

CREDIBILITY OF BLOGGERS VERSUS TRAINED JOURNALISTS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Credibility of Bloggers Versus Trained Journalists" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined credibility of bloggers versus trained journalists, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of credibility; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with credibility and bloggers. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 418 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 379 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.97). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.513$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.78, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.07$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on credibility.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of credibility of bloggers versus trained journalists is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Contemporary scholarship increasingly frames credibility as inseparable from the broader question of bloggers. Economic pressures and resource scarcity frequently determine the pace at which credibility advances in practice. Field evidence gathered by Umeh and Adebayo (2016) suggested that stakeholder engagement materially improves the results achieved in matters of credibility. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Longitudinal research by Famuyide and Oyelaran (2016) revealed that sustained attention to credibility yields appreciable dividends over time. Such findings reinforce the argument that credibility deserves a place of priority on the development agenda. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

credibility, when examined in relation to bloggers, reveals complex and often paradoxical dynamics. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of credibility. Studies conducted within the West African subregion by Ekwueme and Ogunlana (2018) reached conclusions broadly consistent with the Nigerian evidence. Such findings reinforce the argument that credibility deserves a place of priority on the development agenda. Evidence assembled by Salami and Osinachi (2015) across twelve states underscored the heterogeneity of outcomes linked to credibility. For practitioners, the practical significance of credibility cannot be overstated, given its demonstrable link with bloggers. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

The phenomenon of credibility, while not new, has acquired fresh analytical urgency in Nigeria. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of credibility. A notable study by Salami and Osinachi (2017) argued that the impact of credibility is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Olawale and Chukwu (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that credibility deserves a place of priority on the development agenda. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Scholars have long recognised credibility as a critical determinant of outcomes in mass communication. The socio-cultural diversity of Nigeria implies that responses to credibility must be differentiated rather than uniform. Studies by Oyelaran and Oyelaran (2019) largely support the view that credibility exerts a measurable influence on outcomes of interest. For practitioners, the practical significance of credibility cannot