

**EXPOSURE AND USE OF NEW MEDIA TECHNOLOGIES AMONG BROADCASTERS IN
SOUTH EAST NIGERIA**

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Abstract

This study explored the extent of exposure and use of new media technologies among broadcasters in South-East Nigeria. New media technologies have become the new trend in most media organizations. Anecdotal evidence suggests high use and high exposure to these technologies. However given the complex factors that seem generally associated with adoption of technologies by developing societies and the potential for individual adoption based on perceived benefits and individual differences and the economic implication of use of these technologies, the need arises therefore to empirically examine the extent of use and factors affecting it. The study using survey with 612 respondents cutting across three levels of ownership of federal, state and private television and radio stations in South-East Nigeria. The study found that majority of the respondents were female journalists, implying the possibility of more female working in these stations. Moreover, the study found a minimal level of exposure and use of new media technology among broadcasters in South-East Nigeria. This finding contradicts the assumption of high exposure and use of these technologies as suggested by anecdotal evidence. However, the findings support the diffusion of innovation theory argument concerning different levels and stages of adoption of innovations. Beyond the argument of diffusion theory, the possibility of economic factor concerning usage of these technologies as well as individual differences in the actual application of these technologies exist. There is also the possibility that these technologies have not yet diffused in these stations and that these stations may not have met the requisite number of capacity building to ensure use by these broadcasters. The study further recommends that the various owners of these broadcast media especially the federal government should make available state-of-the-art technologies that will enhance the practice of journalism in South-East Nigeria.

Key words: Exposure, Use, New Media, Technology, Broadcasters and South-East

INTRODUCTION

In present times, majority of households and individuals now rely on Television subscriptions, and connections to several telecommunication companies in order to obtain information from the news media. In the majority of cases, households rely on Internet resources in order to obtain new information, as such they are constantly engaged in Internet subscriptions that give them the access that they need. The effectiveness of the internet in providing news resources is that individuals and households are now independent of the older ways of obtaining information, which rely on cable connections. The implication is that information or news can be obtained; anywhere, and at any time. Some of the technological devices facilitating these processes and ease of information seeking include digital television and high-definition television that allow direct access to the internet through wired and wireless connectivity. Satellite radios, and smartphone devices that make it easy for people to connect to the internet; access to mobile apps from news houses, and social media channels that expedite the rate at which news is obtained. These novel advances that have now evolved to become a part of daily life present the seeming challenge of adaptation to how they can be used; it is worthy of note that the level of knowledge and skillset in terms of the use of these technologies varies at the personal level and organizational level. Some organizations are fully equipped with the necessary requirements while others are not; similarly, some individuals are very knowledgeable in their use, while others are not. This study considers this problem strongly; the possibility that news media houses may lack the necessary requirements for implementing the required technology and meeting the demand for news. It is within the context of knowledge and adoption of these new technologies as well as their use in broadcast media that the paper seeks to address the extent of exposure and use of new media technologies among broadcasters in South-East Nigeria. The paper therefore addresses the following objectives

- 1 To ascertain the extent of South-East broadcasters' exposure and knowledge of the new media technologies in broadcasting
- 2 To determine the dominant new media technologies utilized by broadcasters in South-East Nigeria.
- 3 To determine the extent of use of new media among broadcasters in South-East Nigeria.

NEW MEDIA TECHNOLOGIES

Terms such as new media, digital media, and online media are suitable for describing modern forms of media technologies; occasionally alternative media is also used by researchers and more commonly information communication technologies (ICT). These new technologies hold the benefit of being able to complement the existing, old or traditional media; on the contrary, they somewhat complicate the process by which information gathering and dissemination can be achieved. As Auwal, (2015) described it, as a term that encompasses all the new technologies that are adopted in the broadcast industry, and such technologies are usually digital and computerized. In the study by Nwabueze, (2009) the suggestion is that several concepts that are used in mass communication as well as the new media do not have definitions that are straight-jacketed. Thus, he argued that it is not simple to identify what can merely be categorized or classed as new media technology. Various attempts have been made to define the concept of new media through the years. In one study conducted by Williams et al. (1994: 409-420), the definition put forward was that new media involved the implementation of computers, various microelectronics, and telecommunications that are capable of offering new services in other to improve the older devices. In another effort, Negroponte, (1995) considered new media based on the features; the most prominent was the ability to transmit information by using digital bits rather than using physical atoms. In contrast, the term media was based on the cultural and material product components of communication media, in addition to the organization and institutions that the communication was produced. Thus, the concept of new media denotes something that is not significantly settles, known and identified. New media deviates from old media by having several useful and meaningful

features that completely distinguish it. Thus, Meikle (2002) argued that from a top-down technological perspective, new media differs significantly from old media.

