

Level of Internet Compliance and Usage in the Newsrooms of Broadcast Media in Nigeria.

Jimoh Olorede (Corresponding author)
Department of Mass Communication
School of Postgraduate Studies, University of Lagos, Nigeria.
E-mail: oloredejimoh@yahoo.com

Abdullateef Oyewole
Department of Mass Communication,
Federal Polytechnic, P.M.B. 420, Offa, Nigeria

Abstract

The emergence of Information Communication Technology with the adoption of Computer Assisted Reporting (CAR) in 1996 has, to a greater extent, brought development to, and changed the face of newsrooms across the globe. The jinx of inability to meet deadlines has almost been broken by the availability of Information Communication Technologies. However, not much achievement has been recorded in the area of Internet culture, compliance and usage in the newsrooms of broadcast stations in Nigeria. Consequently, this research is an examination of the level of Internet compliance and usage in the newsrooms of Nigerian broadcast stations. The study concludes that though broadcast media practitioners in Nigeria are Internet compliant, the Internet facilities provided in the newsrooms of broadcast stations are inadequate.

Key Words: Internet, Compliance, usage, broadcast media, innovation diffusion, technology acceptance.

1. Introduction

The broadcast media are noted for their spontaneity and immediacy in news reporting. They are imbued with technological potentials to cover wide areas and reach members of audience who are heterogeneous and widely scattered across geographical frontiers. A lot of reformation and transformation had taken place in the media over the years. The catalyst for the transformation of media newsrooms is modern technology.

These technologies have further enhanced media credibility, reliability and even affordability and accessibility, as events can be reported as simultaneously as they unfold, with little or no interference and audience's access at a relatively affordable cost. These technologies have also refurbished the obsolete face of media newsrooms; the new sophisticated computers have replaced the old, time-consuming and outdated typewriters, and so on.

The introduction of telegraph has changed the face of news gathering Alao and Patricia (2012: 104). According to them, it did not only increase the speed at which journalist worked, but made news to get into the newsrooms on time for processing instead of the traditionakl way of waiting for the ship or train to supply items needed for news stories.

The invention of Information Communication Technology (ICT) has greatly assisted globalization in the conquest of distance, in saving time and in removing cultural barriers hindering free flow of information. As captured in the works of Deuze Dimoudi (2002:97), "The new media technologies are perceived to empower people and democratize the relationships between consumers and producers of content (which could be news or information). It also connects to on-line media logic as a concept which includes the notions of the audience as an active agent in redefining the workings of journalism."

2. Objectives of the Study

The paper explores the level of Internet compliance and usage in the newsrooms of Nigeria broadcast media. The study is aimed at achieving the following objectives:

- a. finding out whether the Nigeria broadcast media practitioners are aware of the importance of the internet
- b. finding out whether internet facilities are provided in the newsrooms of Nigeria broadcast media
- c. ascertaining the percentage of broadcast editorial staff that is internet compliant

- d. examining the degree of internet usage among broadcast media practitioners.

3. Research Questions

The study sets to investigate the level of Internet compliance and usage in the Nigeria's broadcast media newsrooms. It is pertinent to state here that broadcast stations in Osun State, Nigeria, were used as representative case samples for this study. To examine this level, six research questions were formulated in order to elicit necessary and relevant adequate responses from the respondents. These research questions are stated below:

1. Are the broadcast media practitioners in Nigeria aware of the importance and uses of Internet?
2. Are Internet facilities provided in the newsrooms of broadcast stations in Nigeria?
3. How adequate are Internet facilities provided (if any) in the newsrooms of broadcast stations in Nigeria?
4. What percentage of editorial staff in the News and Current Affairs Department of broadcast stations in Nigeria is Internet compliant?
5. How often do they make use of the Internet in their daily journalistic activities?
6. How regular does management of broadcast stations in Nigeria organize Internet usage lectures/courses for their editorial staff?

4. Conceptual framework

4.1. Internet Connectivity

The Internet is a global system of interconnected computer networks including schools, governments, businesses, and other organizations. The Internet facilitates information exchange across the globe. The broadcast media, as vital tools of instantaneous mass information dissemination, require this connectivity to remain viable in the present ICT environment.

