

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to Study

The term surveillance is a word that is gotten from the French word “surveiller” meaning "oversee" or "watchover". The term "surveillance" is used to describe a wide range of activities that involves the society and its activities being observed. However, The collecting and analysis of personal data drawn from digital communication channels, frequently by automated technology which enables real-time data aggregation and categorization, and review of vast volumes of metadata and information is referred to as media surveillance.(Adrian and Allie 2019). Journalists could monitor social media to track the actions of individuals and social media users to obtain news by using social media platforms. However, this adds to the intrigue of journalistic work. According to (Talabi 2011, p. 1), "As the internet is transforming journalism; journalists will soon have a new means of packaging and delivering information." The journalist's position has evolved as the digital era has progressed. The internet and other forms of information networking technology have made it possible to learn about events without physically attending them. Journalists may use the internet to report on breaking news from around the world. Technology and communication have always gone hand in hand throughout history, and recent technological advancements like the internet have propelled communication research to new heights. Because of the internet and Information Communication Technologies, journalism is confronted with new ethical dilemmas. The praise of technological advances and their enrichment of journalism have been accomplished by the role of technology, while journalism has benefited from technological development in news gathering (digital and smaller cameras, digital voice recorders), there is also a sense that technology is responsible, partially or wholly for the devaluation of journalistic standards. (Lokman 2009)

Social media which are a form of electronic communication are responsible for the highest activity on the internet. They are social networking websites designed to let users to share their opinions and keep in touch with friends, family, and well-wishers. Social media represents a shift in how individuals find, read, and share news and information content, resulting in the democratization of information and the transformation of content consumers into content

producers. Social media are also websites where people may freely engage with one another to share and discuss information about themselves and their life, using a multi-media mix of personal words, pictures, videos and audio (Bruce and Douglas; 2008, p.27)

In the twentieth century, technology started to evolve at a breakneck rate. Following the creation of the first supercomputers in the 1940s, scientists and engineers started to build ways to link those machines, eventually leading to the birth of the Internet. CompuServe, one of the first kinds of the Internet, was created in the 1960s. During this time, the initial kinds of email were developed. By the 1970s, networking technology had progressed to the point where UseNet, launched in 1979, enabled users to communicate through a virtual newsletter. (Hendricks, 2013)

According to Hendricks (2013), home computers and social media were becoming more popular by the 1980s. IRCs, or Internet relay chats, became popular in 1988 and remained popular well into the 1990s. Six degrees, The first well-known social networking site was launched in 1997. Users were able to build a profile and connect with other people on the platform. The first blogging sites exploded onto the scene in 1999, sparking a social media movement that continues to this day. Hendricks further emphasized on social networking, saying it exploded in popularity after the advent of blogging. In the early 2000s, sites like MySpace and LinkedIn grew in popularity, while photo bucket and Flickr enabled online photo sharing. In 2005, YouTube debuted, ushering in a whole new way for people to connect and interact across vast distances.

Facebook and Twitter were both open to users all over the world by 2006. These sites are still among the most well-known social networking websites on the internet. Tumblr, Spotify, Foursquare, and Pinterest were among the first sites to emerge to fill unique social networking niches. There are a plethora of social networking sites available today, and a large number of them can be connected to enable cross-posting. This provides an atmosphere in which users can communicate with the greatest number of people while maintaining the intimacy of one-on-one contact. We can only speculate about how social networking will evolve within the next decade or even 100 years, but it is apparent that it will remain in some form for as long as humans exist. (Hendricks 2013)

Investigating and covering incidents, topics, and patterns to a wider audience is also part of journalism. Even though journalism takes many forms, the purpose is to inform the intended audience about a wide range of topics, ranging from government and commercial organizations to cultural aspects of society such as arts and entertainment. Journalism encompasses a variety of disciplines such as editing, photojournalism, and documentary reporting. Every country has relied on contact to maintain relationships. The media play an important part in the spread of information, knowledge and ideas. Journalism is a noble career that encompasses all aspects of the media. These tasks include gathering news, generating ideas, processing them, and disseminating them. These events are aimed at members of the general public who are interested in learning more about what is happening in their local and wider environments. Journalism encompasses all forms of media, including print, electronic, and online.

Journalism is the systematic processing of media material for public consumption. Essentially, journalism leads to the fulfillment of people's curiosity about current affairs and important people in society. These updates are viewed as breaking news or follow-up incidents in the form of an investigative report. Journalism encompasses all facets of human contact and relationships. The Internet revolution has had a significant impact on the functions of media in Nigeria and around the world in recent years. Since the introduction of social media, there has been much advancement in the journalistic field especially in the Guardian Newspaper. The internet has altered the appearance journalism in general. Social media has its disadvantages and also its advantages when it comes to new dissemination. Its advantages been that it helps to create awareness to the public on unknown information, and it is a fast, effective and efficient means of disseminating information. The major disadvantage is disseminating of uncensored information likewise information that isn't verified, or proofread.

## **1.2 Statement of the Problem**

Social media's influence on today's world of communication, especially journalism, should not be underestimated. Since their inception, social media have altered the way journalists operate, as well as the way news are produced and disseminated. Without a doubt, social media have had a positive effect, but there are questions about its impact on productivity and the disruption it

may cause journalists work habits. The term "social media" has entered the journalistic lexicon, and it appears that gathering information has surpassed self-promotion as the primary social practice. Although journalists' usage of social media is growing increasingly sophisticated, using a variety of resources to source news, some journalists are less optimistic about how social media affects their reporting practices, audience participation, effectiveness, and quality of work. Despite the various issues that have been brought up against social media, it has made several significant contributions to the practice of journalism. In areas such as the essence and scale of news sourcing, distribution, and feedback, it is realistic to investigate the significance of social media in journalistic practice in Nigeria. The usage of social media by journalists has been beneficial, but there are still some problems that they face. Unrelenting fake news are Part of these problems. Centered on these opposing perspectives, The goal of the research is to find an answer to the question: how has social media influenced journalism in Guardian newspaper in terms of their journalistic duties?

Ethically and professionally, utilizing social media for surveillance has its challenges, such as fake news, which simply is relating news that are not true about a particular issue, person, or event on social media that happens to be used for surveillance which may lead to false knowledge and controversies, also hate speech which include speech or writing that is abusive or threatening and demonstrates bias against a specific group. This speech can come in different basis such as race, religion, or sometimes sexual orientation. This poses as a challenge when surveillance is made from this type of social media post. Another challenge is manipulation of contents

### **1.3 Objectives of the study**

The general objective of this study is to determine the prospects and consequences of using social media among journalists in The Guardian newspaper for media surveillance functions. The specific objectives are as follows:

1. To examine the extent to which journalists in in *The Guardian* newspaper use social media networking tools in their routine journalistic assignments;

2. To identify the social media platforms that journalists in *The Guardian* newspapers utilize in their routine journalistic assignments;
3. To determine the prospects of using social media among journalists in *The Guardian* newspapers in their routine journalistic assignments;
4. To determine the consequences of using social media among journalists in *The Guardian* newspapers in their routine journalistic assignments.

#### **1.4 Research Questions**

This study will be guided by the following research questions:

1. To what extent do journalists in *The Guardian* newspaper use social media networking tools in their routine journalistic assignments?
2. What are the social media platforms that journalists in *The Guardian* newspapers utilize in their routine journalistic assignments?
3. What are the prospects of using social media among journalists in *The Guardian* newspapers in their routine journalistic assignments?
4. What are the consequences of using social media among journalists in *The Guardian* newspapers in their routine journalistic assignments?

#### **1.6 Significance of the Study**

Journalists, media organizations, news outlets, editors, lecturers, and students in the field of journalism and mass communication, as well as other researchers interested in conducting similar studies will find this study extremely useful. The research will assist journalists in obtaining valuable information through social media networking platforms and will also provide them with resources. It will also assist journalists in interacting with their audiences and

determining their knowledge requirements. The study would also assist journalists who have been hesitant to use social media in order to boost their productivity.

### **1.7 Scope of the Study**

The scope of this research is limited on the Prospects and Consequences of social media in media surveillance, focusing on journalists of *The Guardian* Newspaper, Lagos state. This research would take place among Journalists and the scope would be limited to the period between March-August 2021.

### **1.8 Operational Definition of Terms**

**A. Social media:** The word "social media" refers to Internet-based social networking platforms that were created to allow people to express their opinions and keep in contact with friends, family, and well-wishers.

**B. Media Surveillance:** this is the collection and processing of personal data pulled from digital communication channels, often by automated technology that allows for real-time aggregation, organization, and review of vast volumes of metadata and information.

**C. Journalism:** this is gathering, assessing, creating, and presenting news and information

**D. Prospects:** this is the potential things that may come to pass

**E. Consequences:** a specific action or condition, usually one that is unpleasant or inconvenient.

**F. Internet:** a global computer network made up of interconnected networks that use structured communication protocols to provide a range of information and communication services.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, an attempt is made to review the related literature to form the background, and conceptual framework for the study. It also discusses the relevant theoretical framework on which the research study finds its base and serves as a backup to the study. Finally, this chapter also looks at various works done by other researchers and scholars in relation to the research study under the empirical review

#### **2.2 Conceptual Framework**

##### **2.2.1 Concept of Social Media**

Social media have various meanings, over the past years researchers have come up with different concepts of social media. However, term social media is defined as the on-demand access to material on any digital device, at any time and from any location, as well as interactive user feedback, as well as creative and participatory activities. Another feature of social media is the instantaneous creation of unregulated information. Social media refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing (Michaelson, 2011). Social media are also defined as the Internet-based platforms, social media enable users to create and share content with others within the networked community (Burns, 2017). They soon gained traction, forcing news organizations and journalists to adapt to the modern multidirectional news distribution and integrate social media into the news production and dissemination process. As a result, social media have taken on a variety of positions in journalism. They are used by news organizations to preserve, expand, and promote their global online presence, as well as a tool for collecting and disseminating information.