REVIEW OF THE LITERATURE

The separation of new media from old or mass-media can be perceived at several levels. Studies involving new media technologies usually do not consider the existence of an association between new media and old media. They fail to reckon that new media is somewhat associated with old media; example the fact that new media is purely an extension of old media (Sefton-Green, 1998). Thus, Tacchi, (2000) argued that some of the existing configurations of new media can be considered when looking at extensions or elaborations of older media. In the study conducted by Hanson, (2005) as cited by Nwabueze, (2009) new media can simply be described as “dot-coms”, this is represented by blogs, websites, and webcams which can be operated by all individuals. According to Nwabueze, (2009) new media is a production of various ongoing information technology revolution that has separated both the old communication technologies, basically, those that were employed before the advent of computers; for example electronic news gathering camera, land-line telephones, analog radios, video text, television, wireless intercom systems and a host of others. In the case of new communication technologies; computers, direct broadcast satellites (DBS), television systems, digital radio, and the internet or worldwide web. In present times, the Internet and World Wide Web comprise a crucial aspect of new media. New media significantly relates to any form of media communication that is facilitated by the web or internet. The implication is that it has significantly affected the way that journalism operates in that the sharing of information; whether collecting/ gathering or dissemination is now strongly influenced by the internet. A typical example is that media houses now rely on the internet in order to share information that they have collected, process and validate it, and then disseminate it for general consumption. In light of this, Google, Podcasts, blogs, various videocasts, and online videos have come to play a significant role (Sponder, cited in Nwabueze, 2009). According to Nwabueze (2009), information and communication technologies (ICTs) are technological developments that contribute to improved communication processes. In the modern age, new media is defined as electronic gadgets and a range of sophisticated technologies that facilitate easy and meaningful communication. The way Nwabueze, (2009) views it is that there are several varieties of continually advancing technological breakthroughs that have diminished the initial barriers observed in communication and led to the creation of an information superhighway that has significantly contributed meaningfully in shrinking the major pillars of ICT (Nweke, 2011 in Ufuophu-biri and Shoki, 2008). An alternative definition put forward by Asemah, (2011a) is that new media broadly describes the amalgamation of both traditional media with advanced technologies. Asemah, (2011a) stated that new media emerged in the late 20th century making the old or traditional media such as music, images, film, and written and spoken words more advanced or modernized by integrating their gathering, refinement, and processing, and transmission into computer systems including all forms of computer-enabled communication technologies. A unique benefit of these new media is that it encourages the possibility of receiving feedback and interactions with users; which further explains why social media content creators in present times can actively interact with their followers and customers. The new media technologies make it easier to share media files seamlessly. In the study by Idiong, (2012, p.3) new media was described as a term that encompasses digital, computerized, or networked information and communication technologies that have been around since the late twentieth century. The views that Idiong uphold are that new media represents a significant level of innovation that also involves the internet, websites, individuals, blogs, mobile telephones, computer games, and various types of storage devices. Idiong, (2012) does not recognize television, magazines, films, books, and other forms of paper publications as a part of new media. This differentiates it from the definition put forward by Asemah, (2011a) which acknowledges their integration with computers as the ultimate definition of new media. According to Auwal, (2015b, p.29) new media is a digital and computerized communication technology, example blog, social networks, podcasts, wikis, message boards, micro-blogs that are capable of facilitating wide range, and global communication. Overall, Auwal, (2015b) posits that new media is a product that is strongly related to globalization and a wide level of scientific innovation. New media can efficiently be described as a group of internet dependent applications or

programs which are capable of building the ideological and technological foundations upon which the strength of the worldwide web relies. Auwal, (2015a) then argues that new media is responsible for the creation of a wide network involving individuals that have similar interests and preferences. Baran, (2002) argues that the internet varies or differs from the traditional media. A unique position is that the internet has changed the definition of various features of the process and due to this, there has been alterations in their association. Also, across the internet, it is possible for a single individual to communicate with a wide audience range regardless of its affiliations, in a manner that is similar to that of a multinational corporation. The concept or feature of timeliness is adopted by several organizations that provide new media platforms; for example, Facebook, Instagram, Tiktok or rely on the philosophy of “I hear first”. Thus, the benefits that social media enjoys in facilitating this philosophy underpin the very practice of journalism in that media houses strive to be the most current, or the first to present news information. The perspective is that it would win over a lot of viewers and increase the level of engagement from the general public. New media generally refers to different categories and classes of advanced technologies that make it easier for the spread and communication of information to occur. Several private individuals take advantage of the fact that new media channels are readily available for use, and that uploaded content persists permanently until it is deleted. Murphy and Zhenfang, (2018) stated that new media has constantly evolved in order to improve operations which explains why a unique feature of new media is interactivity. The rate and speed of ownership are significantly increasing in a way that makes it possible for different people to watch different things at the same time. Thus, since new media is seamless, it is possible for different persons in a household to watch different things at the same time. The second theme is based on the aspect of diversification. New media is diversified in a way that encourages different forms of media resources to be viewed at the same time without limit. Thirdly, the theme of convergence makes it possible for all forms of media to be transmitted using the same types of resources; example sound, written text and film can be transmitted through social media. Further, new media has meaningfully contributed to the way that mass communication takes place, instead of a one way transmission or interaction, it is more of a two way interaction in which both creators of content and the users can communicate and share details simultaneously. In fact users are as much creators. ICTs significantly support the continued elimination of the barriers to being a creator of content, since any person who has the right set of tools can meaningfully share materials and create several contents across the new media services on the internet. It is worthy of note that new media, despite have been around for decades, or since the later part of the 20th century, the most notable advances have only occurred in the last score years in a way that has been very remarkable, transformational, and disruptive. This is seen in the advent of numerous social media platforms, and more advanced artificial intelligence tools that encourage the creation of valuable media content that can be shared across the internet. The implication is that journalists and media houses have to keep up with the fierce competition from these private creators of content, they also have to maintain their most unique qualities such as delivering quality news and ensuring that only credible and highly reliable information can be shared across the internet space by them. The benefit of this is that the users or general audience can continue to rely on them as a credible source of information; which also means that these media houses are in fierce competition and challenge to ensure that they present original content first, and as soon as possible since onlookers can easily upload content in real-time. It is imperative to argue that new media does not necessarily displace old media, it is an active advancement of older media that ensures that the old media are easily prepared, and disseminated. A good instance can be seen in live reporting on various social media platforms such as Facebook, Twitter, and TikTok. Even textual content can now be sent directly without necessarily having to print, and old printed text can now be scanned and uploaded. Thus, it is very evident that new media makes the transmission of evidence much faster and more seamless. While one would have to connect through wired devices in order to view media content published around the globe, the current new media technologies ensure that media content can be viewed from wherever and whenever.

