Impact of Social Media on Radio
(A Study of Students of Mass Communication Department, Rufus Giwa Polytechnic, Owo).

By

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Abstract

The new media, which use websites, blogs, facebook, X (formally twitter), audio streaming, youtube, skype, online videos, mobile devices as tools, have come to break geographical barriers making the world a global village where information and communication is shared with increased speed and volume. It has provided opportunities for interactive communication that sparks up social rapid changes. There is no gain saying that the new media technology is the world's fastest growing sector, especially in Nigeria. Today, multimedia communication, the computer and the internet have converged. This convergence has left traditional media especially radio to forms in self-doubt as to their future and relevance in the new media era. The objective of this study is to examine the impact of new media on Broadcasting on Journalism Practice (A Study of Undergraduates Students of Mass Communication Department, Rufus Giwa Polytechnic, Owo). The population for this study is the students of Mass Communication Department, Rufus Giwa Polytechnic Owo, within the age group 18 years and 30 years. The total number of students in the department is 1,583. Therefore a representative sample of 200 was drawn from the population. The study concludes that new media plays a vital/significant role on radio and all other media but can only achieve its objectives when properly used or relayed. Because new media needs to encompass all information and communication technologies including radio and provides opportunities that could not be reduce through traditional media.

Keywords: Media, Social Media, Radio and Impact.

Introduction

Out of all the medium of mass media, radio is the most accessed medium due is it's nature of mobility. Both the elite and illiterate have variety of radio of radio stations they can tune into and listen as they move from one place to the other as long as they are within the reach of radio station bandwidth.

Radio listening figures remain exceptionally high while other media are falling and failing left, right and centre. But the story isn't entirely rosy - younger people are moving away from the medium. Why is that, and how do radio companies innovate to meet the New media followership generation?

"New media" are defined in this chapter as media which are integrated, interactive and use digital code (Dijk, 2006). With Dietz and Stern (2008) stating that there is still some way to in understanding the dynamics of new media engagement. With these conflicting positions in

mind, this study reviews and critically evaluates the current role, and potential future roles, new media could play in engaging the listeners in news gathering, processing and programming on radio.

The new media, which use websites, blogs, facebook, twitter, audio streaming, you tube, skype, online videos, mobile devices as tools, have come to break geographical barriers making the world a global village where information and communication is shared with increased speed and volume. It has provided opportunities for interactive communication that sparks up social rapid changes. There is no gain saying that the new media technology is the world's fastest growing sector, especially in Nigeria. Today, multimedia communication, the computer and the internet have converged. This convergence has left traditional media especially radio to forms in self-doubt as to their future and relevance in the new media era.

With this convergence comes globalisation, a new world information system with no respects to bandwidth or borders. From the remotest villages in Nigeria, access can now be had to various radio stations in and outside Nigeria. In the past decade, there has been a significant expansion from consumption of traditional mass media – broadcast television, newspapers, radio – into consumption of new media, such as the internet and mobile phone communications. More recent developments in new media have signaled substantive changes in how people access and interact with information, who has access, and who are the authorized definers or claim makers.

Essentially, with technological advances, these communications are seen to be a fundamental shift from one-to-many (often one-way) communications to many-to-many more interactive webs of communications. Flew (2006) recognizes the advantages of new media as being malleable and adaptable in creation, storage, delivery and use; networkable; and compressible, leading to large amounts of data existing in physically small spaces. There are three key characteristics of new media: the ability to deliver individualized messages simultaneously to those with access; the control of the content shared by each individual involved; and the dependence of new media on technology (Crosbie, 2002). Hence, new media agents include interactive television and digital radio (but not analogue television or radio), mobile telephones (but not landline phones), and all internet agents such as Internet Explorer or FireFox. The development of the internet, and particularly 'social networking media' as commonly used by radio stations to source for news and as well reach their audience has made the operation of radio stations easier.

The challenge for radio broadcasters in Nigeria is to find the most reasonable way to take advantage of the new media order, and redefine what the listeners want. The first challenge would be to explore new areas of programming and packaging that would attract international audience, programmes that treat and showcase the unique Nigeria cultures and experiences.