This technological innovation has resulted in the development of social media as an application. Kaplan and Haenlein state that, social media is defined as “A series of Internet-based apps that

build on the conceptual and technological roots of Web 2.0, and that allow the creation and exchange of user produced content [also known as UGC],” (Kaplan and Haenlein 2010, p.61).

Many people have successfully navigated the social media ecosystem, demonstrating the applications' ability to produce great results.

A basic definition has been provided to social media, but it can now break it down further to gain a better understanding of it. Kaplan and Haenlein 2012 state that, it consists of: Wikipedia, blogs and microblogs (such as Twitter), content communities (such as YouTube), social networking sites (such as Facebook), virtual game worlds (such as World of Warcraft), and virtual social worlds are all instances of collaborative endeavors (e.g. Second Life) (Kaplan and Haenlein 2012). News has become more accessible because of social media sites like Twitter and Facebook, as well as blogs. The characteristics of these social networks are diverse. Facebook appeals to a little older and more mainstream audience, yet it has become the default networking site for students. In addition, according to Bullas (2015), Facebook is the most well-known social media platform, with over a billion monthly users. Approximately 49 million new postings are made on Facebook every 15 minutes. Every minute, according to bullas, over 1.3 million posts are shared. Approximately two-thirds of Facebook users (64%) click on news items. About 60% of people like or comment on stories, and 19% do so frequently. Today's vital news source is Twitter, the most rapidly expanding social media platform (New York Times, 2009). Individual to mass communications, as well as individual to individual and mass to point messaging, can all benefit from the use of social media.

Social media are not exactly a new concept. People have been utilizing the internet for networking, socializing, and getting information for a long time, even though It is only recently that it has become a component of popular culture and the business sector. Many years ago, social media was just a concept, but it has since matured into sophisticated technology. The use of the analogue telephone for social contacts can be linked back to the social media concept. The most well-known implementation of social media was an innovative program, an online dialogue platform, developed by Randy Suess and Ward Christensen, both former IBM employees. Instead of making many phone calls or distributing notes, they envisioned a place where they could instantly contact their coworkers for announcements, such as meetings, reports, and other matters. Employees began to submit their ideas and views to the online community as time went



on. That occurrence was a watershed moment in computer and internet history. It was the beginning of social networking on the internet.

Anyone having access to technology, such as a smartphone and/or any mediated technology, may now gather, process, and transmit information to others as a result of the growth of social media (Langlois, 2011). In the electronic media landscape, anyone with the necessary equipment can produce their own broadcasts, effectively performing the functions of traditional journalists (Bubuli, 2014). Bubuli (2014:6) observes how social networking sites compete with traditional news and information sources such as newspapers and television. According to Naughton (2013), others, such as Kirkpatrick (2010), have noted the growing importance of social networking platforms, particularly Facebook, in finding and delivering journalism content. Scholars such as Meyers et al. (2012), however, are skeptical, claiming that citizen journalism reports lack the rigor given by professional journalists.

### **2.2.2 Social Consequences of Internet and Social Media**

The internet has become a mass medium, and relying on it reduces the importance of traditional mass media's monitoring function. When a breaking news event occurs, those who are interested publish messages on the internet for others to read. This method differs from traditional journalism in that it flows from the top down. Editors choose what to cover and dispatch reporters to get information. In light of the aforementioned, we shall investigate some of the societal issues brought by the internet and social media. Here are a few of the societal issues that the internet and social media have brought forth. (HEMBADOON 2009)

1. Privacy Concern: Concerns about privacy are also raised by social media and the internet. Maintaining a person's privacy in the technological age isn't a new issue; before the internet, collecting a complete dossier on someone needed days, if not weeks, of digging through documents strewn over dozens of locations. Today, a human can do the same thing with just a few mouse clicks thanks to electronic databases. Many countries have been grappling with these privacy issues in order to limit access to personal information over the past few years.

2. The absence of gatekeepers: Gatekeepers are present in the mass media, however they are absent from social media platforms such as Facebook, Twitter, Yahoo, and YouTube. The risk of flooding the system with undesired, minor, or insignificant communications is greatly enhanced as a result of this. Gatekeepers also serve as information evaluators. The legitimacy and credibility of possible news sources are taken into account by newspaper editors and television news directors. Inaccurate news tips, baseless rumors, and false information are wiped out before they are published or transmitted if the system is working effectively. However, information gained from the internet is not guaranteed. Some of it may be true, but you must use it at your own risk. There is no censorship when there is no gatekeeper.

3. Lack of interpretation: this simply refers to user's lack of understanding of news spread via the internet. The majority of information on the internet is unprocessed, users are allowed to generate their own interpretations, resulting in a variety of viewpoints on a given subject or incident. Most users might give their different opinions on information that might not be accurate because the internet has not passed across a meaningful understanding of the news spread. Many computer bulletins boards and social media sites as we have seen exists for an impressive array of topics (Dominick, 2002 P. 318).

### **2.2.3 The Concept of Media Surveillance**

Humans are always aware of their surroundings, taking note of the actions of those in their immediate vicinity. Every social system, including social media platforms like Twitter, Google+, YouTube, and Facebook, is subject to surveillance. These services' providers utilize this information to develop profiles that can be used to offer consumers tailored ads. Rapid advancements in computing and communication technology have made this possible. Users of social media devote a significant amount of effort to curating online "exhibitions" of various facets of their personalities. This is especially true for young people who are forming their own identities and peer networks. In industrialized economies, the usage of social networks is crucial

for friendships, social capital, and popularity. Individuals' autonomy over the information they disclose about their attributes in various social contexts is being eroded by social media surveillance, which often goes to strong players like the government or multinational businesses. Their ability to control their social relationships and identities is hampered as a result of this. The term "surveillance" is a broad one. Humans are always aware of their surroundings, observing the look and behavior of others both consciously and unconsciously. It happens in every social institution, among friends, coworkers and supervisors, and bureaucrats (Marx, 2012). Human activity on social media platforms such as Twitter, Google+, YouTube, and Facebook, which had 4.4 billion active monthly users in July 2021, is included in this. While most people use social media to connect and exchange images, web links, and other sorts of information with their friends, social media companies' primary goal is to collect all of this data to construct profiles that can be used to show users tailored advertisements. Surveillance is obtained from the French term "surveiller" which means "to oversee" or "to keep an eye on." It is overseen by watchers, overseers, and officers, signifying a social hierarchy (Fuchs, 2011, p. 124). The process is generally dispersed over interconnected systems, bureaucracies, and social relationships – forming "surveillant assemblages" – and integrated in everyday life (Lyon, Haggerty, & Ball, 2012). Social media sites are increasingly resembling such assemblages as they use "cookies" and other tracking mechanisms to collect data on user activity elsewhere on the internet, as well as other sources of information on users, such as retailer loyalty cards, customer surveys, and smartphone location traces.

Surveillance is a centuries-old social process that became a central organizing societal practice in the late twentieth century, affecting power dynamics, institutional practice, and interpersonal relationships. One of the crucial functions of the media is to keep surveillance of everything that happens in the world and to enlighten human civilization. The media is responsible for providing news and covering a large selection of topics that are beneficial to society. The media contributes to social order by offering instructions on what to do in times of crisis, so minimizing public confusion. For example, in times of natural catastrophes, war, health scares, and so on, the media's responsibility is to raise awareness by providing information on what's going on and how the disaster can be dealt with. The purposes of mass communication, according to Merton, can be evident or latent. The visible and intended media's effects are

known as manifest functions. Latent functions, on the other hand, refer to undesired or difficult-to-observe effects

#### **2.2.4 Mass Media in the Digital Age**

All forms of mass communication are included in this term. All media technologies aimed at reaching a broad audience through communication are referred to as mass media. The following are examples of media:

i. Broadcast: Communications supplied over electronic communication networks are known as broadcast media. Electronic media are another name for them. Television, radio, movies, CDs, DVDs, cameras, and video consoles are all examples of electronic media that transfer data (Albertazzi and Cobley, 2010). The word "webcasting" is used to describe broadcasting over the internet. The Internet is claimed to be the most interactive medium of all mainstream media, and it may be described as a "network of networks" in a nutshell.

ii. Social Media: Social media is described as material developed with highly accessible and scalable publishing techniques and intended to be distributed through social interaction. Facebook, Twitter, Wikipedia, YouTube, MySpace, Badoo, 2go, BlackBerry Messenger, Google+, and many others are examples of social media.

iii. Print Media: Magazines, newspapers, books, and other printed media fall under the heading of print media. A magazine is a type of periodic publication that contains a variety of articles and is typically funded by advertising and/or reader purchases (Sambe, 2005). Weekly, biweekly, monthly, bimonthly, and quarterly publications are the most common. They're usually printed in color on coated paper with a soft copy binding. Professional, general interest, fashion, sports, Electronic and print media provide people with information, education, news, and other data. Traditional media, such as newspapers, magazines, television, radio, and film, differ from

social media in that they are relatively inexpensive and accessible, allowing anybody (including private persons) to create or access content. The ability to reach zero individuals or millions of people is something that both social and mainstream media have in common (Hembadoon 2009 pg 15). The following are some of the characteristics that distinguish social media from industrial or mainstream media:

- a. Traditional media and social media technologies both have the ability to reach a global audience and provide scale. Traditional media, on the other hand, typically employ a centralized framework for organization, production, and dissemination, whereas social media is more decentralized, less hierarchical, and characterized by multiple points of production and utility by its very nature.
- b. For most mainstream media, the means of production are typically inaccessible. Government and/or corporate (or privately-owned) tools are generally available to the public at little or no cost, whereas social media tools are generally available to the public at no cost.

