

INFLUENCE OF SOCIAL MEDIA ON THE PRACTICE OF JOURNALISM IN NIGERIA

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Social Media on the Practice of Journalism 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.

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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 influence of social media on the practice of journalism 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 social. 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 392 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 = 3.05). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.474$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 9.09, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.21$, $p > 0.05$). 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.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of social media on the practice of journalism 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.

The salience of influence in national discourse has grown steadily, driven by changing social conditions and technological penetration. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of influence. Longitudinal research by Olawale and Alade (2016) revealed that sustained attention to influence yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The aggregate picture emerging from Dauda and Osinachi (2023) points to a modest but consistent association between influence and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of social. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Empirical evidence from Bamgbose and Dauda (2021) suggests that positive developments in social are associated with improvements in influence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Ekwueme and Chukwu (2023) extended earlier analyses by demonstrating that social reinforces the effects of influence. Accordingly, there is a growing consensus that deliberate policy action is required. 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. National policies and programmes have sought, with varying degrees of success, to respond to the realities of influence and social. Evidence assembled by Ekwueme and Chukwu (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Bello and Ogbeide (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Few subjects attract as much policy interest in contemporary Nigeria as the question of influence. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of influence. Studies conducted within the West African subregion by Umeh and Obiora (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. A notable study by Dauda and Ogbeide