Bandwidth, according to Alhasan and Adepoju (2007), is the amount of data that a computer network can transfer in a certain amount of time. O'Leary, et al., (2005) define it as how much information can move across a communication channel in a given amount of time. In short, it is the capacity of a particular connection. It is measured in kilobits per second (Kbps) or megabits per second (Mbps). A kilobit is one thousand bits; a megabit is one million bits and a gigabit is more than one million bits. A dial-up telephone modem can transfer data at rates up to 56 kbps; but Digital Subscriber Line (DSL) and cable modem connection are much faster and can transfer at several mbps (Aluoch 2006).

The way in which information is produced, shared, and consumed is now so heavily mediated by information technology that broadcast media, especially depend on the quality of their connections to the Internet. Bandwidth determines the efficiency of Internet connections, but equally important is the type of infrastructure used in the connectivity (Aluoch 2006). The effectiveness of Internet connectivity depends on the speed of transmission across the networks. The greater the number of bandwidth per unit time, the greater the speed of data transmission and reception.

4.2. Internet Initiatives in Africa

Many initiatives have taken place to get Africa interconnected to the information super highway. NGOs, telecommunication companies, philanthropic organizations and some countries of the developed world have extended their services to ICT development in Africa. SAT – 3/WASC/SAFE initiative has contributed to Africa's integration into the global information superhighways (Ajayi 2002). September (2004) asserts that this initiative has demonstrated the ability of African and global telecommunication companies to work together to realize essential and critical telecommunications infrastructure for Africa. According to Ajayi, (2002), it has also facilitated the acquisition of international fibre optic cable connectivity for the first time in the large number of West, Southern, and Central African areas (French, English, and Portuguese speaking countries).

The East Africa Submarine Cable System (EASSY) is an initiative born out of the desire to remove the digital marginalization of East Africa. The Internet connectivity in the region is very expensive and inefficient because of its sole dependent on satellite for communication.

The Regional Information Society Network for Africa (RINAF) was initiated in 1992 (then called Regional Informatics Network for Africa) as a framework for UNESCO's support for African co-operation to promote academic and public sector computer networking. RINAF started with the support from Italy, the Netherlands and the Republic

of Korea and UNESCO's Regular Programme. In May 2002, an African Regional Workshop on "Distance Education National Policy and the Role of ICT: Design, Building, Implementation and Management" was organized by the Regional Informatics Network for Africa (RINAF) at the UNESCO Regional Office for Education in Africa in Dakar (Senegal). In 2007, the Scan-ICT project for the Gambia marks another milestone in the development of the ICT sector, measuring access, usage and exploitation of ICTs in the Country by RINAF (UNESCO/RINAF, 2004).

4.3. Status of Internet Connectivity in Africa

Africa is second to Asia in world population with a population of 955,206,348 and Internet users of 51,022,400, representing 3.6% of the world users' (Internet World Statistic 2007). Though there is an increase in Internet usage in Africa, the percentage usage is still very low as compared to other regions of the world. Globally, there is an increase in the Internet usage percentage in the developing region (southern pole) the highest Internet user percentage growth is Asia with 1.8% followed by Middle East with 1.3% Latin America 1.1% and Africa 0.6. In Europe, there is decrease in the percentage of Internet user of 1.2% and Oceania/Australia 0.3%.

Aqili and Moghaddam (2008) citing WSIS (2005) state that there are some commonly used phrases to indicate the Internet status of Africa such as "there are more than eight times as many Internet users in the USA than on the entire African continent," "there are more than three times as many Internet in Japan as on the entire African continent", "there are more than twice as many Internet users in Germany than on the entire African continent – home to over 50 countries has fewer internet user than France alone." They indicate that this situation encourages digital divide. Mutula (2002) was of the opinion that lack of basic infrastructure such as PCs, inadequate Internet access, and inadequate telephone lines contributes to the African deficiency in web content. The use of the Internet depends to a great extent on the state of the telecommunication environment.

