

Public Perception of Newspaper Adherence to Ethical Principles in the Reportage of Electoral Processes in South East Nigeria

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Abstract

Newspapers which are expected to report within the limits of media ethics while informing and educating the public about electoral processes have been notorious for publishing untruth, half truth and distorted stories when covering electoral process in Nigeria. Thus, more often than not, news events which newspapers project do not agree with the public perception of the actual news events. This provoked the study of public perception of newspaper adherence to ethical principles in the reportage of electoral processes in south east Nigeria. The study was anchored on selectivity theory which argues that previous experiences and current disposition go a long way to determine how readers decode newspaper messages. The research adopted survey method of scientific enquiry, using a 15 - item questionnaire and interviews to elicit information from respondents. The study was guided by 5 research questions and 3 hypotheses. A multi-stage sampling technique was adopted. The findings indicated that the public showed concern about newspaper adherence to ethical principles

Key words : Electoral process, ethical principle, public, newspapers.

1.1 Background to the Study

Newspaper audiences are educated on global and local issues and events such as elections and electoral processes. Elections are mechanisms used in choosing candidates to occupy elective positions.

On the other hand, electoral process according to Igwe (2002:132), is the institutionalized process of determining popular choice in direct and popular representation. The process is concerned with those constitutional arrangements and activities through which candidates are elected to positions of power within a democratic political system. It involves the establishment of constitutional and legal frameworks for conducting elections, registration of political parties, establishment and validation of voter registers and voters cards, party symbols, campaigns, debates, rallies and actual voting. Also, the electoral process in this context, involves post-election arrangements such as litigation; trials and bye-elections.

Mtambalike (2010) argues that during election, newspapers can play a part to ensure the full participation of the public effectively by reporting on the whole electoral process such as where to register, who can register, who can vote and who can contest for office. Echoing this, Agoka, as reported by Onyedika (2006:41) and cited in Asadu (2007:258) averred : “journalists through objective reporting could be catalysts of positive change in the nation’s democracy.” However, voter education in Nigeria appears inadequate considering the alarming number of invalid votes recorded in past elections. For instance, in the April 2011 presidential elections in Nigeria, 1,256,506 votes out of the 39,469,484 total votes cast were declared invalid. Also, in 2003, out of the 42,018,735 votes cast, 2,538,246 votes were invalid (All Africa.com).

Media ethics is a set of principles of conduct governing media professionalism. Media ethics guide the conduct of media professionals and as such, provide standard for judging their actions. Newspapers can facilitate peaceful, cordial and favourable election environment devoid of bickering, discontentment and apathy by presenting undistorted but reliable, accurate, objective and balanced reports of electoral processes. These are necessary ingredients that propel congenial campaign and voting environment. Based on ethical philosophy, a newspaper that is found to be neutral, unbiased, factual or objective and accurate in reporting issues relating to electoral processes is likely to attract the audience favour and patronage. Onyishi (1996:135), in Asadu (2007:254) alluded to this when he submitted that “the success or failure of our practice of democratic governance will, to a large extent, depend on how well the mass media carry out their functions as the midwife of democracy.” But one thing is to acknowledge the existence of media ethics; another is the ability and willingness to adhere to the tenets of the ethics. This is the bases for this study.

1.2 Problem Identification

Newspapers which are expected to report within the limits of media ethics while informing and educating the public about electoral processes have been notorious for publishing untruth, half truth and distorted stories when covering electoral processes in Nigeria. Thus, more often than not, news events which the newspaper projects do not agree with the public perception of the actual news events. Newspaper reporters identify with and accept ideas, attitudes and opinions of associates, politicians and political associations at the detriment of ethical principles.

Thus, rumours, conspiracies, falsehood and emotions which reduce the quality and integrity of news

find their way into newspapers during electoral processes. The consequences of this are dwindling performance, credibility crisis and poor patronage by readers. Against the backdrop of the foregoing, this study was designed to determine public perception of newspapers' level of adherence to ethical principles when reporting electoral processes in South east Nigeria.

The study specifically seeks among other things to: determine whether the public show concern about newspaper adherence to ethical principles when reporting electoral processes; determine the indices of adherence to ethical principles detected by the public; identify the ethical principle which readers think newspapers flout most when reporting electoral processes, determine public opinion on the extent of adherence to ethical principles by newspapers when reporting electoral processes and ascertain whether newspaper readers' perception of ethical quality of newspaper reports affect readership of newspapers.

