's recurring fuel scarcity challenges. This research contributes to understanding how media frames issues like fuel scarcity, offering insights into presentation, perception, and potential resolution. It provides a nuanced view of media's impact on public awareness, government action, and societal discourse regarding fuel scarcity in Nigeria.*

**Keywords:** *The Nation Newspaper, Fuel Scarcity, Nigeria, Media, Newspaper.*

## **INTRODUCTION**

Fuel scarcity has become a recurring and disruptive phenomenon in Nigeria, exerting profound socio-economic consequences on the nation's populace. "Scarcity is almost a socio-economic phenomenon in Nigeria as almost everything from resources to capacity appears to be short in supply". (Agiri and Morka, 2018). As a critical driver of the Nigerian economy, fuel scarcity disrupts transportation, industrial activities, and daily life, causing frustration among citizens and shedding light on the intricacies of energy policy, governance, and media representation. "The importance of petrol as material goods and services cannot be misplaced. It is so important that any contemplation of a possible scarcity or unavailability of the product will no doubt spell doom for the economy of the country". (Akpan and Nnamseh, 2014). In this context, the media, particularly newspapers, play a pivotal role in shaping public perceptions, influencing policy discourse, and disseminating information regarding fuel scarcity.

This study embarks on an exploration of how The Nation Newspaper, one of Nigeria's leading print media outlets, covers the issue of fuel scarcity. The objective is to delve into the newspaper's portrayal of this persistent challenge, dissecting the themes, narratives, and underlying perspectives that emerge from its coverage. By focusing on The Nation Newspaper, this research aims to uncover how media outlets contribute to shaping the discourse surrounding fuel scarcity, thereby influencing public understanding and potential policy responses.

The problem at hand is the increasingly frequent occurrences of fuel scarcity in Nigeria and the multifaceted impact it has on the nation. Recalling (Onifade and Ojukwu, 2010) and (Rasheed, 2010) concerns on fuel scarcity, they noted that, "The absence of gasoline would nearly bring our world to a standstill: factories and automobiles would cease operation, airplanes would be immobilized, farm machinery would falter and deteriorate, and residences and offices would risk freezing without its winter heating. Given its paramount significance, global affairs are intertwined with the fate of this essential resource". This scarcity disrupts transportation networks, hampers industrial production, and engenders significant economic instability. Additionally, fuel scarcity highlights the interplay of factors such as energy policies, government management, and public reactions. Amid these complexities, newspapers have emerged as vital intermediaries, mediating between the government, industry stakeholders, and the public, and thereby shaping the narratives that guide public perceptions and discussions.

The purpose of this study is to critically analyze The Nation Newspaper's representation of fuel scarcity in Nigeria. Through a meticulous content analysis of the newspaper's articles, the research seeks to identify patterns, recurring themes, shifts in narrative, and potential biases in its coverage of fuel scarcity incidents. By scrutinizing the way in which The Nation Newspaper presents the issue, this study endeavors to contribute to the broader understanding of how media outlets contribute to the public's comprehension of challenges and potential solutions.

The significance of this study lies in its potential to offer insights into the influence of media on the discourse surrounding fuel scarcity in Nigeria. It not only contributes to the scholarly exploration of media's role in shaping public awareness and policy responses but

also provides valuable recommendations for improved media coverage of fuel scarcity incidents. By analyzing The Nation Newspaper's portrayal, this study aims to shed light on the broader implications of media representation on public perceptions, government actions, and societal resilience in the face of recurring fuel scarcity challenges.

In the subsequent sections, this study will delve into the methodology employed for data collection and analysis, present the findings, and conclude with a comprehensive assessment of the study's implications and recommendations. Through a comprehensive examination of The Nation Newspaper's coverage, this research seeks to illuminate the nuanced ways in which media influence, inform, and potentially transform the discourse surrounding fuel scarcity in Nigeria.

### **Literature Review**

The Nation Newspaper is one of Nigeria's prominent and influential print media outlets. Established relatively recently compared to some other Nigerian newspapers, The Nation has managed to carve a distinct identity and play a significant role in the country's media landscape.

The Nation Newspaper was founded on July 31, 2006, by Sam Amuka-Pemu and Vintage Press Limited. Sam Amuka-Pemu, a respected Nigerian journalist, was also one of the co-founders of the iconic Punch Newspaper. The goal behind launching The Nation was to provide a platform for credible and unbiased journalism in Nigeria.