### **2.2.5 An Overview of Journalism**

Journalism is a type of communication that revolves around asking and answering the questions who? What? Where? When? Why? How? Harcup (2004) is a writer who has published a number of books on the subject. Journalism, according to Harcup, informs society about itself and makes public what would otherwise be private information. As this article suggests, journalism may actually inform society about itself, and much journalism may be devoted with making public what would otherwise be private. Ganiyu (2004) defines journalism as "the task of gathering, publishing, and spreading news and perspectives about society through the use of mass media." Journalism, according to Wikipedia, is the practice of gathering, analyzing, verifying, and disseminating information about current events, trends, issues, and people. Journalists are those who work in the field of journalism.

For example, The Guardian newspaper, which claims to be "the flagship of Nigerian journalism" (Ette 2000), used to be rather participatory, however it lacked multimedia. Between the late

1990s and the early 2000s, the online forums and chat rooms it built for debating its news material (which qualifies as interactivity in a restricted sense) were the first stop for homesick Nigerians in the West. It served as a "rallying point for Nigerians at home and abroad to connect and discuss common issues of national importance," according to a chat-room participant who lived in the United Kingdom at the time (Nworah 2010). The paper decided to commercialize participation after realizing that its forums had become extremely popular. Before consumers could join in online debates on its platforms, they had to pay a fee up front. Almost all of the volunteers dropped out of the study. Nobody was willing to pay a charge to talk across time and space. Instead, Nigerians in diaspora were motivated to start their own free discussion forums after the Guardian decided to monetize participation in its chat rooms. It was rash and unimaginative business approaches to have people pay a price before they could interact with the content of a newspaper. The Guardian might have employed one of the various monetization tactics used by the DailyMail.co.uk, for example: advertising overlays, sponsorship, and "intelligent hyperlinks" within postings, to name a few (Thurman 2008: 139).

Guardian website at the time did not even offer a way for readers to connect with or comment on its content. It has returned to its previous state. It was limited to posting shovel ware versions of its print edition and lacked a functional, intuitive search feature as well as an online archive of all its content—all features that are basic and integral to the architecture of almost all mainstream Western news media's websites, and which Deuze (2003) identified as central features of online journalism. "Most [Nigerian] journalists are not computer literate, much less own personal computers, despite the arrival on the Internet of The Post Express, The Guardian." says Olukotun (2000: 35). He cites a survey published in the Nigerian Media Review, an authoritative industry newsletter, which lamented the Guardian's technological backwardness in its March/April 2000 issue:

A visit to The Guardian's newsroom does not do justice to the publication's prominence and influence in the field of journalism. Reporters still use long-hand production despite the fact that the room is a jumble of tables and chairs. Here, there is very little presence of information technology (Olukotun, 2000:35).

After years gone Journalism in Nigeria improved, journalists were able to receive and disseminate information via the internet. They found this more convenient and effective. Guardian Newspaper were able to adapt to this change and now make use of various social media

### **2.2.6 An Overview of Online Journalism**

The term "online journalism" alludes to the pervasiveness of the internet. There isn't a single news organization worth its salt these days that does not have a presence on the internet. Journalism used to be defined as taking an active role in the process of gathering, reporting, evaluating, and disseminating news and other information. Revelation, current events, gossip, new information, and imparting facts are some of the terms used today. Today, there is no such thing as "news," and anything can be news. (Dwyer, 2010). All newspapers, magazines, radio and television stations now have websites where readers may access news pieces, features, documentaries, and interviews that were previously only available in print. According to Dwyer (2010:131), around 70% of the substance of significant online news stories is identical to the original story in the offline form. Audience content is being used by traditional media sources such as broadcast TV and radio to innovate and expand their public service remit. Media companies have resorted to create Online Departments or Units to cater primarily to their online readers. Audiences can access media stories in the form of text, video, audio, and graphics on such websites (Ganiyu and Qasim, 2011).

Recent analyses of the changing dynamics of content generation, distribution, and consumption, according to Dwyer, have looked at shifting relationships between producers and consumers. Rosen (2008), for example, used the phrase "the individuals formerly known as the audience" to emphasize the new autonomy of citizens in participatory media, who are inventing and using online media tools to produce and share stories and information, to make contributions to the media sphere's conversations.

It is necessary to analyze the form and history of online journalism in general in order to grasp the distinctive elements of online journalism in a global context. In 1970, the United Kingdom

invented teletext, the first kind of digital journalism. Teletext is a system that allows viewers to pick and choose which stories they want to read, and then see them right away. The information delivered by teletext is brief and immediate, similar to what is seen now in digital journalism. The information was transmitted between the frames of a television transmission in what was known as the Vertical Blanking Interval or VBI. As documented in his book *Fear and Loathing on the Campaign Trail*, American journalist Hunter S. Thompson used early digital communication technology, starting with a fax machine, to report from the 1971 US presidential campaign trail. Following the invention of teletext came the discovery of videotex, with Prestel being the world's first system, launched commercially in 1979[16] with numerous British media, including the Financial Times, queued up to distribute newspaper content online through it. Videotex ceased operations in 1986 due to a lack of end-user demand. American newspaper corporations took notice of the new technology and developed their own videotex systems, with Viewtron, a Knight-Ridder service debuted in 1981, being the largest and most ambitious. Keycom in Chicago and Gateway in Los Angeles were among the others. By 1986, all of them had shut down.

The importance of online journalism Interactivity, which he defines as the ability for readers or viewers of online information to react to, interact with, and even alter news items delivered to them, is the first attribute he highlights. This feature is exemplified by the comment area of internet material. The second aspect is multimediality, which refers to the technical ability to transmit news material across numerous platforms, including text, video, audio, and animated graphics. Multimediality would be deemed lacking if only static textual information were used. The ability of news sites to “connect the narrative to other articles, archives, resources, and so on through hyperlinks,” as Deuze explains it, is the third feature that distinguishes online journalism (Deuze 2003: 206). Hypertextuality is defined here as the availability of connections that connect readers to similar content on the same website and/or external sites that are relevant to the content being provided. Deuze breaks down these three broad qualities into four categories of online journalism: "mainstream" news sites, "index and category" sites, "meta and comment" sites, and "sharing and discussion" sites. He distinguishes between “moderated participatory communication” on “mainstream” and “index and category” sites and “unmoderated participatory communication” on “meta and comment” and “share and discussion” sites (Deuze, 2003: 205).



In other words, while mainstream-and-index and category sites, such as legacy media news sites, are mediated by an elaborate, well-defined gatekeeper structure, meta-and-comment and share-and-discussion sites are not constrained by the kind of discursive policing that characterizes mainstream news organizations' operations. In truth, most online content sites are hybridized, incorporating elements of all of these aspects of online journalism. For his part, Pavlik (1997) recognizes three stages in the evolution of online journalism. He points out that in the early stages; traditional newspapers simply recycled their print material onto the new online platform. In industry jargon, this is referred to as "shovel ware" (Deuze, 1999; Boczkowski, 2002). He claims that the second stage of internet journalism improves on the first by allowing users to interact with the news information on news websites. Content ceased to be dull and static at this time, and began to be updated on a regular basis when new information became available. As a result, news first appeared on news Web sites before appearing in print editions. The convergent phase is the third and, in his opinion, the most recent stage. This phase includes dynamic content that isn't always the same as print content and is rich in multimedia and hypertextuality. Long interviews that could not be published in their entirety due to traditional newspaper space limits can now be posted online at this level of online journalism. It also allows audio and video files from print interviews to be uploaded to news sites, as well as purely video- and audio-based or photographic reports that cannot be recorded by the print medium to be displayed on websites. What the next stage will be is anyone's guess.

However, it seems attractive to predict that the next stage, which is already taking shape in a variety of exciting ways, will be networked social journalism, or "journalism as social," as Flew and Wilson (2010) put it.

As a result, internet journalism has progressed from textuality to hypertextuality to multimediality to an amorphous, citizen-driven, networked, social-media phase. Like traditional media, online news items have their own style of presentation. A modern journalist will have to gird himself or herself in order to impress his or her audience, which is more sophisticated and often in a rush to read a story. The reporter will have to adapt his or her storytelling and presenting style in order to capture the interest of the online reader. When writing for the internet, the most significant aspect of the tale should be in the first four paragraphs, even if you hope the reader will read the entire story. In no more than 25 words, the introductory paragraph must

summarize the story's main points. From the first 25 words of the paragraph, the news story might expand. The opening paragraph of an online narrative is more important than the first paragraph of an offline story because most readers scan the first paragraph before deciding whether to continue reading. The writer should make sure that the first four paragraphs make sense and that the information about the story is correct. Per paragraph, the writer should confine himself or herself to one idea (Ganiyu and Qasim, 2011).