TECHNOLOGICAL DETERMINISM THEORY

The theory of technology determinism is believed to be a reductionist theory that is aimed at providing a causative association between technology and the nature of society. It attempts to make explanations for who or what has control of power in the affairs of humans. A major question that the theory puts forward is regarding the extent to which the thoughts of humans and their actions are influenced by technological factors. It was Thorstein Veblen who coined the term “technological determinism” The theory revolves around the proposition that the nature of a society is defined by the predominant technology therefore this study is built upon the postulations of this theory.

METHODOLOGY

This study employed a quantitative design, which is a survey. The area of study is South-East geopolitical zone of Nigeria. The South-East is made up of five states of Abia, Anambra, Ebonyi, Enugu and Imo. The population of the study is comprised of all the broadcast journalists (reporters, editors, directors, programme producers, Studio Engineers and broadcasters) in all the broadcast stations in South-East Nigeria total of one thousand six hundred and forty-four (1644). The study adopted the multi-stage probability sampling technique which commenced from the selection of three states out of the five states in South-East; quota sampling of the federal, state and private broadcast stations, and randomised selection of the journalists in each of the selected broadcast stations such that all the broadcasters have an equal chance of being selected. For the Quota sampling, the study recognized the federal, state and privately owned broadcast stations or the community-oriented ones. The quota sampling for the Federal and State government owned broadcast stations was one-off as the states mainly had only one Radio and Television Station owned by the State and Federal government. However, a simple random sampling was also used to select one privately owned broadcast station from each of the States selected. The study adopted the sample size calculation offered by Krejcie and Morgan (1970) at a 5% error margin and 99% confidence level. The sample size for the study was 644 respondents’

Figure 1.1: Awareness of New Media Technologies

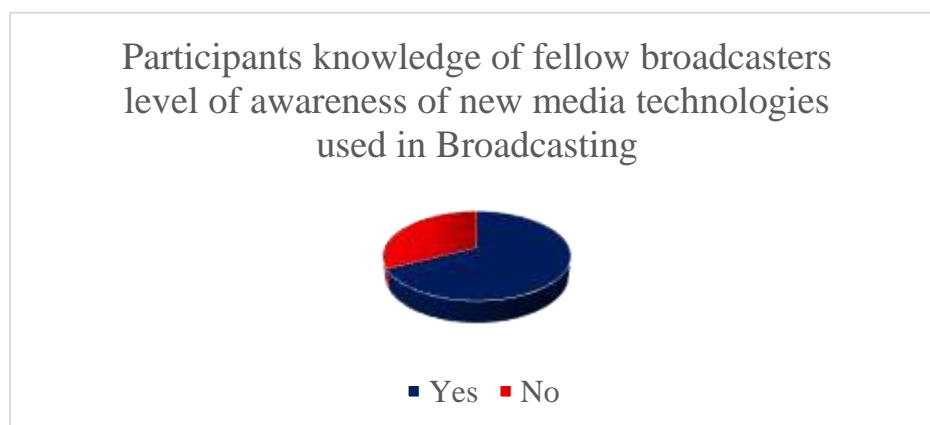


Table 1
Selected Broadcast Stations in South-East

Table 3 shows the list of selected broadcast stations across the three states selected for the study in South-East Nigeria.