The newspaper was established with a vision to uphold the principles of journalistic integrity, objectivity, and balance. It aimed to contribute to national development, foster democratic ideals, and serve as a voice for the people. The Nation sought to differentiate itself by emphasizing investigative journalism and comprehensive coverage of national issues.

Over the years, The Nation Newspaper received recognition for its contributions to journalism in Nigeria, such as “the second most read newspaper in Nigeria according to a 2009 survey by ADVAN, AAPN and MIPAN” (Hollingsworth and Kemedi, 2015). The newspaper and its journalists have been honored with awards for investigative reporting, journalistic excellence, and contributions to media development.

In addition to its print edition, The Nation Newspaper expanded its reach through an online platform. It embraced digital media and engaged with a wider audience through its website and social media channels. This move allowed the newspaper to adapt to changing media consumption patterns.

The Nation Newspaper has often been associated with an editorial stance that emphasizes national unity, social justice, and good governance. It has, at times, taken critical positions on government policies and actions, making it a platform for robust public discourse.

### **Conceptual Framework**

This framework highlights the direct and mediated relationships between newspaper coverage, public perception, and subsequent reactions or influences on policies. This section consists of the independent variable, mediating variable, dependent variable and moderating variables.

#### **Independent Variable: Newspaper Coverage of Fuel Scarcity**

Independent variables represent different dimensions of The Nation Newspaper's coverage. It consists of the quality of reporting, the framing, the tone and the frequency of the newspaper coverage of fuel scarcity.

### **Quality of Reporting**

(Lacy and Rosenstiel, 2015) explains the demand and supply aspect in quality of reporting. “The demand side emphasizes the interaction between the needs and wants of news consumers and the content. The supply side approach tends to specify characteristics of the content that are associated with higher quality levels”. The quality of reporting depicts the accuracy, depth, and credibility of The Nation Newspaper's coverage of fuel scarcity incidents. Since the nativity of the newspaper it has always been providing in depth and credible reports on matters containing petrol and its effects on the Nigerian economy. Its reporting has been qualitative and informative.

### **Framing**

In their attempt to explain framing and journalism, (Sikorski and Matthes, 2020) pointed out that “framing refers to the idea that actors like strategic communicators, journalists, but also audience members select some aspects of a particular issue and make them salient while other aspects are ignored”. Framing represents how the newspaper presents and frames fuel scarcity issues, including highlighting causes, consequences, and responsible parties. So far, the Nations have maintained a reputation in dispersing quality contents, this extends to their reportage on fuel scarcity as a core aspect of Nigerian's economy which is a top tier case and cannot be taken lightly, prompt and accurate.

### **Tone**

(Sloan, 2023) gave a guide on journalistic tone explaining that, “it is a combination of a formal and objective tone; the focus of the piece is on reporting the facts. A journalistic tone informs readers of who was involved in an incident and what happened without providing an opinion”. The tone stands for the overall tone of the coverage, whether it's neutral, critical, supportive, or sensationalized. The Nations Newspaper as a professional and diplomatic body has always maintained neutrality in its reportage of fuel scarcity.

### **Frequency of Reporting**

“In order to effectively advertise a brand's message, advertisers need to reach consumers multiple times to build familiarity”. (News Media Canada, 2023). The frequency of reporting represents the regularity of reporting on fuel scarcity incidents by The Nation Newspaper. The Newspaper has never relented in posting issues and concerns of fuel scarcity and all other petrol related issues. It has continually made posts in fuel scarcity even till the present year, July 2023.

### **Mediating Variable: Public Perception and Awareness**

The mediating variables capture readers' perceptions and awareness. It is essential to investigate the factors that influence the perception of the public towards mass media news

and how they relate to attitudes toward mass media news and altruistic behavior. (Chi-Horng, 2023). This involves how readers perceive the causes of fuel scarcity based on the newspaper's coverage. It also involves how readers interpret the potential consequences of fuel scarcity as depicted in the newspaper. The extent to which readers become aware of fuel scarcity issues due to the newspaper's coverage, and the role of media in shaping readers' perceptions and opinions about fuel scarcity. These variable strictly concerns the subjective interpretation and understanding of the readers. If the public's perception and awareness of the Nations Newspaper is of good repute, then it becomes a good remark for it and according to observances through popular participation the newspaper stands out as an institution with a good reputation.