It may also be necessary for radio broadcasting stations in Nigeria to digitalise their transmissions, and link up their frequencies and upload their programmes to the internet as a viable means of exposing the programme content to the Global Public Space (GPS) on instantaneous basis. This way, the world would be availed the opportunity to experience Nigeria live. With a world-class and high capacity communications satellite in place, the government can provide the backbone needed to enable local stations leapfrog their desire to be on the global space of information and communication. It is unfortunate that Nigeria has lost several opportunities in the past to launch herself into reckoning as a major player in this sector. But the time to push the button is now because new media is taking the shine off the local stations and forcing our cultures out of oblivion.

Statement of the Research Problem

Better idea is needed without reservation in order to references new information and communication technologies such as the Internet, while radio and other (often analogue) media are ignored. This is despite the potential of radio to offer cheap and effective communication channels in developing country contexts. In the "digital age" radio still has much to offer yet is under-utilised in many contexts. If it is accepted that better

communication can help reduce poverty, then our understanding of new media needs to encompass all information and communication technologies, including radio.

There are divergent perspectives about the Impact of social media on broadcast journalism, with regards to whether new media increases or reduces listenership of radio in Nigeria. This argument, therefore, necessitated this research, which seeks to find out the impact of new media on broadcast journalism in Nigeria and some others questions that will arise in the cause of study, with the aim of proffering solution if discovered to be the other way round.

Objectives of the Study

The objective includes the following among others;
a.   to ascertain the impact of new media on radio in Nigeria
b.   to identify the roles of the new media in Nigeria
c.   to investigate the importance of Digital Radio Broadcasting in Nigeria

Research Questions

The following research questions:
a.   what are the impact of new media on radio in Nigeria
b.   what the roles of the new media in Nigeria
d.   what are the importance of digital radio broadcasting in Nigeria

Literature Review

Conferences such as the Melbourne 2005 Radio Conference have attracted academics, practitioners and policy makers from many countries, which also hints at the universal relevance of the medium and. Participants of the Melbourne conference have clearly demonstrated this. Some noted that this is a field where again we see radio given less attention than it deserves, fading into the background as telecentres, computers and the Internet are seen as embodying significant development potential. "ICTs" implicitly references new information and communication technologies such as the Internet, while radio and other (often analogue) media are ignored.

Despite the potential of radio to offer cheap and effective communication channels in developing country contexts. In the "digital age" radio still has much to offer, yet it is under-utilized in many contexts. If it is accepted that better communication can help reduce poverty, then our understanding of new media needs to encompass all information and communication technologies.

New media can increase the inclusive of engagement at a grassroots level; they can also decrease the perceived distance between scientists and institutions and their audiences. New media have enabled a blurring of the traditional scientific peer-review process with the launch of various *journals* online, including the online publication *Nature Reports Climate Change* and the associated *Climate Feedback* blog. Heffernan (2009) reports that bloggers can provide new angles on climate topics and can break news faster than traditional media. Heffernan also noted that Web users have allowed researchers to communicate their own results into the blogosphere outside the traditional peer-review system. Mooney and Kirschenbaum (2009) put a warning on new media noting that it is likely that these science blogs will only reach a very small (and already engaged) proportion of the public.

Social Media Tools

Social media can help provide more personal face to large institutions. The former UK Prime Minister Gordon Brown, for example, had a Twitter, Flicker, Youtube and Facebook profile. Brown's attempts to utilize new media through internet (gov.uk) were not wholly successful, and left some wondering who was actually posting under Brown's profile (Kiss, 2009). Unlike Gordon, his wife Sarah Brown has become one of the most popular celebrity tweeters

on Twitter. This has been attributed to her genuine and personalized use of the new media agent (Beckett, 2009), utilizing it as a two-way engagement with her followers, rather than using it as a PR-managed one-way communications tool.

A further issue with more traditional institutions using new media to understand how such engagement approaches might be perceived.

As Gavin (2009) states, quoting Fiecschi (2007): 'social networking should also be seen in the context of the "cringe factor" attending the efforts of some politicians to engage with the youth. With that understanding established, it is now possible to interrogate what is meant by "new media".