Presently, there has been a remarkable improvement on the condition as noted by Eytayo (2008), that despite these low Internet usage rates in Africa, the Internet can now be accessed virtually anywhere by numerous means within Africa. He also indicates that libraries and Internet cafés, where computers with Internet connections are available and are the major places where the Internet is used. Stressing the remarkable improvement in Internet connectivity in Africa these days, he points out that hotels now have fee-based public terminals. To add to this, churches now have terminals for their e-church services. Sophisticated handsets or mobile phones which come with Internet access now abound in African markets. Mobile phone users can connect to the Internet from anywhere there is a cellular network supporting the technology.

4.4. Uses of the Internet

The Internet and its popular application, the World Wide Web, are becoming increasingly woven into the fabric of 21st century life. It has allowed the world to share ideas and information in ways unparalleled to any other time in human history.

The Internet offers unique ways in which to interact with people and exchange information in a variety of formats. Pictures, sound, text and video can be combined to present ideas in new, effective ways. Previous technologies limited communication to voice or one-way images. The Internet has sped the process of information exchange, thus spurring new ideas and growth.

The Internet began as a Defense Advanced Research Projects Agency (DARPA) funded research project (Chaeny 2004). Eventually, DARPA, according to him, made the Internet public and from that point it quickly became a new, innovative space. Even the way it was developed after it went public was unique. It was carved out of open, democratic ideas and took advantage of the new capabilities created by networked computing. Group consensus guided the way instead of centrally controlled, mandated direction from an overseeing body. For older communication technology, such as radio and television, a government agency or industry-sponsored organization dictated how the technology worked, developed and how the space was allocated to participants, (Chaeny 2004). The Internet's unique capabilities allowed the creation of a system without a centralized power controlling its development and usage.

According to Chaeny's thesis, people could communicate and associate in ways they had never done before. The

space promised a kind of society that real place could never allow – freedom without anarchy, control without government, consensus without power.

4.5. Theoretical Framework

4.5.1. Diffusion of Innovation Theory

An innovation is regarded as the process of developing and implementing a new idea (Rogers 1983). Traditional diffusion studies consider diffusion of an innovation a social process of communication whereby potential adopters become aware of the innovation and are influenced to adopt the innovation over time (Rogers 1983).

The depiction of diffusion phenomena as a communication process led to the study of influence of three groups of factors on adoption decisions: (i) innovation, (ii) adopter, (iii) communication characteristics. Rogers (1983) identified five generic innovation characteristics that influence adoption of innovations:

1. Relative advantage of the new technology with respect to existing technology
2. Compatibility with existing technology
3. The complexity of understanding the technology
4. The ease of trialability of the new technology
5. The observability of the benefits of the new technology

Also, writing on the assumptions and principles of the theory, Solomon Anaeto, et. al. (2008), state that diffusion research centres on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture.

Similarly diffusion studies have tried to characterize potential adopters based on how and when they adopt an innovation (Rogers, 1983). Other studies have focused on the influence of communication channels and information sources on adoption decisions. The introduction of internet to media news gathering and reporting is an innovation in journalism practice. The study examines the level of adoption (compliance) and usage of internet (innovation) by Nigeria broadcast media practitioners thus, this justifies the relativity of the theory to this study.

4.5.2. Technology Acceptance Model

Technology Acceptance Model (TAM) was developed by Fred Davis and Richard Bagozzi in 1989. It is an information system theory which explains how users come to accept and use a technology. TAM postulates that the acceptance and use of a particular technology by an individual depends on how the individual perceives that technology to be useful to him. Factors such as Perceived Usefulness (PU), which include relative advantage, attached prestige and cost effectiveness, and Perceived-Ease-of-Use (PEOU), are significant in user's choice of acceptance of technology.

Given his views on the postulations of TAM, Bagozzi (2007) cited in Emmanuel and Ayobami (2012) explains that people could be reluctant to accept new technologies because of the technologies' complexity and element of uncertainty which exists in the minds of decision makers with respect to the successful adoption of the technology. The model is used as a work frame for this study given its relevance to "level of internet compliance and usage in newsrooms of broadcast media in Nigeria", being the title of the study.