### **2.2.7 Writing Online News Articles: Some Recommendations**

For composing online stories, Obasi (2012) offers the following advice:

- i. Make reading a habit, especially on news websites: Online writing does not necessitate intricate writing; rather, direct phrases with active verbs and other effective punctuation marks are required to keep the story healthy. Instead of playing with words, make sure that each one has the proper meaning. Create appropriate space in the story and use proper register. This is due to the fact that the goal of internet writing is to convey in simple and basic tenses.
- ii. Keep the first paragraph strong (lead): Make sure the most crucial portion of the story appears in your first paragraph or lead. The second major idea should appear in the second paragraph, and the story should continue in this order until it reaches its conclusion. Because internet readers do not have the time to go through the entire tale, it is essential to package your lead and most crucial ideas in the first three or four paragraphs.
- iii. Writing a headline: It must first capture and maintain the readers' interest. The headline should be detailed enough to provide a synopsis of the story, so that even if the reader does not choose to continue reading, he or she will have a decent understanding of what is going on. The title of most stories shared on social media walls is usually accompanied by the lead with a link to read the entire piece. When the title is interesting enough, the reader is drawn to the website to read the rest of the story. When drafting a headline for an internet story, avoid using unclear language. Use active words, don't use punctuation, and write in the present tense. The headline should be short and direct (Ganiyu and Qasim, 2011)

- iv. Have a good knowledge of your audience: You should be aware of your target audience. A writer's work is the commodity she deals in. Writing, like any other product, requires a well-defined consumer base. Know the demographic and psychographic patterns of your audience before producing an online article. Keep in mind that you're writing for a global audience, as online articles are accessible from anywhere.
- v. Make your story brief but engaging: Tell your web story as succinctly as you can. Long, convoluted stories can be tedious to read on the internet. They may also lack the time, patience, or desire to read lengthy articles because the majority of web users are teenagers and young adults who are always on the go. Any story, no matter how complicated, should be told in 800 words or less, especially breaking news.

### **2.2.8 Benefits and Challenges of Online Journalism**

While traditional journalism has procedures in place to gate-keep content for distribution, the rapid nature of information sharing afforded by social media makes it more difficult to execute the necessary quality standards. It is easier for false and defamatory information to be shared over social media platforms during competitive periods between media firms. Social media has been implicated in cyber-crime on the most extreme level (stalking, hacking, cyber bullying and cyber-terrorism). The use of SMS (Short Messaging Service) as a platform to propagate ethnic hatred messages in Kenya during and after the violent 2007 general elections was noted by Mundhai et al. (2009: 11). The absence of journalistic training and trained persons to process content for online distribution is exacerbated by the audience's poor literacy levels. Unwin (2012:4), for example, observes how the gap between the information-rich and the information-poor widens as wealthier people and countries gain access to ever-faster information.

They can employ ever-creative social media thanks to the Internet. Such disparities in social media access exist 'not only between countries, but also between urban and rural areas, between those with more and those with fewer disabilities, and, very often, between men and women'.

Despite the numerous obstacles described above, both intrinsic to the profession and exacerbated by the rise of social media, Unwin (2012) emphasizes the freedoms that new media technologies provide for individuals to connect across spaces and moments, a phenomena he calls "space-time liberty" (p.3). Using traditional mass media, such freedoms are curtailed.

He also mentions advances in mobile telephone combined with Internet capabilities, which allow regular citizens to exchange information and news that was previously only available to journalists, a concept he refers to as "access liberty" (ibid.). Citizens can quickly access their leaders and express their ideas and judgements throughout the social-political spectrum thanks to the freedom provided by "interactive information technology" (Mudhai et al., 2009: 9). Bubuli (2014), for example, points out that social media has allowed people to share thoughts and perspectives that are frequently neglected by mainstream media. Journalists and their various media outlets have reaped the benefits of social media in equal measure. They use Facebook, Twitter, Whatsapp, and other social media platforms to not only gather news, but also to communicate with their viewers. Social media, like traditional journalism outlets, may be wonderful avenues for disseminating credible and relevant information for decision-making as well as imparting knowledge and skills to the general public (Mudhai et al., 2009: 10). The problem continues to guarantee that reliable information is distributed through social media, just as it is in traditional media, so that debates are not based on opinion rather than truth, or bias rather than knowledge (ibid). Obijiofor (2008) found that a bigger number of journalists believed that new technologies had improved the quality of their newspapers in a study examining the impact of new technologies on newspaper journalism practice in two West African nations, Nigeria and Ghana. Over 90% of the people polled agreed with this statement. According to the poll, two-thirds of journalists do not feel the internet poses a danger to newspapers as a news medium, with just under half of them rating the internet as "better than other media." In his analysis of the use of the internet in Malawi's radio stations, Kaonga (2008: 107), concludes that the use of the internet as a journalistic tool can only be most beneficial if the country's "Internet knowledge, legal, financial, infrastructural, and institutional frameworks" are adequately supportive of the media environment. The researcher in this study mentioned numerous social media platforms available to journalists.

## **2.3 THEORETICAL FRAMEWORK**

### **2.3.1 New Media Theory**

New media theory considers the ramifications of digital technology, ranging from the unique sociopolitical configurations created by computer-mediated communication to the aesthetic and cultural importance of digital culture. The bibliography focuses on theory that arose following the widespread adoption of the World Wide Web in the early 1990s, as this is when the discipline began to solidify and significant journals written on the subject began to emerge. Even though new media theory embodies such a broad body of work, the reference is divided into three sections after the preliminary section's discussion of broad overviews, key journals, and useful anthologies and readers. These three sections reflect themes that have persisted throughout the field's evolution despite its disintegration and specialization: Identity, Politics, and Technologies. Identity brings together research on the topic of the relationship between digital media and sensibility, with a focus on the new patterns of identity creation and social engagement that have been linked to digital culture. Politics concentrates on larger issues such as the role of digital media in fostering certain labor (and exploitation) patterns and the potential for collective political action. Technology is concerned with media technologies in general, and includes research into the dynamics of everything from everyday interactions with mobile phone apps and software to large-scale technological facilities.

According to McLuhan, this revolution resulted in schools without walls, as telecommunications and television provided an electronic society with a contemporaneous information structure. McLuhan's 1950s ideas would prove prophetic for Internet Utopians in the 1990s, who argued that McLuhan's time had finally come with the advent of instantaneous information given by the internet. The World Wide Web McLuhan was wired long before the creators of wired magazine were born, according to the editors of wired magazine. Despite attempts to recover McLuhan for Internet studies (for example, Paul Levinson's work), there is little in McLuhan's work that deals with the kind of electronic media revolution that new media claims. The change from broadcast to networked forms of electronic media, according to today's theorists, is a revolution. New media theory has been of benefit to the world of journalism because journalists with the help of the new media are able to gain information from about an event without physically being there. There are examples of new media that journalists make use of websites, blogs, email, social

media networks. With this they are able to get the necessary information to help them create news which they will disseminate. However, the relevance of this theory to my study justifies the fact that the digital world has brought to Journalism both the positive and negative sides but more of the positive sides as Journalists are able to share news through different media effectively.

The new media theory is of relevance to this topic as it explains how the high-tech revolution has radically changed the way the public obtains news and information, robbing the mainstream media of its traditional monopoly. The media and the art of journalism, on the other hand, have been slow to adjust to the Internet and the global ramifications that the new information technology has brought. Journalists may spend hours sifting through vast volumes of data to locate the vital information now that the playing field in the internet world of media has been leveled. The ability to filter information in a congested environment becomes more valuable all of a sudden. Misinformation is easy to spread on the Internet because information travels so quickly. Journalists are often open to new technology if it would increase their standing, prestige, or the way they accomplish their professions. As a result, journalists' success or failure in dealing with the new role of new technology in their work must be assessed against the history of their professional identity. New media has posed a threat to traditional journalism as the world's focus shifts to online, real-time reporting of events.

### **2.3.2 Diffusion of Innovation Theory:**

The diffusion of innovations theory states that an innovation (i.e., a new idea, technique, or technology) diffuses or spreads in a predictable pattern throughout a society. Only a few people will adopt a new idea the moment they hear about it. Others will take longer, and yet others will take much longer, to try something new. When a new media technology or other invention is quickly accepted by a large number of individuals, it is referred to as rapid adoption. (Bryant and Thompson, 2002).

According to Rogers and other diffusion specialists, there are five distinct innovation adoption categories into which everyone in a community will fall. These are some of the categories:

- The innovators: They are defined as risk-takers who are eager to attempt new things. Their social interactions are more international than those of other groups. Despite geographical distances, such groups tend to establish cliques and communicate with one another (Rogers, 1995).
- The early adopters: They are more regional than cosmopolitan. This adopter category provides the opinion leaders of any category due to their vital role in local society. Early adopters are enlisted for information on new products, and their opinions are respected.
- The early majority: people who do not want to be the first to accept new technologies or ideas fall into this category. The early majority, on the other hand, wants to consider, typically for a long time, before making a decision to adopt. These individuals play a crucial role in legitimizing an innovation by demonstrating to the rest of the community that it is beneficial and that adoption is desirable.
- The late majority: people in this group are skeptical of adoption's benefits and are wary of it. They do not act until the majority of the community has tested and adopted the innovation.
- The Laggards: The laggards are the last to adopt. The laggards are clinging to the past, to the old ways of doing things, and are averse to trying new things. Many of these individuals interact with others who share their viewpoint. When a laggard accepts an innovation, the rest of society may have progressed so far that the "innovation" is no longer relevant (Rogers, 1995). Because social media are new tools that journalists utilize in carrying out their jobs, the study's argument fits because some journalists are still cautious about their impact in the area of journalism and are hesitant to adopt or use them.