1.3 Research Questions

The study was guided by the following research questions:

1. To what extent does the public show concern about newspaper adherence to ethical principles when reporting electoral processes?
2. What do the public see as indices of adherence to ethical principles by newspapers when reporting electoral processes?
3. Which ethical principle do newspapers flout most when reporting electoral processes?
4. What is the public opinion on the extent of newspaper adherence to ethical principles when reporting electoral processes?
5. Does public view of the ethical level of newspaper reports of the electoral processes affect readership of newspapers?

1.4 Hypotheses

The study was guided by the following hypotheses:

H1: Readers judgement of ethical quality will be related to their knowledge level of those ethical principles.

H2: The extent of public readership will depend on readers judgement of ethical quality of electoral reports in newspapers.

H3: Readers' perception of ethical quality of newspaper reports of electoral processes will be related to their educational level

The research becomes necessary in the face of growing political tensions triggered by the recent general elections of 2003, 2007 and 2011 in Nigeria. The work is therefore an opportunity to strengthen the media contribution to enduring and stable democracy. Furthermore, the study would go a long way to re-awakening their consciousness of newspaper reporters and editors to re-appraise their ethical approach to effective journalism as well as enhancing the media ethical standard while reporting electoral processes

2.1 Review of Related Literature

People's view of ethics change with time as what seemed to be ethical today might not be perceived so in the past. Several studies have been carried out on media ethics though the area is comparatively recent in media researches. Furthermore, Dominick (2009) argues that every day, in numerous situations, reporters, actors, station managers and other media professionals have to make ethical decisions about what should or should not be included in media contents or what should not be done. Thus, there are different perceptions of what is right or wrong, and there exists gray areas. Corroborating this view, Rodman (2010:28) argues: "many ethical considerations within media have the potential to be controversial because there is often a conflict between ethics in theory and what media professions face in the real world".

Harris Polls, a National Opinion Research Centre (NORC) in the United States of America conducted key studies with the American Society of Newspaper Editors (ASNE) in 1983. The researchers, who aimed at ascertaining the level of American confidence in the press adopted a value scale of "a great deal of confidence in the press" and that with "hardly any confidence". The result of their study shows various degrees of erosion of American confidence in the press from 1983 to 1987 (Meyer, 1987:182).

In 1985, according to the Pew Research Centre in Itule and Anderson (2008:457), 16 percent of respondents in a survey research believed almost nothing of what they read in daily newspapers and this decline in confidence became glaring when the number grew to 45 percent in 2004. Pew centre concluded that the press suffers from believability and consequent decline in confidence in newspapers.

Researchers wanted to find out the most important quality or characteristic the media needed to maintain high standards in the American national poll carried out in 1993. According to *Los Angeles Times* (1993) cited in Cooper (2088:19), respondents listed the following ethical issues as central to journalistic purposes: truth and honesty (61%); accuracy, check stories, sources (26%); fairness and balance (19%) and sensitivity (7%).

In 1998, the American Society of Newspaper Editors sponsored a study titled "Examining Our

Credibility: Why Newspaper Credibility is dropping”. The study was conducted by Urban. The result of the study shows that four-fifths of the adults in the United States of America believed that the news media were biased. Furthermore, more than 80 percent of Americans believed sensational stories got ample coverage because the stories were exciting and not because they were important (Bowles and Borden, 2004:206). Also, Miller (2006) noted that among Americans, 60 percent see news organisations as politically biased but according to Cooper (2008), in a survey carried out by the American Society of Newspaper Editors in 2008, more than 70 percent of those responding said news organisations favour one side rather than treating all sides fairly. Commenting on the mobility of news organisations to maintain high ethical standards, Hindman (2008:91) argues that the fluctuating number of opinions may indicate a general downward trend or they may reflect the public's dissatisfaction with specific events. There have been several highly visible ethical lapses by newspapers in recent time. For instance, the plagiarism and fabrication scandals at the *USA Today* (Steinberg, 2004) and *The New York Times* (Hindman, 2005) hurt the credibility.