### **Dependent Variable: Public Reaction and Policy Influence**

This consists of the collective response of the public, including emotions, opinions, and discussions, triggered by the newspaper's coverage of fuel scarcity. How the newspaper's coverage affects public demand for governmental action and influences policy discourse and decisions related to fuel scarcity.

### **Moderating Variables**

Moderating variables acknowledge the impact of demographic factors and media literacy on the relationships between variables.

Factors such as age, gender, education, and location that may influence how readers interpret and react to the newspaper's coverage. Also the readers' level of media literacy, which could impact their ability to critically assess and interpret news coverage and how often readers engage with The Nation Newspaper's coverage of fuel scarcity.

### **Theoretical Framework**

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

Agenda-setting theory is a prominent communication theory that posits that the media have the power to influence the public's perception of reality by shaping the prominence and salience of issues in the public agenda. In simpler terms, the media don't tell people what to think, but they do tell people what to think about. Agenda-setting theory posits that media outlets influence political discussions by selecting and highlighting the most significant issues in their news coverage. This theory views the media as a key determinant in shaping public perception by choosing which news stories to present and emphasizing topics they believe will capture the audience's interest. (Indeed, 2021). This theory suggests that the topics the media choose to cover and the extent to which they cover them can determine which issues the public considers important.

Agenda-setting theory was introduced by Maxwell McCombs and Donald Shaw in their groundbreaking study, "The Agenda-Setting Function of Mass Media," published in 1972. McCombs and Shaw conducted their research during the 1968 U.S. presidential campaign and the subsequent election. They examined the correlation between media coverage of issues and the importance assigned to those issues by the public. (Mc. Combs and Reynolds, 2022).

In this study, The Nation Newspaper's coverage of fuel scarcity can influence the issues that readers perceive as significant, thereby impacting public awareness and

discussions. The Nation Newspaper exercises agenda-setting power by choosing to cover and emphasize fuel scarcity in its news content. Through this coverage, the newspaper influences public awareness, perception, and the priority given to the issue. It sets the stage for public discourse and potentially policy responses by shaping what readers consider important and newsworthy in the context of fuel scarcity.

Some Key Concepts of this theory are

**Media Agenda:** The Nation Newspaper's choice of topics, frequency of coverage, and placement of articles related to fuel scarcity. The Newspaper has always placed constant coverages on fuel scarcity as it portrayed

**Public Agenda:** The issues and topics that readers perceive as important and relevant based on the newspaper's coverage. These topics and issues include, business and economy, public policies, democratic process, sports, arts and culture, fashion and lifestyle, world affairs, education, health and law amidst other topics. (The Nations Nigeria, 2023).

**Agenda-Setting Effect:** The degree to which The Nation Newspaper's coverage influences the salience of fuel scarcity in readers' minds.

**Framing Theory:**

Framing theory, with Erving Goffman as a foundational figure, explores how individuals use mental "frames" to interpret experiences. (Goffman, 1974). Goffman's 1974 book "Frame Analysis" introduced the concept of frames that help categorize and understand events. This forms the basis of framing theory, which has since evolved through contributions from scholars in various disciplines. Framing theory delves into how media and communication shape public perception, decision-making, and the construction of social reality by highlighting certain aspects of issues while downplaying others.

Framing theory is a communication theory that examines how media and communication shape the way people perceive and understand events, issues, and topics. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. (Mass Communication theory, 2013). It focuses on how information is presented, emphasizing certain aspects of an issue while downplaying others, thereby influencing how individuals interpret and make sense of that information. Framing theory suggests that the way an issue is framed can significantly impact people's opinions, attitudes, and behaviors.

In this study, analyzing how The Nation Newspaper frames fuel scarcity can reveal the underlying perspectives, values, and narratives it presents to the public. The Nation Newspaper's coverage of fuel scarcity employs framing strategies that guide readers' interpretations and emotional responses to the issue. Through these framing choices, the newspaper plays an active role in shaping the narrative and influencing public understanding of fuel scarcity and its various dimensions.