This theory is of relevance to my study as Journalists are starting to adapt to the usage of social media technologies such as Twitter, blogs, and Facebook, but only on their own terms. Most mainstream organizations' approach to marrying digital culture with their own organizational standards is summed up by the phrase "same ideals, new technologies." Guidelines are being revised, social media editors and Twitter reporters are being appointed, and training and awareness programs are being implemented. Social media has started to play a bigger role in attracting traffic to traditional news sources. The majority of Newspaper outlets like *The Guardian* are dedicating considerable resources to use social media to expand their reach. The

internet is the medium via which news is disseminated. Print media now have websites where they can give news. Journalists can now transmit news and opinion via the internet, with websites like Google News serving as information portals. Social networking sites like Facebook and Twitter also function as information disseminators. All social media platforms may be characterized as diffusers of information. As more journalists operate blogs and Twitter accounts, and as more non-journalists, bloggers, and Twitter users become more professional in their news reporting and commentary, the traditional lines between professional journalism and what is often referred to as participatory (citizen) journalism or grassroots media are becoming increasingly blurred. The ethical standards of journalism distinguish it from social commentary, where advocacy and activism are anticipated; however, the growing use of interactive social media is causing a shift to political journalism, with more journalists expressing personal viewpoints in their reporting. However social media as a source of information has become relevant to both the Journalists and the audience. The audience seeks to get verified information from social media and journalists tend to put out more information through various social media platforms to satisfy the audience.

## **2.4 Empirical Framework**

Ismail,(2012) conducted a study based on “How Nigerian Journalists use Social Media to Source Stories”. The goal of this research was to find out how Nigerian journalists used social media technologies to gather information for news stories. Except for a few outliers, Nigerian journalists are enthusiastic about the new prospects provided by social media, according to the survey. It makes it easier for them to carry out their news monitoring and gathering jobs. The other journalists, on the other hand, believe that social media does more harm than good to journalism, pointing out that some reports published on social media are unconfirmed and some are defamatory, which is against the press's ethical code. As a result, the research is important to the current study since it answers one of the study's research objectives, which is whether social media improves journalist productivity. Because the majority of the interviewed journalists are based in Lagos and Abuja, the scope of the reviewed study is too broad and poorly performed, failing to provide a comprehensive view of journalists in Nigeria on the topic.



Ruth, (2010) conducted a study titled Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations. (New York Times, 22nd October, 2010). The researcher in this study mentioned numerous social media platforms available to journalists. As of 2010, the researcher also found an increase in the popularity of social networking sites. According to the study, 49% of internet users have created or updated a social networking profile, up from 17% two years ago. The researcher also looked into the impact of social media on journalists' workforces, finding that it helps them work more efficiently in a variety of ways. For example, an investigative reporter can use social media to enrich her stories by capturing content shared on social networks and sometimes even enlisting the help of a virtual audience. The researcher acquired preliminary data by staying up to date on current events and industry news, as well as following professional dialogues and exchanges on Twitter.

In communication-related books, journals, magazines, websites, and blogs, the researcher discovered several articles and related extracts. The researcher was able to generate quantitative and qualitative data by combining information from articles and a secondary survey, which was then utilized to explore the research goal of determining how social media has impacted journalism and news organizations.

Newspapers have a history of breaking news and uncovering major events, according to the researcher's findings, but they are losing ground to a generation of consumers who prefer digital and mobile alternatives. The study also discovered that, despite the popularity of social media, television remained the most preferred news source, with 71% of respondents preferring television. According to the study, the younger generation lacks patience and requires immediate news and information, which is where the internet comes in useful.

In the sense that both studies are concerned with the impact of social media on journalism and journalists, this research and the current study are related. It's worth noting, however, that the reviewed study looked into the impact of social media on media organizations as well. The examined study did not describe its area of study and was not based on any communication theory, whereas the current study identifies its scope as journalists in the Guardian newspaper and is theoretically founded on a communication theory.

According to the Spanish sociologist Manuel Castells (1996), the concept of "social media" is best understood in the context of the "network society". In his trilogy *The Information Age*, Castells shows in detail how, in the early 1990s, information had become a raw material as a result of the Internet and the World Wide Web. He goes into detail about how the rise of information and communication technologies (ICTs) has affected every part of life. He goes into detail about how the rise of information and communication technologies (ICTs) has affected every part of life. He claims that the key feature of the 'information era' was the collapse of time and space, with activities that used to take days or weeks now taking just hours, and transactions across oceans taking place nearly instantly in cyberspace. The information age ushered in the creation of new media tools for journalism, which democratized the act of communication by expanding the places for audience interaction and participation in mediated discourse (Hassan and Thomas, 2006). Because of their potential to allow instantaneous human interactions and interconnectivity over place and time, such new media technologies have become known as 'social media' (Breuer, 2011). The term "social media" is also used to refer to "social networking sites," which are "applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other," according to Kaplan and Haenlein (2010) (p.63).

Citing several authors, Sarah (2012) distinguishes 'social media' platforms, often known as 'Web 2.0,' as those that allow users to interact with and edit information online, as opposed to 'Web 1.0' platforms, which just give content to users without allowing them to interact with or modify the information online. She cites the opportunity to be on publicly available internet sites that need little creative work and are generated outside of professional routines and procedures as essential aspects of 'social media' technology (ibid.). Other defining elements of 'social media,' according to Anena (2014:12-13), are flexibility, convergence, immediacy (real-time feedback), permanence, and ease of use. Scholars, including Kaplan and Haenlein (2010: 62-64) divide social media into six categories: collaborative projects (e.g., Wikipedia); blogs and microblogs (e.g., Twitter); content communities (e.g., YouTube); social networking sites (e.g., MySpace, Facebook, Flickr, LinkedIn, Tumblr); virtual game worlds (e.g., World of Warcraft); and virtual social worlds (e.g., Facebook) (Second Life).

## **2.5 Summary of Literature Review**

This chapter reviewed the concepts of social media, media surveillance, journalism, online journalism. It also discussed challenges and benefits of social media, classification of social media, social implications of internet and social media as well as forms of media. Also featured in this chapter were the reviews of related studies done by other researchers. It adopted as its theoretical framework for the study, the theory of diffusion of innovations by Rogers and the new media theory. The relevance of the theory adopted by the researcher for the study was also clearly stated in this chapter.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter discusses the research design, population of study, sample size, sampling technique, and the research instrument, method for data collection, the method of data analysis and the analytical software used for the study.

#### **3.2 Research Design**

According to Kinnear & Taylor (1996) research design is the basic plan which guides the data collection and analysis phases of a research project. It is the framework which specifies the type of information collected and source of data collection procedure. This study adopted survey research design. Survey is defined as the sampling of individual units from an already known population and its associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to survey. Nworgu (2005). This method involves the use of questionnaire as an instrument for gathering data. The survey will be done in the form of field research; and sampling method technique will be most appropriate to effectively collect the opinions of a representative sample in the selected population of the study. Ensuring that the survey represents all elements in the research universe.

#### **3.3 Population of Study**

The populations refer to the total number of people who have been included in a study. Ohaja (2003) defines the population of study as "all those persons or things that fall under the umbrella of the topic or that can be examined to address the research problem or meet the research objectives". The researcher has chosen The Guardian Newspaper as the population in order to find a possible solution to which involves 200 journalists. The questionnaire will be

administered to most especially journalists in the Guardian newspaper. The journalists will be from different sections ranging from the highest rank to the lowest rank.

### **3.4 Determination of Sample Size**

Sampling population is used to avoid possible errors in dealing with population. The population size was narrowed down to determine the sample size which is 200. The researcher adopted the census method in choosing its sample of the population. This method was adopted because the researcher had a manageable population and with a manageable population there will be no use retrieving a sample size.

### **3.5 Sampling Technique**

The term "sample" refers to the selection of selected members or elements from a population for further study (Ohaja, 2003). It's also a subset of a larger population of people or objects that's being examined to learn more about the research variables (Madueme, 2010). The researcher purposefully picked a census population of 200 respondents using the purposive selection technique. Despite the fact that the researcher's focus was on journalists, he chose to apply the purposive sampling technique. Purposive sampling was required since the researcher had specific features in mind, which had to do with on-the-job experience and qualification.