In a related situation, Ogbondah (2003:103) as quoted in Ekanem (2008:73), argues that “the politicization of news has become a growing problem in the Nigerian media.” Furthermore, he observes that corruption has encouraged bias in the coverage of news as well as severe dependence of journalist on government and political paymasters. Consequently, the right of the public to know is being misused as little is done to present factual, accurate, balanced and fair report of events (Ezeah, 2007:56). In a study carried out by Azegbeni (2006:10) using the Daily Times and The Observer newspapers as case study in a survey method, the following were her findings: “privately-owned newspapers provided more credible news/information than their government-owned counterparts,” about “81% of the respondents said government interference in editorial content of government-owned newspapers was responsible for their low credibility.” Furthermore, the study found out that low credibility, bias and pro-government stand on issues as represented by 75.1% and 80.4% respectively, were responsible for the low patronage of government-owned newspapers.

As stated in Agba (2006:195), Marcia Grant carried out a study of the relationship between the press and the political system in Nigeria during the First Republic. The findings show that the character of political reporting and commentary in the print media was dependent on media owner's relationship with the political system. He concluded that most newspapers were partial as they became mouthpiece of sectionalism and political parties. The analysis of the foregoing literature shows that the works on media ethics, with respect to newspaper reports have taken many paths. However, none dwelt on the public assessment of how newspapers project electoral issues with respect to ethics. They did not consider specifically the public perception of newspapers' level of adherence to ethical principles in the reportage of electoral processes. This is the concern of this present study.

3.1 Theoretical Framework

This work is anchored on selective perception and selective retention theories. Selective perception theory argues that previous experiences and current disposition go a long way to determine how readers decode newspaper messages. Thus, our temperament, needs, memories and motives affect our reaction to messages on any issue. For instance, in Nigeria where members of political parties see themselves as members of ‘one family’, party loyalists may choose to ignore any adverse report on the party or preferred candidate. The tendency is to attribute such adverse report to ‘media bias’. Perception based on such disposition may affect the audience interpretation and judgement of electoral events.

With reference to selective retention, people are interested in information or messages which are very important and relevant to them. It is therefore reasonable to expect electorates to pay more attention to and recall easily messages about campaign issues or candidates favourable to them. .

4.1 Methodology

This research adopted the survey design. The population of this study was 1,910,288. The number constituted the total population of 10 Local Government Areas (LGA) in the five states of south east Nigeria selected for the study based on the Nigeria population census of 2006. The selected local government areas are: Osisioma Ngwa and Umuahia North in Abia State; Ihiala and Onitsha North in Anambra State; Ivo and Afikpo North in Ebonyi state; Nkanu West and Igbo-Eze North in Enugu State and Oru West and Mbaitoli in Imo State. The South-east was purposively selected because of the relatively high educational standard and political awareness associated with the area.

A sample size of 400 was selected. Out of the 400 copies of questionnaire administered, 388 copies were recovered. This gave a total response rate of 95.5 percent. Taro Yamane (1963) sample size formula as stated in Ogbuoshi (2006) was adopted to determine a representative sample size as shown in the equation below:

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

where n = Sample size
 N = Population
 e = Level of Precision (0.05) or error margin allowed
 l = Constant Unit.

Note: $N = 1,910,288$ = population of the 10 selected Local Government Areas in South East (NPC, 2006)

Substituting:

$$n = \frac{1910288}{1 + 1910288 (0.05)^2}$$
$$= \frac{1,910,288}{4776.72}$$

$$n = 399.9162 \approx 400 \text{ (approximately)}$$

The sampling technique adopted in this study is the multi-stage probability technique. This involves varying techniques at different stages of selection. First, the south-east was segmented into 5 zones according to states namely; Abia, Anambra, Ebonyi, Enugu and Imo. This ensured the accommodation of newspaper audiences in the research zone. Next, two local government areas, each from the five states were selected through random sampling. This gave a total of ten Local Government Areas. In another stage of selection, proportionate technique was used to distribute 400 copies of the questionnaire to the selected ten Local Government Areas.

Finally, at the designated sampling points (newsstands), available sampling technique was used to select respondents. What informed the choice of available sampling technique was the non-availability of sampling frame for newspaper readers. The newspaper reading/selling points (newsstands) in the sample Local Government Areas were designated sampling points. Although, the principal data for the study were collected from primary sources (questionnaire and interview), references were made to secondary sources such as books, newspapers, magazines, journals, internet sources, gazettes and government publications. The questionnaire was designed in the Likert scaling method which provides the respondents with the following options: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SD). Two reporters and two editors from different daily newspaper organisations were interviewed.