5. Research Method

All the newsrooms of broadcast stations (radio and television) in Osogbo, Osun State, Nigeria, were used for the conduct of this study. The researchers purposively limited the study to Osun State because is one of the states in Nigeria with higher concentration of broadcast stations. So, the findings of the study from this state are believed to be representative of other states in Nigeria. These broadcast stations are: Nigerian Television Authority, (NTA), Osogbo, Osun State Broadcasting Corporation (OSBC) Television, Osogbo, New Dawn Television, Ibokun, Reality Television, Iwo, Osun State Broadcasting Corporation (OSBC) Radio, Osogbo, Orisun FM (Radio), Ile-Ife, Gold FM (Radio), Ilesha, and Uniq FM (Radio), Ilesha.

The study employed survey method using quantitative research design with a sample size of 315 editorial staff. Three hundred and fifteen questionnaires (315) used as instrument for gathering data were produced and purposively unevenly distributed. Uneven distribution of the questionnaires among all the broadcast stations in the state was based on purposive sampling technique, as it was discovered that they (the broadcast stations) have unequal staff strengths.

5.1. Return Rate of Questionnaire

The rate of return of questionnaire for this study is 94%, leaving out the mortality rate of 6%. It is evident that the mortality rate of 6% does not affect the study, as it is insignificant. Therefore, the returned copies of three hundred (300) out of three hundred and twenty (320) distributed were considered adequate to represent the population.

6. Presentation of Data

The questionnaire was administered to three hundred and twenty (320) respondents who are editorial staffers of broadcast stations in Nigeria. However, only three hundred and fourteen (314) copies of the questionnaire distributed were returned, and only three hundred copies were found usable. The remaining six (6) copies were unusable. The table below shows the return rate of the questionnaire with percentage.

6.1. Interpretation and Analysis of Data

The presentation and analysis of data obtained from the questionnaire were based on the three hundred copies which were found usable. The study made use of descriptive data analysis of frequency distribution and simple percentage to analyze the responses of the respondents to the researcher questions. Descriptive data analysis of frequency distribution and simple percentage were so used in order to ensure conformity with the research method and design of this study.

7. Findings

7.1. Broadcast Media Practitioners in Nigeria are aware of the importance and uses of the Internet

As shown in the responses of 240 respondents representing 80% of the total population of study, broadcast media practitioners in Nigeria were aware of the importance and uses of Internet. This large number makes the opinions of 60 respondents with 20% who stated the broadcast media practitioners were unaware of the importance and uses of Internet insignificant.

7.2. Internet facilities are provided in the newsrooms of broadcast stations in Nigeria

As shown in the responses of 222 respondents which represent 74%, Nigeria broadcast media practitioners were aware of the provision of Internet facilities in the newsrooms of broadcast stations in the country. An insignificant number of 78 respondents representing 26% were however, not aware of such provision. The result shows that Internet facilities are provided in the newsrooms of broadcast stations in Nigeria.

7.3. Internet facilities provided in the newsrooms of broadcast stations in Nigeria are inadequate

The findings revealed that Internet facilities provided in the newsrooms of broadcast stations in Nigeria were inadequate. This was confirmed by the dominant responses of 153 respondents amounting to 51% of the study population, that 15 (5%) and 132 (44%) respondents stated there were 'highly adequate' and adequate Internet facilities provided in the newsrooms of broadcast stations notwithstanding.

7.4. Percentage of editorial staff in the News and Current Affairs Department of Nigeria broadcast stations who are Internet compliant is high

From the findings, 66 respondents with 22% said that 10-30 percent of editorial staff in the News and Current Affairs department of broadcast media in Nigeria were Internet compliant, 84 respondents representing 28% said only 31-50 percent of editorial staff in the broadcast News and Current Affairs department were Internet compliant, 120 respondents which represent 40% stated that as much as 51-70 percent of the editorial staff in the News and Current Affairs department were Internet compliant, while 30 respondents representing 10% opined that 71-100 percent of editorial staff in the News and Current Affairs department of broadcast media in the country were Internet compliant. This shows broadcast media practitioners in Nigeria are Internet compliant.