### **3.7 Data Collection Instrument**

The instrument for this study is self-generated questionnaires through the research objectives of the study, the required data have been collected from the respondents using the well-structured questionnaire consist of 14 questions. Both opened-ended questions where the respondents were provided with blank spaces to write down their own answers in their words while giving them freedom of expressing their opinions in some of the sensitive items in the questionnaire instead of being restricted to the anticipated responses of the researcher and also there was close-ended questions which gave the respondents option to pick from. The questionnaire is divided into 4

sections. A total of 200 questionnaires were administered. The questionnaires were administered amongst Journalists in the Guardian. The respondent ranged from different sections in the Guardian Newspaper. The questionnaire contains 15 items in four sections. The first section (section A) consists of 3 questions on demographic variables (question 1-3) of the respondents. The question sought to find the respondents' age, gender and educational qualifications. The second section (Section B) consists of 4 closed-ended questions (question 4-7) provided by the researcher to attain more precise information from the respondents. The third section (Section C) consists of 5 statements rated on a 5-point Likert scale (Statements 8-12). The Likert scale measures the level or extent of respondents' agreement or disagreement on the statement made or questions asked and the issues raised. The responses to the statements 4-7 were rated in scores of 5-1;

Where:

5 = (5 points)            - Extremely Aware

4 = (4 points)            - Very Aware

3 = (3 point)            - Moderately Aware

2 = (2 points)            - Slightly Aware

1 = (1 point)            - Not Aware

While the fourth section (SECTION D) consists of 3 open ended questions (question 13-15).

### **3.7 Data Collection Procedure**

The data from the respondents in the guardian newspaper was gathered using Google Forms. The questionnaire was circulated via Facebook, WhatsApp, and Instagram, and the questions were constructed using the Google Forms App. The researcher gathered and assessed the completed copies of the questionnaire.

### **3.8 Method of Data Analysis**

In analyzing the data collected using the questionnaire; the researcher used the simple percentages methods of data analysis. Section C data obtained were analyzed, using Weighted-Mean-score and simple percentage calculated manually. The scores 5-1 are assigned points with Strongly agree as 5 points, Agree as 4 points, Undecided 3 points, Disagree 2 points and Strongly disagree 1 point. These were used to determine whether the responses from the respondents were positive, negative or undecided. The analysis was represented in tabular forms for easy assimilation and it consist the number of respondents and the corresponding percentage.

This test is based strictly on the primary data gotten from the use of questionnaire.

## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.1 Introduction

This chapter is designed to present and analyze data generated from responses to the research questionnaire. It deals with the presentation, analysis and interpretation of the data collected to achieve the objectives of this study. For any research work to be meaningful the data collected must be analyzed and interpreted to facilitate the process of decision making. Interpretation and analysis of data are the means by which research questions are answered. Analysis of data involves the ordering and breaking down into constituent parts of the data collected. This involves statistical calculations performed with the raw data collected to provide answers to the research questions.

##### 4.1.1 Questionnaire Return Rate

**Table 4.1.1 Questionnaires Distributed/Returned**

<b>Options</b>	<b>FREQUENCY</b>	<b>PERCENTAGE%</b>
<b>Returned</b>	150	<b>75</b>
<b>Not Returned</b>	50	<b>25</b>
<b>Total</b>	<b>200</b>	<b>100</b>

*Source: Field study, 2021*

A total of 200 copies of the research questionnaire were sent out. However, 150 copies were returned, representing (75%), and used for this study and met the required inclusion criteria as discussed in the previous chapter, while 50 copies, representing (25%), were either not returned or not well completed. The questionnaire comprised three sections and data generated will be presented as follows:



#### 4.1.2 SECTION A: DEMOGRAPHIC CHARACTERISTICS

**Table 1: Age Distribution**

AGE	FREQUENCY	PERCENTAGE
15-19	3	2
20-25	25	16.6
26-35	50	33.3
36-45	65	43.3
46-55	7	4.6
TOTAL	150	100

*Source: Field study, 2021*

On the above table, 3 respondents (2%) out of 150 respondents fell under the age bracket of 15-19, 25 out of 150 respondents (16.6%) fell under the age bracket of 20-25, 50 respondents (33.3%) fell under the age bracket of 26-35, 65 respondents (43.3%) fell under the age bracket of 36-45, while 7 respondents (4.6%) fell under the age bracket of 46-55.

#### 4.1.3 GENDER

**Table 2**

Response	Frequency	Percentage
Male	82	54.7
Female	68	45.3
Total	150	100

*Source: Field study, 2021*

The table 4.1.3 above presents the distribution of respondents by gender. According to the result of the analysis, 82 (54.7%) of the respondents were male while 68 (45.3%) were female. This shows that majority of the respondents were male.

#### 4.1.4 EDUCATIONAL QUALIFICATION

**Table 3**

Response	Frequency	Percentage
Ph.d	26	17.3
M.Sc	55	36.6
B.Sc	40	26.6
OND	15	10
NCE	11	7.3
WAEC	3	2
Total	150	100

*Source: Field study, 2021*

From the table above, 26 out of 150 respondents (17.3%) are Ph.D holders, 55 out of 150 respondents (36.6%) are M.Sc holders, 40 out of 150 respondents (26.6%) are B.Sc, 15 out of 150 respondents (10%) are OND holders, 11 out of 150 respondents are NCE holders while 3 out of 150 respondents (2%) are WAEC holders.

#### 4.1.5 DESIGNATION

**Table 4**

Response	Frequency	Percentage
Reporter	50	33.3
Correspondent	46	30.7
Editor	32	21.3
IT	22	14.7
Total	150	100

*Source: Field study, 2021*

This distribution table as represented above shows that 45% of the respondents fall under Mr, 36% of the respondents fall under Mrs., 32% of the respondents fall under Miss while 37% of the respondents fall under Master. The implication is that both genders are fairly represented. Hence the researcher is able to know their reaction to the study and will make it reliable for decision- making

## **4.2 Research Data Analysis**

**Research question one: To what extent do journalists in The Guardian newspaper use social media networking tools in their journalistic assignments?**

Responses to item No 5-12 of the questionnaire were analyzed to answers to this research question

### **4.2.1 I am aware of the use of social media networking tools?**

**Table 5**

Response	EA	VA	MA	SA	NA	Total
Frequency	50	45	36	15	4	150
Percentage	33.3	30	24	10	2.6	100

*Source: Field study, 2021*

The table 4.2.1 above present the distribution of the respondents on whether they aware of the use of social media networking tools. According to the result of the analysis 50 (33.3%) respondents were extremely aware of the use of social media networking tools, other respondents 45 (30%) were very aware of the social media networking tools, 36 (24%) were also moderately aware, 15 (10%) happened to be slightly aware while 4 (2.6%) were not aware of the use of social media networking tools.

This implies that a high percentage of journalists are extremely aware of the use of social media tools.

#### **4.2.2 I am aware of social media usage**

**Table 6**

Response	EA	VA	MA	SA	NA	Total
Frequency	55	70	15	6	2	150
Percentage	36.6	46.6	10	4	13	100

*Source: Field study, 2021*

The above table reveals that 55 (36.6%) respondents are extremely aware of social media usage, 70 (46.6%) respondents are also very aware, 15 (10%) are moderately aware of this usage, 6 (4%) are slightly aware and 2 (13%) are not aware of social media and its use.

The implication of this response is that most journalists are very aware of social media and are able to make use of the platform.

#### 4.2.3 Social media is needed for journalist assignment?

**Table 7**

Option	EA	VA	MA	SA	NA	Total
Frequency	70	42	16	17	5	150
Percentage	46.6	28	10.6	11.3	3.3	100

*Source: Field study, 2021*

The table above shows that 70 (46.6%) respondents were extremely aware of social medias need for journalistic assignment, 42 (28%) were very aware that social media is needed for journalistic assignment, 16 (10.6%) were moderately aware, 17(11.3%) were slightly aware while 5 (3.3%) were not aware.

This response implies that most journalists make use of social media when carrying out a journalistic assignment because they know is necessary.

#### 4.2.4 Social media networking tools has always been available to journalists?

**Table 8**

Response	EA	VA	MA	SA	NA	Total
Frequency	12	26	16	36	60	150
Percentage	8	17.3	10.6	24	40	100

*Source: Field study, 2021*

From the table above, the data is given that 8% are extremely aware, 17.3 are very aware, 10.6% are moderately aware, 24% are slightly aware while 40% are not aware. The implication shows that to the best of journalist's knowledge, social media networking tools have not always been available to journalists.

## Section C: Perception of social media networking tools among journalist

### 4.2.5 Social media networking is the new age of media journalism

**Table 9**

Response	SA	A	D	SD	U	Total
Frequency	76	58	7	4	5	150
Percentage	51.3	38.6	4.6	2.6	3.3	100

*Source: field study, 2021*

The above table states that 76 (51.3%) respondents strongly agreed with the fact that social media networking is the new age of media journalism, 58 (38.6%) respondents agreed with it, 7 (4.6%) respondents disagreed, 4 (2.6%) respondents strongly agreed and 5 (3.3%) respondents were undecided on this opinion.

This Analysis implied that most respondents are very familiar with social media being the new age of journalism.

### 4.2.6 Social media networking affect journalist in their profession

**Table 10**

Response	SA	A	D	SD	U	Total
Frequency	28	67	35	7	13	150
Percentage	18.6	44.6	23.3	4.6	8.6	100

*Source: Field study, 2021*

According to the result of the analysis, 28 (18.6%) respondents strongly agreed that the social media networking affect journalists in their profession and this perception is supported by 67 (44.6%) respondents who confirmed by indicating agree to this assertion while large number of

the respondents 35 (23.3%) indicated disagree to this assertion and supported with 7 (4.6%) respondents who indicated strongly disagree while 13 (8.6%) were undecided on this opinion.