Also in Nigeria, President Goodluck Ebele Jonathan used facebook during his campaign in 2011. On his facebook page, President Jonathan highlighted his agenda if elected. He also used the medium to interact with Nigerian youths in home and Diaspora on how his programs will be rounded if elected. Although critics have said the facebook page is not run by the president but the truth is that he has been able to reach is audience through that means.

It must be noted that the facebook page is still in use still date and just of recent the president announced the renaming of University of Lagos, Akoka to Moshood Abiola University Lagos on this same facebook account. This was done immediately he delivered his Democracy day speech in honour of late Chief Moshood Kashimawo Abiola on radio and television.

Needless say that not everything printed on paper or broadcasted on either radio or television is "the press"; and not all in the press is journalism. Instead, around the world, much is propaganda - commercial advertising or state message. New media does enable "messages to be sent farther, faster and with fewer intermediaries than traditional media forms" (Singer, 2005). Media practitioners in radio broadcasting while using new media can work more effectively and efficiently. This is because it is has proven that new media helps to increase work efficiency and speed as well as reduce cost of gathering news, processing, dissemination and reach.

Apart from using the new media for packaging news, accessing materials for news, publishing news on websites and transmitting material between reporters and their bases, Nigerian journalists employ it for the purpose of online broadcasting popularly referred to as webcasting. Quasim Akinreti, in an article titled Challenges of Online Broadcasting in Nigeria defines webcasting as 'the convergence of text, pictures and audio materials for dissemination of information, education and entertainment," adding that "this convergence is possible via the internet".

Influence of Social Media on Radio Stations

In Nigeria, the deregulation and digitization of the broadcasting industry created an avenue for radio stations to move into the use of webcasting. Cool FM and Brilla FM, both privately owned outfits, set the pace with Radio Nigeria, Ibadan and Radio Lagos/Eko FM as the first public radio stations to embrace online broadcasting on www.radionigeria.org and www.radioolagosekofm.com. Many other radio stations, including Rainbow FM Isheri Ogun State (www.rainbowfm.com) and splash FM Ibadan (Splash FM105.5org) among many others have suit in webcasting. These different types of new media have one way or the other affected radio stations programming practice.

The availability of only a few online journalists as content providers, high cost of computers and internet services for the provision of bandwidth are the main challenges facing online broadcasting in Nigeria. Currently, good traditional journalists are provided opportunities by the Commonwealth Broadcasting Association, (CBA), the BBC TRUST and some other international training institutions to undergo training in online journalism. This has been very helpful because, as Akinreti, observed, "The current curriculum of tertiary institutions and journalism institutes does not incorporate online journalism".

Akinreti further notes that "In Nigeria, most journalists cannot afford to buy personal computers and laptops and have internet access in their homes. For those organizations that can provide these services, its use is restricted to the office. Besides, many online radio and

televisions stations are groaning under the high cost of maintaining bandwidth for internet accessibility'. He cites example with Voice of Nigeria, which he says had to "pay as much as #3million for its bandwidth and internet access", for its online broadcast for three months service.

Despite these challenges, using of new media for online broadcasting has become part and parcel of the journalism profession in Nigeria. The challenge is that for nay broadcasting station too be able to achieve this trend, it must have undergone a process of digitization with the requisite hardware and software, including network of computers, Mini Disk recorders, and digital audio recorder among others. There must be access to the internet, with adequate and licensed audio and video software, such as Cool Edit Pro/Adobe Audition and Pinnacle system. It must have uninterrupted internet services. Moreover, new media enables radio broadcasters to communicate with their audience in a new and creative ways which would go a long way in creating confidence in not just the media but their publics as well.

To the credit of some Nigeria radio stations, they have already established a strong presence in cyberspace in line with the technological developments in the industry and in a bid to keep up with their counterparts in other parts of the world by maintaining strategic presence on the information super highway.

However, Uche Nworah, in his 2005 article, The Impact of the Internet on Journalism practice in Nigeria, says "Any such attempt at rubbing shoulders with the western media stops just with the internet sites which some of the Nigerian media organizations have been able to set up". He noted that other facilities and resources are still largely unavailable to Nigerian journalist, including company sponsored laptop computers with mobile internet access, digital recording devices, open access mobile telephones, well equipped and functional newsroom fitted with state of the art multimedia equipments and working conditions that take into consideration global trends, market prices and national inflation rates.