7.5. Nigeria broadcast media practitioners often make use of Internet in their daily journalistic activities

The findings shown that 45 respondents representing 15% used the Internet daily for journalistic activities 'very often', 192 respondents with 64% used the Internet 'often' for journalistic activities daily, while 63 respondents having 21% of the total population of study use the Internet for journalistic activities occasionally. The result shows that broadcast media practitioners in Nigeria often use the Internet for their journalism work.

7.6. Management of broadcast stations in Nigeria rarely organize Internet usage lectures/courses for their editorial staff

In the respondents' responses as shown in the findings of the study, 45 respondents with 15% said management of their broadcast stations always organize Internet usage lectures for them, 60 respondents having 20% said Internet usage lectures were occasionally organized for them by their management team, while 195 respondents representing 65% (the largest percentage) were of contract opinion as they maintained that Internet usage lectures were rarely organized by the management of broadcast stations in the country. The result shows that management of broadcast stations in Nigeria rarely organizes Internet usage lectures for their broadcast media practitioners.

8. Limitation of Study

The study is limited in its scope of coverage, as the researchers reduced the universe of the study to broadcast stations in Osun State, Nigeria. This, however, does not affect the validity and reliability of the research findings. The findings will help broadcast media practitioners in Nigeria appreciate the level of Internet compliance and usage in the field. The study will also give the government and other necessary stakeholders the yardstick for the assessment of area of technologies need of the nation.

9. Conclusion

Based on the findings of this study, the researchers draw the following conclusions:

- The broadcast media practitioners in Nigeria are aware of the importance and uses of the Internet.
- Internet facilities are provided in the newsrooms of broadcast stations in Nigeria.
- The Internet facilities provided in the newsrooms of broadcast stations in Nigeria are inadequate.
- The broadcast media practitioners in Nigeria are Internet compliant.
- The broadcast media practitioners in Nigeria often use the Internet for their journalism work.
- The management of broadcast stations in Nigeria however, rarely organizes Internet usage lectures for their broadcast media practitioners.

References

- Agili, V. S., & Moghaddam, I.A. (2008). Bridging the digital divide: The role of librarians and information professionals in the third millennium. *The Electronic Library* 26(2)
- Ajayi, G.O. (2002). Information and Communications Technologies: Building capacity in African universities. Being a paper presented at the 10th General Conference of Association of African Universities held in Kenya, Nairobi, February 5-9, 2001
- Alao D. and Patricia E (2012). Dimensions of Internet Compliance in Newsgathering among Journalists in Nigeria, *Journal of Communication and Media Research*, 4 (1), 103-116.
- Alhassan, J.K., & Adepoju, S.A (2007). An evaluation of Internet connectivity of information technology firms in Minna Metropolis. *Information Technologist* 4(1): 96-103.
- Aluoch, A.A. (2006). The search for affordable quality Internet connectivity for African universities. *AAU Newsletter* 12 (3):8.

Bagozzi, R.P. (2007). The legacy of the Technology Acceptance Model and a proposal for paradigm shift". *Journal of Association for information system*. Vol. 8. No. 4, pp 244-254.

Chaeny Cristopher M. (2004). Testing Lessig: Applying User Acceptance Theory to Internet Use and Behaviour for Privacy and Security Applications, A Master thesis.

Eyitayo, O. T. (2008). Internet facilities and the status of Africa's connectivity. In Aina, L.O., Mutuala, S.M., & Tiamiyu, M.A. Information and knowledge management in the digital age: Concept, technologies and African perspectives. Ibadan: Third World Information Services.

<http://www.Internetworldstats.com/stats.htm> (December 8, 2012)

O'Leary, et al. (2005) in Alhassan, J.K. and Achepoju, S.A (2007) An evaluation of Internet connectivity in information technology firms in Minna Metropolis. *Information Technologist* vol. 4, (1) p. 96-103.

Rogers, Everett M. (1995). *Diffusion of Innovations*. (4th ed.), New York: The Free Press.

Solomon, G.A et. al. (2008). *Models and Theories of Communication*, Maryland: African Renaissance Books Incorporated.

Table 1: The status of Internet Connectivity in Africa with 2007 and 2008 Usage Comparison.