Anambra State				
S/N	Television	Population	Radio	Population
	NTA	65	FRCN	29
	ABS	95	ABS Radio	55
			Ogene FM	13
Imo				
	NTA	48	Heartland Fm	35
	Orient Television	30	Orient Fm	29
			Zander Fm	13
Enugu				
	NTA	76	Radio Nigeria Enugu	70
	EBS	37	Sunrise Fm	28
			Dream Fm	21
Total		351		293
Grand total			644	

RESULT

The section present the result and discussion from the study. A total of 612 respondents' successfully participated in the study. The study Demographic Variables presents that a total of two hundred and fifteen (215) males accounting for 35% of the general study population, while females were three hundred and ninety-seven (397) in total, making up 65% of the population of respondents. The data collected on marital status showed that four hundred and five (405) of the participants were unmarried or single (66%), while two hundred and seven (207) of the participants (34%) were married. The highest grade level was 7 – 10, making up three hundred and fifteen (315 (51.5%)), while the lowest grade level was 4-6; one hundred and twenty-one (121 (19.8%)). For the educational qualification, five hundred and fifteen (515) of the participants (84.2%) had either a first degree or HND, while the remaining 15.8% had either an OND, Pre-degree, or Diploma (97).

Questions to Address the Level of Awareness of the respondents'.

Respondents' Level of Awareness of new media technologies in broadcasting

This section addressed the respondents' level of awareness on the presence of new media technologies in broadcast content distribution. Three (3) questions were set to investigate their level of awareness. The analysis is hereby presented below.

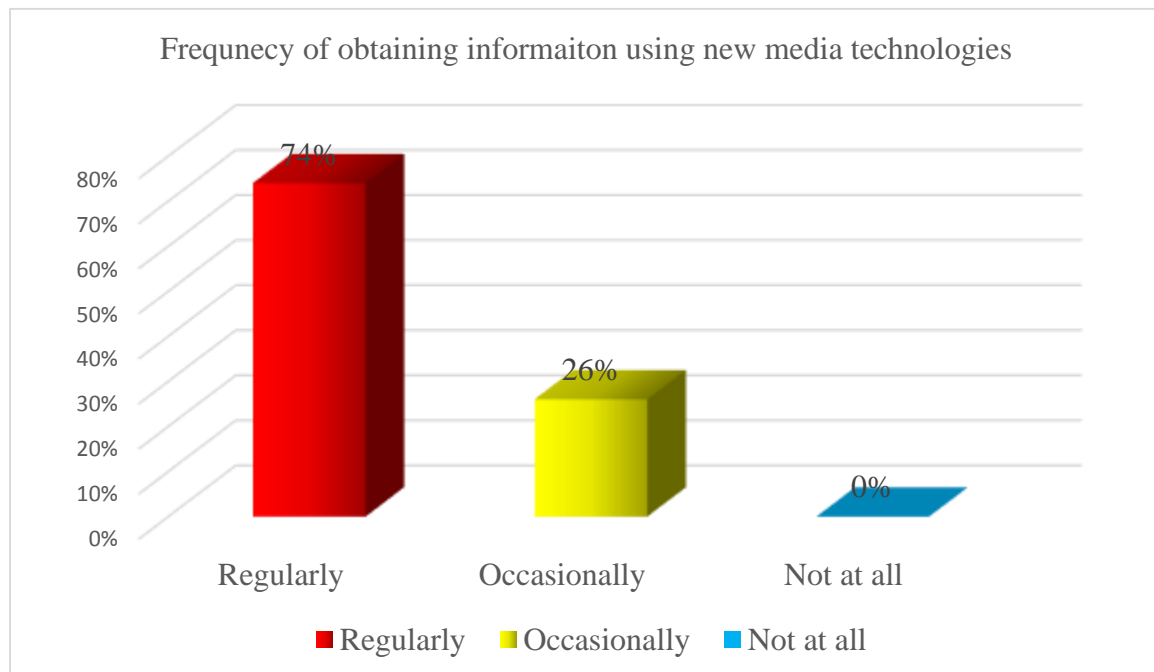


Figure 1.1: Frequency of obtaining information using new media technologies

$X^2 = 0.577142$ Df = 1 P value = 0.4474

Participants were asked how often they received information using new media technologies. Four hundred and fifty-three (74%), a high number of participants indicated that they regularly obtained information using new media technologies (Figure 1.1). The implication of this finding is that several broadcasters are strongly reliant on new media technologies for information. The difference was not statistically significant when compared to those who occasionally received information using new media technologies ($p < 0.05$).

Figure 1.2: Participants knowledge of fellow broadcasters' level of awareness of new media technologies used in Broadcasting

$X^2 = 2.14908$ Df = 1 P value = 0.00

Participants were also asked if they thought that their fellow broadcasters were aware of new media technologies that could be used in broadcasting, 67.6% of the participants indicated **yes**; alluding to the possibility that their fellow broadcasters in news media are aware of new media technologies used in broadcasting; the remaining 32.4% stated otherwise. The difference was statistically significant ($p < 0.05$) (Figure 1.2). This implies that the majority of the broadcasters know that their colleagues also have good knowledge of new media technologies used in broadcasting.