#### 4.2.7 I consider social media networking when carrying out an assignment

**Table 11**

Response	SA	A	D	SD	U	Total
Frequency	43	64	18	5	20	150
Percentage	28.6	42.6	12	3.3	13.3	100

*Source: Field study, 2021*

The above table indicates that 28.6% respondent strongly agrees that they consider social media networking tools when carrying out an assignment, 42.6% agrees, 12% disagrees, 3.3% strongly disagrees and 13.3% are undecided on the opinion. Which implies that majority of the respondents consider using social media when carrying out a journalistic assignment.

#### 4.2.8 Is social media networking tools necessary in today's media?

**Table 12**

Response	SA	A	D	SD	U	Total
Frequency	76	64	5	3	2	150
Percentage	50.6	42.6	3.3	2	1.3	100

*Source: Field study, 2021*

According to the above table the average of 50.6% respondent strongly agrees that social media networking tools are necessary in today's media, 42.6% agrees, 3.3% disagree, 2% strongly disagrees, while 1.3% respondent are undecided on this opinion.

This implies that a large majority of respondents strongly agreed with the perception that social media networking is a necessity in today's media.

#### **4.2.9 Can social media networking tools be the solution to adequate news and information?**

**Table 13**

Response	SA	A	D	SD	U	Total
Frequency	38	66	20	14	12	150
Percentage	25.3	44	13.3	9.3	8	100

*Source: Field study, 2021*

The above table shows 25.3% strongly agrees that social media networking tools can be the solution to adequate news and information, 44% respondents agree, 13.3% respondents disagree, 9.3% respondents strongly disagree, 8% respondents are undecided on this opinion.

#### **4.2.10 Research Question 2: What are the social media platforms that journalists in The Guardian newspapers utilize in their routine journalistic assignments?**

**Table 14**

Response	Twitter	Facebook	Instagram	Total
Frequency	70	43	37	150
Percentage	46.7	28.7	24.7	100

*Source: Field study, 2021*

From the table above, 70 (46.7%) respondents preferred using Twitter as a social media platform, 43 (28.7%) respondents preferred using Facebook, 37(24.7%) preferred using Instagram. This implies that Journalists prefer using Twitter as a social media platform in carrying out their journalistic activities.



**4.2.11 Research Question 3: What are the prospects of using social media among journalists in The Guardian newspapers in their routine journalistic assignments?**

**Table 15**

Response	It is fast in disseminating news	Easy to reach wide range of audience	Instant access to content online	Total
Frequency	52	27	34	150
Percentage	34.7	18	22.7	100

*Source: Field study, 2021*

In response to the question above, 34.7% of the respondents said that it is fast in disseminating news as a prospect of using social media among The Guardian newspaper journalists in their routine journalistic assignment, 18% of the respondents said that it is easy to reach wide range of audience, 22.7% said that it has instant access to content online while 24.7% said that it makes journalists work easier.

**4.2.12 Research 4: What are the consequences of using social media among journalists in The Guardian newspapers in their routine journalistic assignments?**

**Table 16**

Response	It encourages fake news	News is mostly unreliable and unverified	Total
Frequency	79	52.7	150
Percentage	71	47.3	100

*Source: Field study, 2021*

In response to the question above, 52.7% respondents said that it encourages fake news as a consequence of using social media among The Guardian newspaper journalists in their routine journalistic assignment while 47.3% of the respondents said that news is mostly unreliable and unverified.

#### **4.3DISCUSSION OF FINDINGS**

In this section, the data collected from survey on “Prospects and Consequences of social media in media surveillance: A study of the Journalists in The Guardian newspaper” would be discussed. The data was contained in 150 fully completed questionnaire retrieved from the respondents. Responses on the research questions would be discussed.

Research question 1: To what extent do journalists in The Guardian newspaper use social media networking tools in their routine journalistic assignments?

The aim of this question was to find out to what extent journalists in the Guardian newspaper make use of social media networking tools when carrying out their routine journalistic assignment. The data on table 5-13 were used to answer the research question.

Table 5 showed that 33.3% respondents extremely aware of the use of social media networking tools, 30% respondents are very aware, 24% respondents are moderately aware, 10% respondents are slightly aware, 2.6% respondents are not aware. Table 6 showed that 36.6% respondents are aware of social media usage, 46.6% are very aware, 10% are moderately aware, 4% are slightly aware, 1.3% is not aware. Table 7 showed that 46.6 respondents need social media for their journalistic assignment, 17.3% are very aware, 10.6% are moderately aware, 11.3% are slightly aware, 3.3% are not aware. Table 8 showed that 8% respondents are extremely aware that social media networking tools have always been available to journalists, 17.3% are very aware, 10.6% are moderately aware, 24% are slightly aware while 40% are not aware at all.

Research question 2: What are the social media platforms that journalists in The Guardian newspapers utilize in their routine journalistic assignments?

The aim of this question was to find out the social media platform journalists preferred to make use of in carrying out their routine journalistic assignments. 46.7% respondents preferred using Twitter as a social media platform, 28.7% respondents preferred using Facebook, and 24.7% preferred using Instagram. This implies that Journalists prefer using Twitter as a social media platform.

Research Question 3: What are the prospects of using social media among journalists in The Guardian newspapers in their routine journalistic assignments?

The aim of this question was to find out the prospects of using social media as a journalist in the Guardian newspaper when carrying out a routine journalistic assignment. It showed that 34.7% of the respondents said that it is fast in disseminating news as a prospect of using social media among The Guardian newspaper journalists in their routine journalistic assignment, 18% of the respondents said that it is easy to reach wide range of audience, 22.7% said that it has instant access to content online while 24.7% said that it makes journalists work easier. This implied that majority of the respondents believed social media to have an advantage of disseminative news as fast as possible.

Research Question 4: What are the consequences of using social media among journalists in The Guardian newspapers in their routine journalistic assignments? The aim of this question was to find out the consequences of using social media as a journalist in the Guardian newspaper when carrying out a routine journalistic assignment. Table 16 showed that, 52.7% respondents said that it encourages fake news while 47.3% of the respondents said that news is mostly unreliable and unverified. This implied that a good number of respondents believe that social media also has a disadvantage which includes spreading of fake news.

The findings of the study showed, it is appropriate to state that social media have changed journalism practice and have made great impact on journalist. This finding revealed that social media has had positive and negative effects on the usage of social media in carrying out journalistic activities as a journalist but with the positive effects having a stronger influence on the use of social media as a journalist. The findings also revealed that Journalists in the Guardian newspaper are very conversant with the usage of social media and have been able to use social media to effectively convey news to a wide range of audience even with the fact that sometimes

the news gotten from the social media is not always verified, they still find it effective because they get instant access to breaking news online. Ruth supports this finding in her study on Social media revolution: Exploring the Impact on Journalism and News Media. According to her findings, concerning the impact of social media on journalists workforce, it has assisted them work more efficiently in a variety of ways, it was also stated through an example that an investigative reporter can use social media to enrich her stories by capturing content shared on social media platforms. The finding of this study also relates to Ismail's study, How Nigerian Journalists use social media to source stories. This study explains that Nigerian journalists are enthusiastic about the new prospects that social media have introduced, with the use of social media, it has made it easier for journalists to carry out their news monitoring and gathering jobs. However, with the above results it shows that the findings of the previous studies agree with the findings of this study.

The findings of this study justify the Diffusion of innovation theory. The theory explains that an innovation diffuses through a society, with this same explanation the introduction of social media came as a new development which journalists had to embrace. Over time Journalists have been able to adapt the use of social media platforms which has enhanced productivity of their work in news dissemination.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The main aim of this study was to determine the Prospects and consequences of social media in media surveillance: a study of the Guardian newspaper. Chapter one which consists of the background to the study, statement of the problem, objective of the study, research question, the

background study was based on the history of social media and how journalists have been able to make use of the social media overtime. In the twentieth century technology began to evolve and social media came about, Home computers and social media became more popular by the 1980's (Hendricks, 2013), Facebook and Twitter which happens to be the most popular social networking sites on the web became open to users all over the world by 2006. Since the advent of social media, Journalism has become advanced, Journalists are able to source for news and disseminate information to the world through the media. For the statement of problem, it talks about the way social media have had an effect on Journalism, Social media have affected journalism positively but there are still problems journalists face which are unrelenting fake news, The objectives of the study was to find out the extent to which Journalists in the Guardian newspaper use social media networking tools in their Journalistic assignment, To identify the platforms that are most used, To know the prospects and consequences of using social media in carrying out their assignment as journalists. Chapter Two consists of Conceptual framework, Concept of social media, Concept of media surveillance, an overview of journalism, an overview of online journalism and theoretical framework. Concept of social media which had to do the with the history of social media and its growth in the world of Journalism over the years. There are social consequences of the internet and social media which include privacy concern, the absence of gatekeepers, lack of interpretation. concept of media surveillance explained how social media could be able to monitor individuals and create stories out of the latest happenings in the societies, one of the most important functions of the media is to keep surveillance of everything that happens in the world and to enlighten human An overview of journalism explained what journalism is and how Guardian newspaper were able to adapt to this new technology and now make use of various social media , An overview of online journalism was based how relevant the presence of internet journalism has been to journalists. It has taken an active role in the process of gathering, reporting, evaluating and disseminating news and other information and even alter news items delivered to them. Theoretical framework in which the New media theory and Diffusion of Innovation theory were used. The new media theory was made use of because of its relevance to the topic, it has been of benefit to the world of journalism as journalists have been able to adapt to this new technology to disseminate information. It also explained that Misinformation is easy to spread on the Internet because information travels so quickly. Diffusion of Innovation of theory stated that a new idea can

diffuse of new ideas throughout the society. Journalists can now transmit news and opinion through social media. In my chapter three, Survey research design was adopted using questionnaire for data gathering. This chapter will focus on the summary of findings, conclusion, and recommendations based on the data collected, evaluated, and discussed.