To validate the instrument, four copies of the questionnaire were given to professionals in the Department of Statistics, University of Nigeria, Nsukka and another four copies were given to lecturers in Mass Communication Department for the same purpose. They were provided with the purpose of the study, the research questions and the hypothesis to be tested to enable them determine which items could elicit relevant information. Later, the items were modified along the lines suggested by the experts. To determine the reliability of the questionnaire, a test-retest procedure was adopted whereby a sample population of 10 respondents were drawn at Ogurute Old Park/Road Junction, Igbo-Eze North newsstand. After one week interval, the instrument was again administered to the same sample of newspaper readers at the same point. The two sets of results were correlated. The resultant coefficient, $r = 0.88$ indicated that the instrument was reliable.

The responses to the questionnaire were arranged in simple distribution tables to show frequency count, percentages and mean scores for purposes of analysis. The average value of the 5 point Likert scale was used as the cut off point or point of decision as shown: $(SA+A+UD+DA+SD) \div 5 = (5+4+3+2+1) \div 5 = 3.0$. Thus, the mean score (3.0) was accepted as the point of decision. A mean score of 3.0 or more was accepted but rejected if it fell below 3.0. Pearson Product Moment correlation analysis was used to test the hypotheses.

Statistical Package for Social Science (SPSS) was employed to analyse the data.

4.2 Data Presentation Analyses, Answers to Research Questions and Test of Hypotheses

4.2.1 Research Question I

To what extent do the public show concern about newspaper adherence to ethical values when reporting electoral processes?

The data and analysis in table 1 of appendix provided answer to research question I

The table shows that when the two degrees of agreement are collapsed into 'agreement,' a significant majority (77.06%) of the respondents showed concern about newspaper adherence to ethical values in the reportage of electoral processes. This was accepted at a mean score level of 4.02.

4.2.2 Research Question 2

What do the public see as indices for determining ethical quality of newspapers' reportage of electoral processes?

The data in table 2 of appendix were used to provide answer to research question 2. It was evident that accurate reporting, balanced, editorial independence and fair reporting, which scored 3.9, 4.06, 4.05, and 4.09 above the mean score respectively, were accepted as determinants of ethical quality of newspaper reports of electoral processes. On the other hand, with mean scores of 1.96, 2.19, 1.69, 2.39, 2.35, and 2.55 respectively,

the following were rejected as determinants of ethical quality of newspaper reportage of electoral processes: respect for newspaper owners, stories that can offend someone, character assassination, respect for associates, emotional and exciting news, and non-detailed investigation before publishing report.

4.2.3 Research Questions 3

Which ethical principle do newspapers flout most when reporting electoral processes?

The data in table 3 affirmed that accurate reporting with a frequency of 130 (33.51%) was the most flouted by newspapers.

4.2.4 Research Question 4: What is the public opinion on the extent of newspaper adherence to ethical principles when reporting electoral processes?

From table 4 shown above, 176 (45.36%) of the respondents shared the view that newspapers were 'fairly good' in terms of adherence to ethical principles while 152 (39.18%) affirmed that newspapers were 'good' in terms of adherence to ethical principles. Thirty one respondents or 7.99% rated newspapers 'excellent' while 25 (6.44%) and 4 (1.03%) of the respondents rated newspapers 'poor' and 'very poor' respectively.

4.2.5 Research Question 5: Does public view of the ethical standard of newspaper reports of electoral process affect readership of newspapers?

The data in table 5 showed that respondents accepted the assertion that non-adherence to ethical principles by newspaper reports of electoral processes does not discourage readers from reading newspaper. This was accepted at a mean score of 3.65 where two hundred and seventy five respondents (92+183=275) or 70.88% (23.71 +47.17%) agreed with the view while only 84 (21.65%) disagreed with it.

4.3.1 Test of Hypothesis 1

H₁: Readers' judgement of ethical quality will be related to the knowledge level of those ethical principles.

To test the hypothesis, knowledge of ethical principles and Judgement of ethical values as stated items 7 and 10 of the questionnaire respectively, were correlated as shown below:

There is a positive correlation between the readers' judgement of ethical quality of newspapers and knowledge of ethical values ($r = .19, P < .001$).