Table 2: The new media technology that the broadcasters are aware of

Response	Frequency	Percentage
Satellite/ cable/microwave/ Fibre Optic.	16	2.6%
Internet/ Computer/ Digital Camera/ Digital Television.	32	5.2%
Web TV/ Web Radio.	20	3.3%
Video Conferencing/ Podcasting/ Videotex.	9	1.5%
Social media.	271	44.3%
All of the above.	264	43.1%
Total	612	100%

$$X^2=25.3071 \quad Df = 5 \quad P \text{ value} = 0.00$$

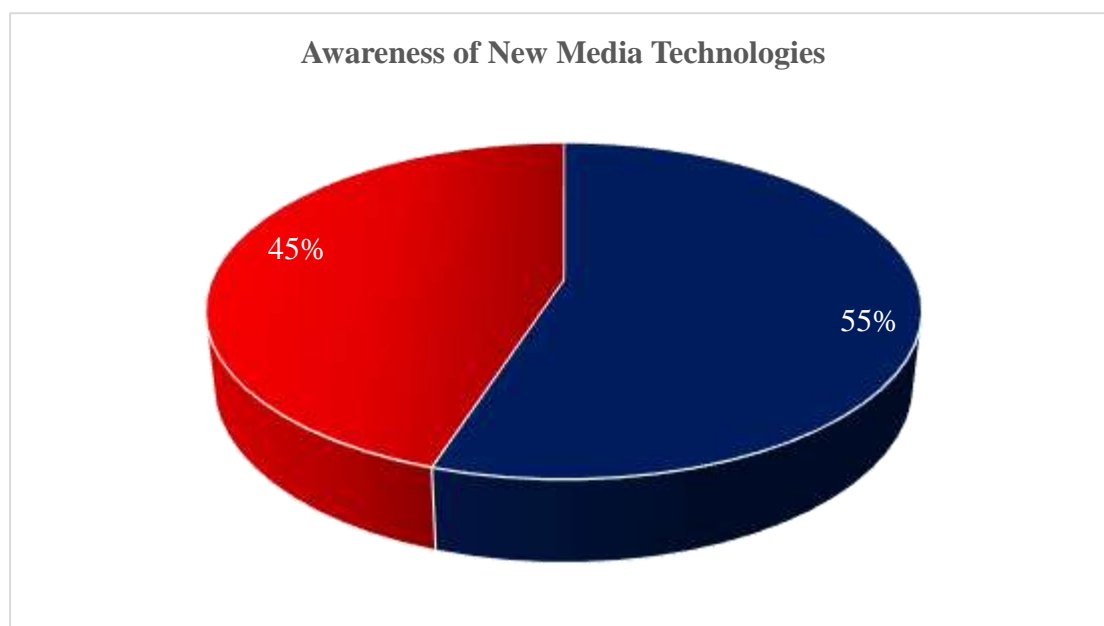
The respondents were asked about which new media technology they were aware of; a majority of them 44.3% indicated social media, followed by 43.1% who indicated that they were aware of all social media. Only 1.5% of the total population of participants were aware of video conferencing, podcasting, and videotext. The difference was statistically significant when the responses were compared ($p < 0.05$) (Table 2). The implication is that most of the broadcasters are likely to use either social media as a source of information, or all the listed new media technology as a source of information.

The First objective

Respondents' Exposure and knowledge of new media technologies by broadcasters.

This section focused on examining the level of exposure and knowledge of new media technologies among the population of broadcasters, in total there were five (4) questions investigating their level of exposure and knowledge.

Figure 1.3 Respondents' Exposure and Knowledge of new media technologies by broadcasters.



Participants were asked if they were aware of new media technologies prior to the study, Figure 1.3; shows that the majority of the study participants (55%) were aware of new media technologies, while the remaining 45% were not aware of new media technologies. The implication of this finding is that in southeast Nigeria, the majority of broadcasters are aware of the existence of new media technologies, although when compared to the population of broadcasters who are unaware of new media technologies it appears that a good number of broadcasters are also unaware, since the population of broadcasters who aware is more than half of the total population, it is an indication of good level of awareness

Table 3: The type of training received concerning the use of new media for Broadcasting.

Response	Frequency	Percentage
Certified Training.	59	9.6%
In-house Training	219	35.7%
Self-acquired Training	298	48.7%
None	36	5.9%
Total	612	100%

$$X^2=12.5917 \quad Df = 3 \quad P \text{ value} = 0$$

The participants were asked about the type of training that they received in the use of new media for broadcasting; 48.7% of the respondents stated that they acquired their training on their own; this was followed by 35.7% of respondents who indicated receiving in-house training. The rest of the participants were distributed between certified training (9.6%), and not receiving any training at all (5.9%) (Table 3). The difference was statistically significant ($p < 0.00$), implying that broadcasters are more likely to receive self-training than or perhaps an in-house training.

Table 4: On a scale of 1-10, rate your level of knowledge of new media technologies.