**Media Dependency Theory**

Media System Dependency theory (MSD) or media dependency was developed by Sandra Ball-Rokeach and Melvin DeFleur. Media Dependency Theory suggests that individuals and societies become dependent on media for information, entertainment, and social

interaction. (Ball-Roleach and DeFleur, 1976). The theory asserts that the extent of dependency on media varies based on the importance of the information provided by media sources and the availability of alternative sources for that information. In this study on The Nation Newspaper's coverage of fuel scarcity, Media Dependency Theory can shed light on how readers rely on the newspaper for information about this issue. Its application to The Nation Newspaper's Coverage of Fuel Scarcity can be seen as follows:

### **Dependency on The Nation Newspaper**

Media Dependency Theory suggests that if readers perceive The Nation Newspaper as a reliable and primary source of information on fuel scarcity, they are more likely to turn to it for updates, analysis, and insights related to the issue. Readers who depend heavily on the newspaper might have limited alternative sources to access information about fuel scarcity.

### **Information Need and Gratification**

Readers who consider The Nation Newspaper's coverage of fuel scarcity to be essential for staying informed are likely motivated by an information-seeking gratification. They turn to the newspaper to fulfill their need for up-to-date and comprehensive information about fuel scarcity. This dependency arises from the newspaper's role as a key provider of relevant news and analysis.

### **Media Influence on Awareness**

The extent to which readers depend on The Nation Newspaper's coverage of fuel scarcity can influence their level of awareness about the issue. Media Dependency Theory suggests that those who heavily rely on the newspaper might possess a more detailed understanding of the causes, consequences, and developments related to fuel scarcity.

### **Feedback Loop**

The more readers depend on The Nation Newspaper's coverage of fuel scarcity, the more they might reinforce their dependency by repeatedly seeking information from the same source. This creates a feedback loop where their reliance on the newspaper increases, reinforcing its role as a primary information source for the issue.

In addition, this implies that given the potential media dependency of readers, The Nation Newspaper has a significant responsibility to provide accurate, balanced, and comprehensive coverage of fuel scarcity. Misinformation or biased reporting could have a substantial impact on readers' understanding and perceptions of the issue.

Furthermore, the Nation Newspaper's coverage has the potential to greatly influence public awareness and understanding of fuel scarcity. By recognizing their role in readers' dependency, the newspaper can strategically contribute to raising awareness and educating the public about the issue.

Finally, Media dependency theory suggests that readers should have access to diverse sources of information to reduce over-reliance on a single outlet. Encouraging readers to seek information from multiple sources can promote a more well-rounded understanding of fuel scarcity.

### **Critical Theory**

Critical Theory is a philosophical and sociopolitical approach that originated from the Frankfurt School in the early 20th century. It emphasizes the examination of societal structures, power dynamics, ideology, and cultural norms to understand and critique how they shape human experience and perpetuate inequalities. (Bohman, Flynn and Celikates, 2019). In the context of media, Critical Theory focuses on analyzing how media can reinforce or challenge dominant narratives, ideologies, and power structures. Applying Critical Theory to The Nation Newspaper's coverage of fuel scarcity involves examining the underlying power dynamics and ideologies that may influence its reporting.

### **Application to The Nation Newspaper's Coverage of Fuel Scarcity: Interrogating Ideology and Bias**

Critical Theory encourages questioning the ideologies and biases that may underlie media coverage. When examining The Nation Newspaper's coverage of fuel scarcity, researchers could analyze whether there are ideological leanings that influence how the issue is framed, which stakeholders are given a voice, and whether certain perspectives are marginalized.

### **Power Dynamics and Marginalization**

Critical Theory prompts researchers to consider how power dynamics influence media representation. In the context of fuel scarcity, an analysis might explore whether the newspaper's coverage amplifies the voices of marginalized communities affected by fuel scarcity or whether it primarily represents the interests of powerful entities.

### **Media Ownership and Control**

Critical Theory emphasizes understanding the ownership and control of media outlets. Researchers could investigate the ownership structure of The Nation Newspaper, examining whether ownership influences its coverage of fuel scarcity and whether corporate interests affect the narratives presented.

### **Consumerism and Commodification**

Critical Theory highlights the impact of consumerism and commodification on media content. In the case of fuel scarcity, researchers could explore whether The Nation Newspaper's coverage addresses underlying structural issues contributing to fuel scarcity or merely focuses on sensationalized aspects for higher readership.

### **Counter-Hegemonic Narratives**

Critical Theory encourages the exploration of counter-hegemonic narratives that challenge dominant discourses. Researchers might look for instances where The Nation Newspaper's coverage provides platforms for alternative viewpoints, grassroots movements, or solutions that challenge the status quo.