World regions	Population (2007)	Internet usage	Usage %	Population (2008)	Internet usage	Usage %
Africa	933448292	33334800	3.0	955206348	51022400	3.6
Asia	3712527624	398709065	35.8	3776181949	529701704	37.6
Europe	809624686	314792225	28.3	800401065	382005271	27.1
Middle East	193452727	19424700	1.7	197090443	41939200	3.0
North America	334538018	233188086	20.9	337167248	246402574	17.5
Latin America/Caribbean	556606627	96386009	8.7	576091673	137300309	9.8
Oceania/Australia	34468443	18439541	1.7	33981562	19353462	1.4
World total	657466417	114274426	100	6676120288	1407724920	100

Source: <http://www.Internetworldstats.com/stats.htm>

Table 11: Internet Connectivity in Africa for Countries with One Percent and above Users.

Africa	Population (2008 est.)	Internet users	% Users in Africa
Algeria	33769669	3500000	6.9
Egypt	81731517	8620000	16.9
Ghana	23382848	650000	1.3
Kenya	37953838	3000000	5.9
Morocco	34343219	7300000	14.3
Nigeria	138283240	10000000	19.6
Senegal	12853259	820000	1.6
South Africa	43786115	5100000	10.0
Sudan	1500000	40218455	2.9
Tunisia	1722200	10383577	3.4
Uganda	31367972	2000000	3.9
Zambia	11669534	500000	1.0
Zimbabwe	123828200	1351000	2.6

Source: <http://www.Internetworldstats.com/stats.htm>

Table 111: Return Rate of Questionnaire

	NO. OF RESPONDENTS	PERCENTAGE
Returned and found usable	300	94%
Not returned	14	4%
Not usable	6	2%
Total distributed	320	100%

Source: Field Survey 2012

Table IV: Nigeria Broadcast Media Staff's Internet Importance and Usage Awareness

S/N	Answers options (%)	Respondents	Percentage
1	Yes	240	80%
2	No	60	20%
Total		300	100%

Source: Field Survey 2012

Table V: Respondents' Responses on the Provision of Internet Facilities in the Newsrooms of Broadcast Stations in Nigeria

Answers options	No. Respondents	Percentage (%)
Yes	222	74%
No	78	26%
Total	300	100%

Source: Field Survey 2012

Table VI: Adequacy of Internet Facilities Provided in the Newsrooms of Broadcast Stations in Nigeria

Answers options	No. Respondents	Percentage (%)
Highly Adequate	15	5%
Adequate	132	44%
Inadequate	153	51%
Total	300	100%

Source: Field Survey 2012

Table VII: Internet Compliance Percentage of Staff in the News and Current Affairs Department of Broadcast Stations in Nigeria

Answers options (in %)	No. of Respondents	Percentage
10 -30	66	22%
31 -50	84	28%
51 -70	120	40%
71 -100	30	10%
Total	300	100%

Source: Field Survey 2012

Table VIII: Daily Use of the Internet by Nigeria Broadcast Media Practitioners

Answers options	No. Respondents	Percentage (%)
Very Often	45	15%
Often	192	64%
Occasionally	63	21%
Total	300	100%

Source: Field Survey 2012

Table IX: Organization of Internet Usage Lectures/Courses for Editorial Staff of Nigeria Broadcast Stations by the Management

Answers options	No. Respondents	Percentage
Always	45	15%
Occasionally	60	20%
Rarely	195	65%
Total	300	100%

Source: Field Survey 2012

This academic article was published by The International Institute for Science, Technology and Education (IISTE). The IISTE is a pioneer in the Open Access Publishing service based in the U.S. and Europe. The aim of the institute is Accelerating Global Knowledge Sharing.

More information about the publisher can be found in the IISTE's homepage:

<http://www.iiste.org>

CALL FOR PAPERS

The IISTE is currently hosting more than 30 peer-reviewed academic journals and collaborating with academic institutions around the world. There's no deadline for submission. **Prospective authors of IISTE journals can find the submission instruction on the following page:** <http://www.iiste.org/Journals/>

The IISTE editorial team promises to review and publish all the qualified submissions in a **fast** manner. All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Printed version of the journals is also available upon request of readers and authors.

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

