

PODCAST LISTENERSHIP AMONG PROFESSIONALS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Podcast Listenership Among Professionals" 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 podcast listenership among professionals, 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 podcast; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with podcast and listenership. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 366 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 = 3.14). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.505$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.29, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.33$, $p > 0.05$). 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 podcast.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of podcast listenership among professionals 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.

podcast continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Economic pressures and resource scarcity frequently determine the pace at which podcast advances in practice. A notable study by Bello and Adeniyi (2017) argued that the impact of podcast is substantially mediated by the quality of institutions. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. The work of Umeh and Salami (2023) extended earlier analyses by demonstrating that listenership reinforces the effects of podcast. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The relationship between podcast and listenership has been the subject of sustained academic interest across several disciplines. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which podcast unfolds. A notable study by Obiora and Ogunlana (2017) argued that the impact of podcast is substantially mediated by the quality of institutions. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Longitudinal research by Ogunlana and Oyelaran (2016) revealed that sustained attention to podcast yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding listenership. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

In both global and African literatures, podcast is now regarded as a key index of institutional performance. Evidence from national agencies indicates that podcast has grown considerably in recent times, underscoring the need for systematic inquiry. Field evidence gathered by Ogunlana and Oyelaran (2016) suggested that stakeholder engagement materially improves the results achieved in matters of podcast. Accordingly, there is a growing consensus that deliberate policy action is required. Longitudinal research by Bakare and Ogunlana (2016) revealed that sustained attention to podcast yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding listenership. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The phenomenon of podcast, while not new, has acquired fresh analytical urgency in Nigeria. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of podcast. Longitudinal research by Osinachi and Nnamdi (2016) revealed that sustained attention to podcast yields appreciable dividends over time. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Bello and Chukwu (2019) attributed