### **Implications:**

**Media Accountability:** Applying Critical Theory to media coverage of fuel scarcity calls for increased transparency, ethical reporting, and accountability. It prompts media organizations to reflect on their role in perpetuating or challenging societal inequalities.



**Promoting Inclusivity:** The application of Critical Theory encourages media outlets to diversify their sources, perspectives, and narratives to give voice to marginalized communities and offer a more inclusive representation of issues like fuel scarcity.

**Promoting Civic Engagement:** Critical Theory can inspire media to foster informed civic engagement by providing comprehensive analyses and insights that empower readers to critically assess the complexities of fuel scarcity.

Applying Critical Theory to analyze The Nation Newspaper's coverage of fuel scarcity allows for a deeper examination of how media representations interact with power dynamics, ideologies, and societal structures. It invites a critical evaluation of how media can be both agents of social change and perpetrators of existing inequalities.

### **Research Methodology**

#### **Materials and Methods**

The research design used for this work is survey research, using a quantitative questionnaire method. It is used in investigating The Nations Newspaper coverage on fuel scarcity. The area of study is Osun State College of Technology Esa-Oke, Osun State. The area is majorly inhabited by students and youths. The population of study is three hundred and fifty eight students living within the area of the researcher. From the population of three hundred and fifty eight (358) participants, a sample size was determined using the Yaro Yamani statistical formulas for sample size determination. The formulae is stated below as;

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

Where                    n            =        Sample size  
                                  N            =        Population  
                                  e.            =        Level of Significance

Sample size:

$$\begin{aligned} n &= ? \\ N &= 358 \\ e &= 0.10 \\ n &= \frac{358}{1 + 358(0.10)^2} = \frac{358}{24.58} = 78.16 \sim 78 \end{aligned}$$

Having the sample size of 78, the sampling technique of this study is obtained through the probability sample or random sampling which gave the population the equal opportunity of being selected and chosen for the research.

The major instrument used for data collection was questionnaire. The modified four-point Likert-type rating scale was adopted for the questionnaire. Responses were of two types Great Extent (GE), Somewhat Extent (SW), Very Little Extent (VL) and Not At All (NA). The second type was Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD). The questionnaire has five (5) sections. The first section consists of the bio data of the respondents while the rest of the section consists of other research questions. The

respondents marked which of the options that best described their opinion. The questionnaires were distributed to the participants without compulsion.

**Data Presentation and Analysis**

Seventy eight (78) questionnaire was distributed to the participants and 100% of the respondents submitted their responses. The data showing their responses was presented using statistical table. Simple means and percentages were used to analyze the data. In decision making, any calculated mean that is above the mean rating of 2.50 is accepted while calculated mean below the mean rating 2.50 is rejected.

**Research Question 1.** Demographic Information of respondents.

The responses below show the demographic information or bio data of the respondents.

**Table 1.**

<b>AGE</b>	<b>LOCATION</b>	<b>GENDER</b>		<b>EDUCATION</b>	
18 - 34	Esa-Oke	Male	Female	ND	HND
		3840		45	30

The table above represents the bio data of the respondents. The participants were of the age bracket of 18 – 34 years. All living in Esa-Oke, Osun State, the participants comprised of 38 males and 40 females. 45 of the participants are either done with their National Diploma education or still on it, the rest of the 30 are Higher National Diploma holders.

**Research Question 2.** What is your level of awareness on Nations Newspaper coverage on fuel scarcity.

The responses to this question are found from the respondents opinions below.

**Table 2.**

S/N	ITEMS	GE	SW	VL	NA	MEAN	REM.
1.	Are you familiar with The Nation Newspaper?	41	20	9	8	3.21	GE
2.	How often do you read The Nation Newspaper?	12	44	17	5	2.81	SW
3.	Have you come across articles or news related to fuel scarcity in The Nation Newspaper?	5	22	40	7	2.22	NA
4.	Can you recall any specific headlines or stories about fuel scarcity that you've read in The Nation Newspaper recently?	3	40	29	6	2.51	SW

Table 2 shows that the respondents are familiar with The Nations Newspaper to a “Great Extent”, and read it to “Somewhat Extent”. They have scarcely come across fuel scarcity on The Nations Newspaper and to “Somewhat Extent” can recall the news headline about fuel scarcity on The Nations Newspaper

**Research Question 3:** What is your perception of The Nation Newspaper's Coverage on Fuel Scarcity?

The responses to this question are found from the respondent’s opinions below.