4.3.2 Test of Hypothesis 2

H₂: The extent of public readership will depend on readers judgement of ethical quality of electoral reports in newspapers. To test the hypothesis, the frequency of respondents' readership habit and the rating of newspapers' level of adherence to ethical principles were correlated.

From the analysis in tables 6 and 7 above, there is a positive correlation between the readers' frequency of readership of newspapers and their judgement of ethical quality ($r = .11, P < .05$). We accept the alternative hypothesis.

4.3.3 Test of Hypothesis 3

H₁ Readers perception of ethical quality of newspaper reports of electoral processes will be related to their educational level.

To test the hypotheses, (educational qualifications) and (indices for determining ethical quality) were correlated as shown in table 8 .

From the analysis as shown in table 8, the correlation is significant at 0.01 Level (2-tailed). Thus, there is a moderate positive correlation between the readers' perception of ethical quality of newspaper reports of electoral processes and their educational level ($r = .41, P < .001$).

5.1 Discussion of Findings

Five research questions and three alternative hypothesis were formulated and tested in this study. The data generated were interpreted and discussion of the results in relation to the research questions and the hypotheses are presented. The data obtained for testing the first research question as shown in table 1 revealed that the public show concern for newspapers' adherence to ethical principles when reporting electoral processes. This is evident in the mean score of 4.02. When 'agree' and 'strongly agree' responses were collapsed into one 'agree' category, significant majority (77.06%) showed concern about newspaper adherence to ethical values in the reportage of electoral processes. The study corroborates the finding of The Freedom Forum in a study aimed at making recommendation for improving fairness in journalism. According to Itule and Anderson (2008:458), the finding of that study showed that "the public expressed serious concern about press performance, particularly about the procedures and practices of journalism, that is, how journalists do their jobs."

As revealed in the findings, accurate reporting, balanced, editorial independence, and fairness were indices that determine newspapers' ethical quality of electoral reports. On the other hand, respect for newspaper owners, offending stories, character assassination, respect for political associates, emotional and exciting news and non-detailed investigation before publishing were found to be non-determinants of ethical quality of newspaper reports of electoral processes.

Also, the findings showed that accurate reporting was flouted most by newspapers when reporting

electoral process (see table 3). This goes to buttress the assertion made by Ezeah (2007:56) that the question of fairness and accuracy seems to be the most abused of all the provisions of the ethical code by Nigerian Union of Journalists. The problem of inaccuracies and distortions of facts could be informed by the reporters' rush to the print without taking pains to check their facts. The finding suggests that during election campaigns, newspapers do not report exactly known facts and information that are important to a story. In view of this, Day (2006:84), argues that "inaccurate unsubstantiated or uncorroborated information can undermine the credibility of any journalistic enterprise."

However, the finding is contrary to the finding in a poll carried out using CBS News/*New York Times* in 2006. The result of that study showed that 63% of adults had a great deal or fair amount of confidence that news media report the news fully accurately and fairly."

The fourth research question was aimed at determining the public opinion on the extent of newspaper adherence to ethical principles when reporting electoral processes. As evident in the rating of public opinions in table 4, newspapers were generally rated 'fairly good' in terms of ethical principles in the reportage of electoral processes.

However, the concentration of the responses by the respondents on 'fairly good' (45.36%) and 'good' (39.18%) seem to suggest that the extent of newspaper adherence to ethical values tends towards average. Hypothesis I which says: "Readers' judgement of ethical quality will be related to the knowledge level of those ethical principles" was accepted. The positive correlation ($r=.19, P<.001$) indicates that the higher the knowledge of ethical values the higher the judgement of ethical quality of the newspaper by the readers. The second hypothesis which says: "the extent of public readership will depend on readers' judgement of ethical quality of electoral reports in newspapers" was tested with correlation analysis. From the analysis of the data collected there was a positive correlation between the readers' frequency of readership of newspapers and their judgement of ethical quality.

One striking finding in the study is that in spite of relatively low level of adherence of newspaper reports to ethical principles, 225 respondents (92+183) or 70.88% were not discouraged from reading newspapers. The numerical scores and their percentage equivalents in table 5 were observed to provide clues to this finding. The study also confirmed the research hypothesis 3 which argued that readers' perception of ethical quality of newspaper reports of electoral processes will be related to their educational level. However, the correlation between the readers' perception of ethical quality of newspaper reports of electoral processes and the educational level, though positive, is moderate ($r=.41, P <.001$).