Response	Frequency	Percentage
1-2Low	37	6.0%
3-4 Moderately	190	31.0%
5-6Average	209	34.2%
7-8 High	139	22.7%
9-10 Very high	37	6.0%
Total	612	100%

$$X^2=3.12991 \quad Df = 4 \quad P \text{ value} = 0.5363$$

Participants were asked to do a self-rating of their level of knowledge of new media technologies; 34.2% of the participants rated themselves as having average knowledge, followed by 31% who stated having moderate knowledge, the difference between the groups was not statistically significant ($p>0.05$) (Table 4). The implication of this finding is that the level of knowledge of new media technologies among the participants was split between moderate and average which is considered fair.

Table 5: On a scale of 1-10 how exposed are you to these new media technologies?

Response	Frequency	Percentage
1-2 Low	29	5%
3-4 Moderately	187	31%
5-6 Average	268	44%
7-8 High	55	9%
9-10 Very high	73	12%
Total	612	100%

$$X^2=23.4579 \quad Df = 4 \quad P \text{ value} = 0.0001$$

The participants were asked about their level of exposure to new media technologies; 44% of the participants stated that they have an average level of exposure; 31% of the participants stated that they have a moderate level of exposure, only 5% stated that they have a low level of exposure. The difference was statistically significant ($p<0.05$) (Table 5). The finding implies that broadcasters are either likely to have an average or moderate level of exposure.

The Second Objective

New Media Technologies utilized by broadcasters.

This section add the second objective to find out the new media technologies utilized by the broadcaster. One (1) question was used to address this section.

Table 6: The new media technologies Used by the participants in their organization for broadcasting.

Response	Frequency	Percentage
Satellite/ Cable/ Internet/Fibre Optic Computer/ digital Camera TV/Web TV & Radio/Video Conferencing/ Social Media/Smart Phones/ Podcasting/Microwave.	26	4.3%
Internet/ Computer/ Social Media/ Digital Camera/Smart Phones	150	24.5%
Internet/ Social Media/ Smartphones	398	65%
All of the Above	38	6.2%
Total	612	100%

$$X^2=13.333 \quad Df = 3 \quad P \text{ value} = 0.00397$$

The majority of the respondents in this study (65%) stated that they use Internet/ social media/ smart phones as new media technologies in their organisations, this was followed by 24.5% who indicated the use of Internet/ Computer/ Social Media/ Digital Camera/ smart Phones, 6.2% indicated that they use all of these new media technologies in their organization while the least (4.3%) used virtually all the available new media technologies in their broadcasting organization. The difference between the groups was statistically significant ($p < 0.05$) (Table 6). This indicated that broadcasters are more likely to use only the internet, social media, and smartphones, compared to any other set of new media technologies.

The Third Objective

Respondents' Use and Knowledge of New Media

In this category, the participants were asked about the use and knowledge of new media; there were nine (9) questions in total to which respondents had to provide an answer.

Table 7: Which of the new media technologies do you use often for the purpose of broadcasting?

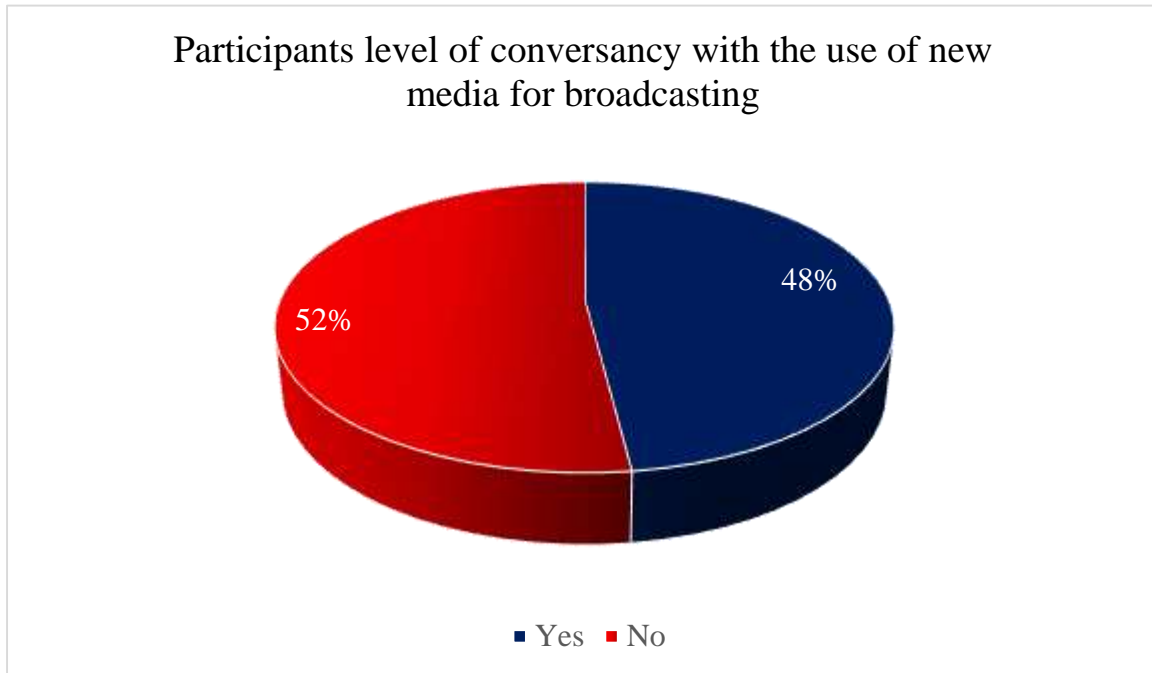
Response	Frequency	Percentage
Internet/Computer/Social media/Smart Phones/Radio/video Conferencing	491	80%
Digital Camera TV/computer/ Web TV Radio/ Video Conferencing/Teletex	96	16%
All of the Above	25	4%
Total	612	100%