**Table 3.**

S/N	ITEMS	SA	A	D	SD	MEAN	REM.
1.	In your opinion, does The Nation Newspaper provide comprehensive coverage of fuel scarcity issues?	25	16	20	17	2.63	SW
2.	The Nation Newspaper's articles on fuel scarcity has a qualitative analysis and reporting?	22	14	38	4	2.69	SW
3.	The Nation Newspaper presents a balanced view of different aspects related to fuel scarcity?	29	31	8	11	3.03	GE
4.	The Nation Newspaper headlines on fuel scarcity are attention-grabbing and relevant to the issue?	42	13	19	4	3.19	GE
5.	The information provided by The Nation Newspaper on fuel scarcity are always accurate.	26	20	12	20	2.67	SW

Table 3 above shows that to “Somewhat Extent” The Nation Newspaper provides a comprehensive coverage of fuel scarcity and the articles are quite qualitative in analysis and reporting. To a “Great Extent” The Nation Newspaper presents a balanced view on fuel scarcity and their headlines are attention grabbing as they are relevant to the issue at hand. To “Somewhat Extent” their information on fuel scarcity are always accurate.

**Research Question 4:** What is the level of Effectiveness of Dissemination of Information by The Nation Newspaper on Fuel Scarcity?

The responses to this question are found from the respondent’s opinions below.

**Table 4.**

S/N	ITEMS	GE	SW	VL	NA	MEAN	REM.
1.	Do you find The Nation Newspaper's coverage on fuel scarcity easily accessible?	57	17	1	3	3.64	GE
2.	Are you satisfied with the frequency of articles or updates on fuel scarcity in The Nation Newspaper?	23	16	14	25	2.47	VL
3.	Do you think The Nation Newspaper effectively uses visuals (images, infographics) to explain fuel scarcity issues?	10	6	41	21	2.06	NA
4.	Do you share or discuss The Nation Newspaper's articles on fuel scarcity with others?	19	18	32	9	2.60	SW
5.	Do you feel that The Nations Newspaper's coverage on fuel scarcity is biased?	13	6	33	26	2.07	NA

The result of the findings show that to a “Great Extent” that news on fuel scarcity been covered by The Nation Newspaper is easily accessible and to “Somewhat Extent” the respondents share their views in fuel scarcity, while they have “Very Little” satisfaction at the frequency of fuel scarcity reportage in the newspaper. They do not think that they use images and infographics to explain the fuel scarcity. The respondents believe that The Nations Newspaper is not based in its reporting of fuel scarcity.

**Research Question 5:**What are the impacts of The Nation Newspaper's Coverage of Fuel Scarcity on Respondents?

The responses to this question are found from the respondent’s opinions below.

**Table 5.**

S/N	ITEMS	GE	SW	VL	NA	MEAN	REM.
1.	Have you ever taken any action or changed your behavior as a result of reading about fuel scarcity in The Nation Newspaper?	2	12	30	34	1.77	NA
2.	Do you believe that The Nation Newspaper's coverage influences public awareness about fuel scarcity?	48	13	9	8	3.29	GE
3.	Have you participated in any discussions, debates, or social media conversations related to fuel scarcity based on The Nation Newspaper's coverage?	23	26	8	21	2.65	SW
4.	Does The Nation Newspaper's coverage of fuel scarcity affect your overall perception of the Nigerian government's efforts in addressing the issue?	12	14	38	14	2.31	VL
5.	In your view, does The Nation Newspaper play a role in holding relevant stakeholders accountable for fuel scarcity challenges?	3	7	16	52	1.88	NA

The responses from the respondents show that to a “Great Extent” that The Nation Newspaper coverage influences public awareness about fuel scarcity. To “Somewhat Extent”, the respondents have participated in social media conversations base on The Nation Newspaper coverage on fuel scarcity. To a “Very Little Extent” the Newspaper coverage of fuel scarcity affect their overall perception of the Nigerian government's efforts in addressing the issue. The respondent'sbehaviour never changed towards the reports of the newspaper on fuel scarcity and they do not seem to play a role in holding relevant stakeholders accountable for fuel scarcity challenges.

