

# **INFLUENCE OF ONLINE CITIZEN JOURNALISM ON PROFESSIONAL NEWS GATHERING IN NIGERIA**

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,  
FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)  
DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

## CERTIFICATION

This is to certify that this research project titled "Influence of Online Citizen Journalism on Professional News Gathering in Nigeria" 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.

## **ACKNOWLEDGEMENT**

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Mass Communication, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

## **ABSTRACT**

This study examined influence of online citizen journalism on professional news gathering in Nigeria, 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and citizen. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 405 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 370 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 = 3.03). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ( $r = 0.484$ ,  $p < 0.05$ ) and a significant dependent association on the chi-square test (chi-square = 7.87,  $p < 0.05$ ). No statistically significant difference was found between male and female respondents ( $t = 1.08$ ,  $p > 0.05$ ). 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 influence.

# TABLE OF CONTENTS

|                                                      |      |
|------------------------------------------------------|------|
| Title Page .....                                     | i    |
| Certification .....                                  | ii   |
| Dedication .....                                     | iii  |
| Acknowledgement .....                                | iv   |
| Abstract .....                                       | v    |
| Table of Contents .....                              | vi   |
| List of Tables .....                                 | vii  |
| List of Figures .....                                | viii |
| CHAPTER ONE: INTRODUCTION .....                      | 1    |
| 1.1 Background to the Study .....                    | 1    |
| 1.2 Statement of the Problem .....                   | 4    |
| 1.3 Objectives of the Study .....                    | 7    |
| 1.4 Research Questions .....                         | 7    |
| 1.5 Research Hypotheses .....                        | 7    |
| 1.6 Significance of the Study .....                  | 7    |
| 1.7 Scope and Limitation of the Study .....          | 10   |
| 1.8 Definition of Terms .....                        | 12   |
| CHAPTER TWO: LITERATURE REVIEW .....                 | 14   |
| 2.1 Conceptual Review .....                          | 14   |
| 2.1.1 Concept of Influence .....                     | 14   |
| 2.1.2 Concept of Citizen .....                       | 15   |
| 2.1.3 Concept of Journalism .....                    | 17   |
| 2.2 Theoretical Framework .....                      | 19   |
| 2.2.1 Uses and Gratifications Theory .....           | 19   |
| 2.2.2 Agenda Setting Theory .....                    | 20   |
| 2.2.3 Social Capital Theory .....                    | 21   |
| 2.2.4 Cultivation Theory .....                       | 22   |
| 2.3 Empirical Review .....                           | 23   |
| 2.3.1 Early Studies on influence .....               | 24   |
| 2.3.2 Recent Nigerian Evidence on influence .....    | 25   |
| 2.3.3 Influence and citizen .....                    | 27   |
| 2.3.4 Comparative Perspectives across Africa .....   | 29   |
| 2.4 Summary of Literature Review .....               | 31   |
| CHAPTER THREE: RESEARCH METHODOLOGY .....            | 33   |
| 3.1 Research Design .....                            | 33   |
| 3.2 Population of the Study .....                    | 33   |
| 3.3 Sample Size and Sampling Technique .....         | 34   |
| 3.4 Sources of Data Collection .....                 | 35   |
| 3.5 Research Instrument .....                        | 36   |
| 3.6 Validity and Reliability of the Instrument ..... | 37   |
| 3.7 Method of Data Analysis .....                    | 38   |
| 3.7.1 Administration of the Instrument .....         | 39   |

|                                                                    |    |
|--------------------------------------------------------------------|----|
| 3.8 Ethical Considerations .....                                   | 40 |
| CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION ..... | 42 |
| 4.1 Data Presentation .....                                        | 42 |
| 4.2 Demographic Characteristics of Respondents .....               | 42 |
| 4.3 Analysis of Research Questions .....                           | 43 |
| 4.4 Test of Hypotheses .....                                       | 44 |
| 4.5 Discussion of Findings .....                                   | 45 |
| CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS .....        | 50 |
| 5.1 Summary .....                                                  | 50 |
| 5.2 Conclusion .....                                               | 51 |
| 5.3 Recommendations .....                                          | 52 |
| 5.4 Suggestions for Further Studies .....                          | 52 |
| REFERENCES .....                                                   | 54 |
| APPENDIX .....                                                     | 56 |

## LIST OF TABLES

|                                                                                      |    |
|--------------------------------------------------------------------------------------|----|
| Table 2.1: Summary of the Review of Related Literature .....                         | 31 |
| Table 2.2: Operationalisation of the Study Variables .....                           | 32 |
| Table 3.1: Population of the Study and Sampling Technique .....                      | 40 |
| Table 3.2: Validity and Reliability of the Research Instrument .....                 | 41 |
| Table 4.1: Gender Distribution of Respondents .....                                  | 48 |
| Table 4.2: Age Distribution of Respondents .....                                     | 48 |
| Table 4.3: Educational Attainment of Respondents .....                               | 48 |
| Table 4.4: Weighted Mean Analysis of Research Question One .....                     | 49 |
| Table 4.5: Weighted Mean Analysis of Research Question Two .....                     | 49 |
| Table 4.6: Correlation Summary between the Independent and Dependent Variables ..... | 49 |
| Table 4.7: Independent Samples t-test by Gender .....                                | 49 |
| Table 4.8: Chi-square Test of Association .....                                      | 49 |

## **LIST OF FIGURES**

|                                                       |    |
|-------------------------------------------------------|----|
| Figure 1.1: Conceptual Framework of the Study .....   | 13 |
| Figure 3.1: Mass Communication Research Context ..... | 41 |
| Figure 4.1: Gender Distribution of Respondents .....  | 48 |
| Figure 4.2: Age Distribution of Respondents .....     | 48 |

## CHAPTER ONE: INTRODUCTION

### 1.1 Background to the Study

The study of influence of online citizen journalism on professional news gathering in Nigeria 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.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Findings reported by Salami and Oyelaran (2018) observed that respondents with greater exposure to influence recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Studies by Alade and Eze (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. Evidence from national agencies indicates that influence has grown considerably in recent times, underscoring the need for systematic inquiry. Studies by Adeniyi and Ekwueme (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with citizen. The aggregate picture emerging from Adigun and Adebayo (2023) points to a modest but consistent association between influence and the outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding citizen. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Influence continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Evidence assembled by Adigun and Adebayo (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. A notable study by Ogunlana and Adebayo (2017) argued that the impact of influence is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

In recent years, influence has emerged as a central theme in scholarly discourse on mass communication. Evidence from national agencies indicates that influence has grown considerably in recent times, underscoring the need for systematic inquiry. Longitudinal research by Salami and Adekunle (2016) revealed that sustained attention to influence yields appreciable dividends over time. Accordingly, there is a growing consensus that