$$X^2=2.39504 \quad Df = 2 \quad P \text{ value} = 0.3019$$

Participants were asked about which new media technology they used often for the purpose of broadcasting, 80% of them noted that they used Internet/Computer/Social media/Smart Phones/Radio/Video Conferencing, followed by 16% that indicated using Digital Camera&TV/computer/ Web TV&Radio/

Video Conferencing/Teletex, only 4% noted using all of the above. The difference between the groups was not statistically significant ($p>0.05$; table 7).

Figure 1.1: Participants level of conversancy with the use of new media for broadcasting



$X^2=2.49001$ Df = 1 P value = 0.1146

In this study, the participants were also asked if they were conversant with the use of new media technology, 52% of them stated that they were not aware, while 48% stated that they were aware (Figure 1.4). The difference was not statistically significant ($p>0.05$), implying that the level of conversancy in the use of new media for broadcasting did not vary very much, and that even though participants indicated using new media for broadcasting it did not influence their level of conversancy.

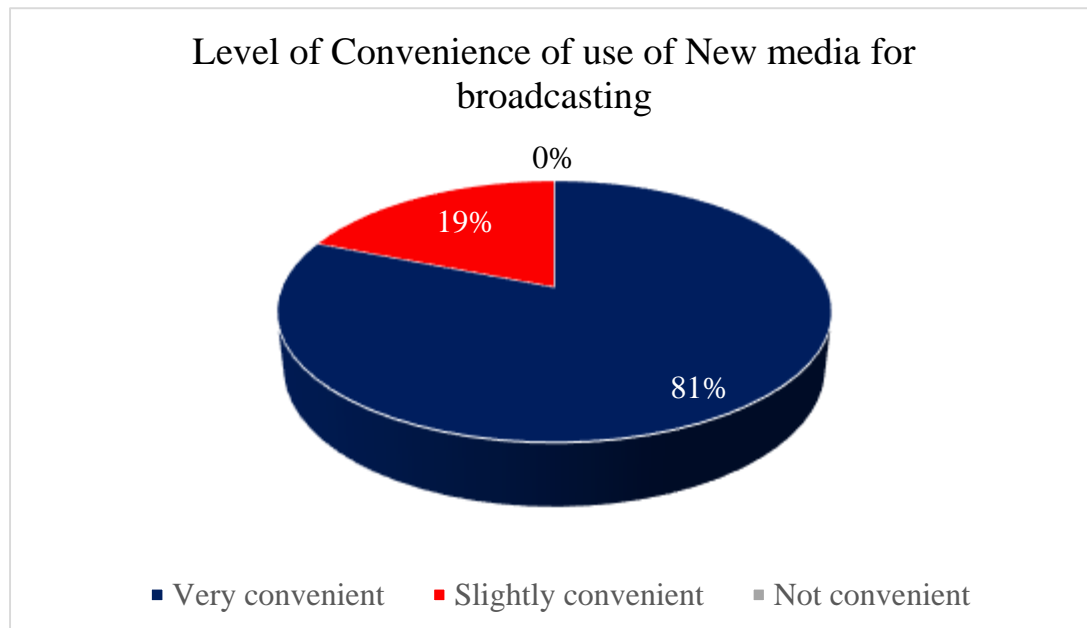
Table 8: Participants who indicated Yes in Figure 1.4 were asked which new media technologies they were good at.

Response	Frequency	Percentage
Internet/Computer/Social media/Smart Phones/Radio/video Conferencing	63	10.3%
Digital Camera&TV/computer/ Conferencing/Teletex	39	6.4%
Social Media	258	42.2%
Smartphone	96	16%
All of the Above	149	24%
None of the Above	7	1.1%
Total	612	100%

$$X^2=2.29796 \quad Df = 3 \quad P \text{ value} = 0.5129$$

The participants who indicated that they were conversant with the use of new media technology in broadcasting were asked to identify which new media technology they were good at, 42.2% of the respondents indicated social media, while 24% indicated all of the above, then 16% smartphones furthermore 10.3% indicated Internet/Computer/Social media/Smart Phones/Radio/video Conferencing, 6.4% opted Digital Camera&TV/computer/Web TV&Radio/ Video Conferencing/Teletex and 1.1% indicated none of the above; the difference was not statistically significant ($p>0.05$) an indication that being conversant with new media technology was not in any way related to being good at any specific new media technology (table 8).