### **Discussion of Findings**

#### **The Effects of Digitalization**

Digitalization has made information dissemination very easy. One can easily browse through any newspaper of their choice and get the information they want without necessarily going to a newspaper vendor stand to read as it has been some years back. This affected the growth of the reader's participation as they can browse with ease any news content.

### **Slow rate of Production**

No one wants to wait for Newspapers to confirm a news before going to read it up. People have many means of verifying the credibility of a news. Some Newspapers are weekly based while some are daily-based. Nations Newspaper being a daily based cannot have the current information that day until it is received processed, produced, printed, posted or disseminated from subsequent days. It means that the slow rate of production withholds people from using them as a reliable source for current information.

### **Professionalism**

Newspapers are very careful to avoid using unprofessional methods and tones in reporting their information. Themes like fuel scarcity need to be treated with utmost seriousness and analysis, enlightening the mass on the real matter behind fuel scarcity. But to maintain professionalism, the Newspaper has always maintained a neutral ground in reporting news, trying not to offend or over step their boundaries. Some of the readers see it as biased, because they feel that the objective truth is been reported in such a mild way that one would easily neglect its seriousness.

### **Education**

Apart from spreading news, it is the work of the Newspaper bodies to educate the people on issues of fuel scarcity without trying to maintain the neutral ground. Nation Newspaper should dedicate some portion of its pages or time in educating the masses on some important aspects of the Nigerian economy. That aspect is lacking, what has been observed is that education are left for individuals who would like to use their newspaper as a medium to reach to others. The Nation Newspaper allocating a portion to educate the masses on file scarcity, the problems and its effects will not only be patriotic but drive more readers to them.

### **Summary, Conclusion and Recommendations**

#### **Summary**

This study delves into the survey analysis of Newspaper Coverage of Fuel Scarcity in Nigeria, with a specific focus on The Nation Newspaper. The research addresses the escalating occurrences of fuel scarcity in Nigeria and its multifaceted impact on society, economy, and governance. The study aims to scrutinize how The Nation Newspaper depicts and reports on these fuel scarcity instances, with the purpose of understanding the underlying causes, consequences, and potential solutions.

The study's significance lies in its potential to offer insights into the role of media in shaping public perceptions, awareness, and policy responses in the face of fuel scarcity. Through quantitative questionnaire, the research identifies a certain level of awareness and perception by the people on fuel scarcity. The effectiveness of its information dispersal and the impact on the people. Furthermore, it examines how the newspaper addresses issues related to government policies, the oil industry, public reactions, and the socio-economic implications of fuel scarcity.

The findings of this study illuminate the prevailing themes emerging from The Nation Newspaper's coverage of fuel scarcity, such as digitalization, slow rate of production, professionalism and education. The research also highlights any biases or perspectives that may be present in the newspaper's reporting, offering insights into its role as a mediator of information during fuel scarcity incidents.

### **Conclusion**

The study concludes that media, including The Nation Newspaper, play a crucial role in framing societal issues like fuel scarcity. The newspaper's coverage significantly influences public understanding, awareness, and policy discussions related to fuel scarcity in Nigeria. The study underscores the importance of balanced, accurate, and informative reporting on complex issues like fuel scarcity to promote informed civic engagement and constructive dialogue.

### **Recommendations**

Based on the findings, the study recommends the following:

**Balanced Reporting:** The Nation Newspaper should strive for balanced reporting, presenting diverse viewpoints and multiple dimensions of the fuel scarcity issue.

**Investigative Journalism:** Encourage in-depth investigative journalism to uncover root causes, expose corruption, and provide comprehensive insights into fuel scarcity.

**Awareness Campaigns:** Collaborate with experts and stakeholders to develop awareness campaigns that educate readers about the complexities of fuel scarcity, its impact, and potential solutions.

**Ethical Reporting:** Uphold ethical journalism standards by avoiding sensationalism, providing context, and fact-checking information before publication.

**Advocacy for Solutions:** The Nation Newspaper should use its platform to advocate for sustainable solutions to fuel scarcity, raising awareness and influencing policy discussions. In conclusion, this study contributes to understanding how media, exemplified by The Nation Newspaper, contribute to framing and shaping public discourse on critical issues like fuel scarcity. The role of media in influencing public understanding and policy responses underscores the importance of responsible and informative reporting for societal progress.

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