6.1 Conclusion

One of the greatest challenges to newspaper reportage of electoral activities in Nigeria is the inability of newspaper reporters to adhere to ethical values. Such attitudes and behaviours of reporters tend to create doubts in the minds of the public. However, ample opportunity still exists for improvement since greater percentage of the public are not discouraged from reading newspapers despite relatively low level of adherence of newspaper reports to ethical standards. However, to promote healthy rivalry among reporters and editors, and to engender the cultivation of moral probity and accountability in the media and democratic system in Nigeria, newspaper reporters should take pains to crosscheck their facts before rushing to the press.

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Appendix

Table 1 Data showing Respondents Concern about Newspaper Adherence to Ethical principles when Reporting Electoral Processes

Public concern about Newspaper adherence to ethical principles when reporting electoral processes matters a lot to me	Freq.(f)	175	124	31	39	19	4.02	Accept
	Percentage (%)	45.10	31.96	7.99	10.05	4.90		

Table 2 : Data Showing Respondents' Opinion on the Indices that Determine Ethical Quality of Newspaper Reports of Electoral Processes.

Nature of Statement		SA	A	UD	DA	SD	Mean	Decision
Which of the following can be used to determine ethical quality of newspaper on electoral processes.	Freq							
Accurate reporting	Freq	104	187	58	39	0	3.9	Accept
Balanced reporting	Freq	100	230	38	20	0	4.06	Accept
Editorial independence	Freq	120	200	42	19	7	4.05	Accept
Respect for newspaper owners when reporting	Freq	4	16	64	178	126	1.96	Reject
Fairness	Freq	112	201	72	3	0	4.09	Accept
Stories that can offend someone	Freq	22	31	19	215	101	2.19	Reject
Character assassination	Freq	0	6	21	207	154	1.69	Reject
Respect for associates when reporting	Freq	37	47	66	117	121	2.39	Reject
Emotional and exciting news	Freq	26	62	36	163	101	2.35	Reject
Non-detailed investigation before publishing report	Freq	46	73	29	141	99	2.55	Reject

Table 3 : Data Showing Ethical Principle Flouted most by Newspapers in the Reportage of Electoral Processes as indicated by Respondents.

Nature of Statement	Frequency (f)	Percentage(%)
Objective reporting	71	18.30
Accurate reporting	130	33.51
Balanced reporting	21	5.41
Editorial independence	80	20.62
Fairness	74	19.07
Responsible reporting	12	3.09
Total	388	100

Table 4: Data Showing the Respondents' Opinion on the Extent of Newspapers Adherence to Ethical Principles when Reporting Electoral Process

Rate the newspapers you have read generally on the extent of adherence to ethical standard.	Frequency (f)	Percentage (%)
Excellent	31	7.99
Good	152	39.18
Fairly good	176	45.36
Poor	25	6.44
Very poor	4	1.03
	388	100

Table 5: Data Showing the Effect of Public View of Ethical Quality of Newspaper Reports of Electoral Processes on the Readership of Newspapers.

Nature of Statement		SA	A	UD	DA	SD	Mean ()	Decision
Non-adherence to ethical principles by newspaper report of electoral processes does not discourage me from reading newspapers	Freq.	92	183	29	53	31	3.65	Accept
	(%)	23.71	47.17	7.47	13.66	7.99		

Table 6: Correlation

	Judgment of ethical quality of newspaper	Knowledge of ethical values
Judgement of ethical quality of Newspaper	Pearson Correlation Sig. (2-tailed) N	1 388 388
Knowledge of ethical Values	Pearson Correlation Sig. (2-tailed) N	.192 .000 388

Correlation is significant at the 0.01 level (2-tailed)

Table 7: Correlations

		FREQ – READERSHIP	Quality – newspaper
FREQ_READERSHIP	Pearson Correlation	1	.106
	Sig. (2-tailed)		.050
	N	388	388
Quality_newspaper	Pearson Correlation	.106	1
	Sig. (2-tailed)	.050	
	N	388	388

Table 8: Correlation

		Perception of ethical quality	Educational level
Perception of ethical quality	Pearson Correlation	1	.409
	Sig. (2-tail)		.000
	N		388
Educational Level	Pearson Correlation	.409	1
	Sig. (2-tail)	.000	
	N	388	388

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