## **5.2 Summary of findings**

The findings among others showed that:

- i. A large proportion of journalists at The Guardian newspaper have access to the internet and are exposed to social media networking tools, according to the findings.
- ii. The majority of journalists at The Guardian newspaper choose to utilize Twitter as a networking tool due to its effectiveness in retaining sufficient information.
- iii. Social media has increased the productivity of The Guardian newspaper's journalists and expanded their news sourcing and dissemination.
- iv. The use of social media by journalists has led to some news not being real and confirmed; journalists could tackle this by researching more on any news found on social media

## **5.3 Conclusion**

Journalistic activities have become easier and more satisfying, thanks to the usage of social media networking technologies. Although some journalists still lack basic abilities in finding material and providing news that is both credible and appropriate for citizens, the bulk of journalists are highly comfortable with social media networking platforms. These have significantly improved their journalistic abilities and had a beneficial impact on their reporting operations.

## **5.4 Recommendations**

Based on the findings and conclusions of this study, the following recommendations were made:

- i Media organizations and press bodies should hold seminars and workshops to educate and inform journalists about the benefits of using social media tools, so they can embrace social media and use social networking technologies to better their skills and professionalism and also to avoid the consequences by ensuring proper research of news found online.
- ii. Journalists should examine the various social media networking platforms accessible to determine which one is the most trustworthy and reputable in order to assure source credibility.
- iii. In addition, institutions, media organizations, press bodies, and the government should provide facilities for journalists to be trained and retrained on new Information and Communication Technologies (ICTs) in order to ensure professionalism in disseminating news.

## **5.5 Suggestions for Further Studies**

This research studied the respondents and realized that the Journalists in the Guardian newspaper have positive mindset towards the use of social media in journalism. Since Social media in Journalism is broad subject, many researches can be done on the role of social media in the development of Nigeria. Other researchers can also look into the role of social media and insecurity in Nigeria

Further studies into the Social media and economic development in Nigeria: The role of the Print media should be researched on as a topic. It is recommended that other researchers widen the scope of research to include what has been elaborated above.

## **References**

- Anena, H. (2014). *Social media and freedom of expression in Uganda: The case of Facebook*. Unpublished Dissertation, Makerere University: Kampala.
- Albertazzi, D., & Cobley, P. (Eds.). (2010). *The media: An introduction*. Pearson Education.
- Ball et al., (2012). *Routledge handbook of surveillance studies*. Routledge.

Boczkowski, (2002). *The development and use of online newspapers: What research tell us and what we might want to know*. The handbook of new media, 270-286.

Breuer, (2011). *Democracy promotion in the age of social media: risks and opportunities*. (German Development Institute, Briefing Paper, 12.)

Bruce & Anderson (2008). *News Writing and Reporting for Today's Media* ( 7th edition).

Bullas, (2015). *Awesome Facebook Facts and Statistics You Need to Check Out*. Jeffbullas's Blog.

Burns, (2017). *Social media: a reference handbook: a reference handbook*. ABC-CLIO

Castells, (1996). *The space of flows. The rise of the network society, 1*

Deuze, (2003). *The web and its journalisms: considering the consequences of different types of news media online*. New media & society, 5(2) 206.

Deuze, (1999). *Journalism and the Web: An analysis of skills and standards in an online environment*.

Deuze, (2003). *The web and its journalisms: considering the consequences of different types of news media online*. New media & society, 5(2)

Dwyer, (2010). *Media convergence*. McGraw-Hill Education (UK).

Ette, (2000). *Agent of change or stability? The Nigerian press undermines democracy*. Harvard International Journal of Press/Politics, 5(3),

Fuchs, (2011). *How can surveillance be defined? MATRIZes*, 5(1), 109–133.

Harcup, (2004). *Journalism: Principles and Practice* (2nd Edition). SAGE Publications Ltd

Harper, (2010). *The social media revolution: Exploring the impact on journalism and news media organizations*. Inquiries Journal, 2(03).

Hassan & Thomas, (2006). *The new media theory reader*. McGraw-Hill Education



Hembadoon, (2013), *Impact Of Social Media On Modern Journalism:(A Study Of Journalists In Makurdi Metropolis)*

Ismail, (2012). *How Nigerian Journalists use Social Media to Source Stories. Daily Trust.*

Kaplan & Haenlein,(2010). *Users of the world, unite! The challenges and opportunities of social media.* Business Horizons, 53(1), 61.

Kaplan & Haenlein,(2012). *Social media: back to the roots and back to the future.* Journal of Systems and Information Technology.

Lokman, (2009), *Rethinking Journalism Through Technology* (1st edition, pg 1)

Lyon et al., (2012). *Introducing surveillance studies.* Routledge handbook of surveillance studies, 1(12), 1988.

Michaelsen, (2011). *New media vs. old politics. The Internet, social media, and Democratisation in Pakistan.* Friedrich-Ebert-Stiftung.

Naughton, (2013). *Even Google Won't Be Around for Ever, Let Alone Facebook'.* The Observer.

Obijiofor, (2008). *Africa's socioeconomic development in the age of new technologies: exploring issues in the debate.* Africa Media Review, 16(2).

Ohaja, (2003). *Mass communication research and project report writing.*

Olukotun, (2000). *The transition and the media.* African Journal of Political Science/Revue Africaine de Science Politique.

Rogers, (1995). *Diffusion of Innovations: modifications of a model for telecommunications. In Die diffusion von innovationen in der telekommunikation.* Springer, Berlin, Heidelberg.

Ruth, (2010). *Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations* (Vol.2 No.3).

Sambe, (2005). *The Watchdog Viles: A Cross Media Analysis.* International Journal of Communication

Thurman, (2008). *Forums for citizen journalists? Adoption of user generated content initiatives by online news media*. New media & society, 10(1).

Tsfati & Meyers,(2012). *Journalists in Israel*. In *The global journalist in the 21st century* (pp. 453-467). Routledge.

Unwin, (2012). *Social media and democracy: critical reflections*. In Background Paper for Commonwealth Parliamentary Conference, Colombo.

Wilson & Flew, (2010). *Journalism as social networking: The Australian youdecide project and the 2007 federal election*.

## **APPENDIX A**

Department of Mass Communication,

Mountain Top University,

Lagos-Ibadan Expressway,

Ogun State.

Dear Respondent,

My name is Isibor Primrose and I am an undergraduate student of the above institution and department currently working on a research project “Prospects and Consequences of social media in media surveillance: A study of the Journalists in the Guardian Newspaper”. The research work is a scholarly study objective to create more awareness. Therefore, this questionnaire is meant to collect data for the research. The information provided would be treated with utmost confidentiality and solely for academic research purposes. Thank you for your co-operation.

## **APPENDIX B**

### **QUESTIONNAIRE**

#### **SECTION A**

**INSTRUCTION:** please tick [ ] against the question(s) that correctly express your opinion.

1. What is your Age?

15-19yrs [ ]

20-25yrs [ ]

26-35yrs [ ]

40-55yrs [ ]

2. Gender?

Male [ ]

Female [ ]

3. What is your educational qualification?

Phd [ ]

Msc [ ]

Bsc [ ]

OND [ ]

NCE [ ]

WAEC [ ]

4. Designation?

Reporter [ ]

Correspondent [ ]

Editor [ ]

IT [ ]

## SECTION B

5. I am aware of the use of social media networking tools?

EA [ ]

VA [ ]

MA [ ]

SA [ ]

NA [ ]

6. I am aware of social media usage?

EA [ ]

VA [ ]

MA [ ]

SA [ ]

NA [ ]

7. Social media is needed for journalist assignment?

EA [ ]

VA [ ]

MA [ ]

SA [ ]

NA [ ]

8. Social media networking tool has always been available to journalist?

EA [ ]

VA [ ]

MA [ ]

SA [ ]

NA [ ]

#### SECTION C

9. Social media networking is the new age of media journalism?

SA [ ]

A [ ]

D [ ]

SD [ ]

U [ ]

10. Social media networking affect journalist in their profession?

SA [ ]

A [ ]

D [ ]

SD [ ]

U [ ]

11. I consider social media networking when carrying out an assignment?

SA [ ]

A [ ]

D [ ]

SD [ ]

U [ ]

12. Is social media networking tools necessary in today Media?

SA [ ]

A [ ]

D [ ]

SD [ ]

U [ ]

13. Can social media networking tools be the solution to Adequate News and Information?

SA [ ]

A [ ]

D [ ]

SD [ ]

U [ ]

#### SECTION D

14. What are the prospects of using social media among journalists in The Guardian newspapers in their routine journalistic assignments?

.....  
.....

.....

15. What are the social media platforms that journalists in The Guardian newspapers utilize in their routine journalistic assignments?

.....

.....

.....

16. What are the consequences of using social media among journalists in The Guardian newspapers in their routine journalistic assignments?

.....

.....