Figure 1.2: Level of Convenience of use of new media for broadcasting



$X^2=1.61954$ Df = 1 P value = 0.2032

Participants were also asked how convenient they considered the use of new media for broadcasting; 81% noted that it was very convenient, while 19% indicated it was slightly convenient ($p>0.05$) (Figure 1.5). The implication of this finding is that participants' level of convenience with new media technology is not significantly associated with the type of new media technology used, apparently, all new media technology used are very convenient

Table 9: What the participants use new media technologies for in broadcasting

Response	Frequency	Percentage
Gathering and distribution of information.	483	79%
Chatting and surfing the internet.	29	5%
Not really sure	100	16%
Total	612	100%

$X^2=1.24702$ Df = 1 P value = 0.2641

Participants in this study were asked if about what they used new media technologies for; 79% of them stated that they use it for information gathering and distribution, while 16% of them indicated that they were not really sure, 5% stated that they used it merely for chatting and surfing the internet. The difference between the groups was not statistically significant ($p>0.05$) (Table 9).

Table 10: What new media technology the participants use more often?

Response	Frequency	Percentage
Social media/ Internet/computer/smart phone/video conferencing	601	98%
No idea	0	0%
Not sure	11	2%
Total	612	100%

$$X^2=2.14886 \quad Df = 1 \quad P \text{ value} = 0.1427$$

The majority of the participants (98%) stated that they utilized Social media/ Internet/computer/smartphone/video conferencing more often, and only 2% stated that they were not sure. The difference was not statistically significant, indicating that having knowledge of the type of new media technology did not influence frequency of use. The implication of this finding is that broadcasters are more likely to use new media technology for Social media/ Internet/computer/smartphone/video conferencing (table 10).

Table 11: The new media technologies that respondents' were required to use for broadcasting

Response	Frequency	Percentage
Internet/Computer/Social media/Smart Phones/Radio/video Conferencing	201	33%
Digital Camera&TV/computer/ Web TV&Radio/ Video Conferencing/Teletex	97	16%
All of the Above	314	51%
Total	612	100%

$$X^2=3.46861 \quad Df = 2 \quad P \text{ value} = 0.1765$$

The participants had to indicate the new media technologies that they are required to use, 51% revealed that they have to use all the new media technologies, while 33% indicated that they has to use Internet/Computer/Social media/Smart Phones/Radio/video Conferencing. Only 16% of the participants stated having to use Digital Camera & TV/computer/ Web TV&Radio/ Video Conferencing/Teletex as a requirement (Table 11). The difference was not statistically significant ($p>0.05$). The implication of this finding is that participants were more likely to be required to use all available new media technologies, compared to any specific new media technology.

Table 12: Respondents’ are encouraged to become proficient in the use of the new media by

Response	Frequency	Percentage
On the Job Training	193	31%
Training of Self	390	64%
Workshops and conferences.	29	5%
Total	612	100%

$X^2=15.4964$ Df = 2 P value = 0.00

In this study, 64% of participants also stated that they were encouraged to train themselves in order to become proficient in the use of new media, while 32% stated that they were trained on the job, and only 5% revealed attending workshops and conferences as the strategy towards becoming proficient in the use of new media (Table 12). The difference between the groups was statistically significant ($p < 0.05$) indicating that self-training was more associated with using new media than any other technique.

DISCUSSION AND CONCLUSION.

The study found that the majority or 55 percent of respondents demonstrated maximum knowledge and awareness of the use of new media technologies in broadcasting, this supports the findings in Figure 1.1, as Saka, (2021), supports that ICT has played a meaningful role and function in the strengthening of news production through the years. Majority of the participants (98%) stated that they utilized Social media/ Internet, computer, smartphone, and video conferencing more often, this is in agreement with the result on Table 12 and it is evident on table 8 that the new media technologies utilized by the broadcasters are the Internet, Social Media, and Smartphones. As literature suggests, the adoption and utilization of social media within the operations of the newsroom among some television stations within Nigeria, showed that social media had evolved to become a reliable source of information compared to a decade ago when this was still very much challenging. Focusing on social media channels as a source of information has positive implications for sourcing the necessary information, and for verifying the information collected from each of the sites. Osapkolor et al (2021) added that information technology has a significant level of influence on the operations of the media and that the media is now driven by technology which has no turning back. The study next found that some broadcasters totaling 97 percent of the respondents were pushed to go the extra mile to get knowledge of new media and how to apply it in broadcast content distribution while 70 percent of the respondents had to pay their way through to get the knowledge.

In advanced countries, the literature indicates a high level of use of new media technologies in broadcasting. The theory has demonstrated sufficiency in developed countries as reviewed studies suggest. On the other hand, this was found to be contrary to expectations in a developing country such as Nigeria. The major findings of this study and a definite contribution to knowledge is the minimal influence the broadcasters have in their use and application of new media technologies in broadcast content distribution. Steen Steensen and Oscar Westlund, (2023) argue that digital journalism studies are much more than the study of journalism produced, distributed, and consumed with the aid of digital technologies, which simply implies that the technology revolving around the production of media content should be well underlined.

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