The new media has without doubt enhance the way journalist do their work, as they can now file in their reports easily from any part of Nigeria where there is internet access. Quoting Femi Ojo an Ibadan based Journalist with splash fm, he noted that "all they need to do is go to any nearby internet café and at the touch of a button the news report is at the editor's desk, ready to be served fresh to the listeners".

Nigerian journalists to a large extent still complain with the problems of poor facilities. Their professional life is still not as rosy as that of their Western counterparts especially in this age of advanced technology. In the Information and Communication Technology (ICT) parlance, online Radio broadcasting is the journalism share of the technological revolution under the auspices of the "new media". Don Tapscott (1997) believes that the traditional media (the press) are converging with computing and telecommunications to create nothing less than a new medium of human communication with the Net at its heart. Writing in the light of this in an article entitled: How is Networked Digital Technology Changing the Economy, published in the Net, Tapscott states: "We are heading towards a world with a global digital internet worked infrastructure that can support the majority of business and leisure activities. In this age there will be little for corporations to have physical manifestation; in place of the large corporate campus will be a network of 'molecules' that can perform functions as cheaply and efficiently as possible. People will be knowledgeable workers who can deploy their knowledge for anyone anywhere.

For online radio broadcasting to be possible, an Internet Service Provider will have to provide a host server outside the country for audio streaming of news and programmes. Above all, the broadcasting outfits must have trained personnel to generate content and use these hard and software to carry out online tasks. These set of online personnel are called web content providers. Others are webmasters who upload and webcast materials and graphic artists who design the web pages. There are other audio/sound engineers who assist in online production. With these, online radio stations in Nigeria stream their news and programmes to their

numerous listeners in their offices, homes and on mobile phones with what is referred to as 3G systems.

Webcasting gives those who log on to the websites opportunity for interactivity, immediate feedback and the choice to either view the text in its entirety or enjoy the audio clips reinforcing the storyline. More importantly, it links the running story to other issues related to the "newspeg". This interactivity is capable of making the listener/reader a part of the news experience. It can also make them actively pursue or seek out news and content rather than being passively involved.

Federal Radio Corporation Nigeria (FRCN) launched its Web facility on March 8, 2007. The website and the live streaming of Kapital FM, Abuja and later four other FM stations in the network, enhanced the corporation's coverage of the 2007 general election in Nigeria. The significance of this development was fully captured in the words of Ben Egbuna, the Director General of FRCN at the time. "You can listen to our network news anywhere you are in the world now. This is unlike in the past when, if you move out of Nigeria, you are caught off from FRCN news. With the Web now, five of our FM stations are being streamed live, on the web. You can listen to Radio Nigeria wherever you are in the world. The web has helped us a lot".

In a research carried out by Victorson Agbenson in 20008, using FRCN and Ray Power as cases in point, to ascertain the level of computer usage in the nation's broadcast industry and what was responsible for the given the level of computer application among broadcasters. Using the survey research design which involved administering questionnaires to elicit the required data from a total of 147 respondents drawn from the two organizations, he found out that there have been tremendous improvements in the work of some broadcasters since they began to apply job of news/programmes sourcing, packaging and reporting with ninety-six percent of the broadcasters in FRCN and Ray Power agreeing to this.

He also said broadcasters in the private sector have more access to computers and internet facilities than their counterparts in the public sector. The ratio is 46% to 43% for computer availability, 97% to 54% for online access both in favour of Ray Power. Therefore, New media technologies should be seen on a same level with (rather than in any fundamental opposition to) earlier media platforms (Landow, 2003, cited by Banda, 2006). There is certainly value in avoiding over-radical dichotomies between old and new media, but it is also important to look at both similarity and clashes between the two realms of media. At the outset, we can consider political philosophy. In much of the world, there are distinctive political traditions associated with the two media realms. In the case of the press, it is a liberal cum social-responsibility tradition; in the case of the New media, a libertarian one. These are close, but not completely compatible traditions. The key difference is that while old media tends to acknowledge self-regulation, the spirit of new media is more of a "free-for-all". This is a significant distinction, because from a libertarian point of view, self-regulation is not much different to self-censorship.

Indeed, the rise and growth of a mainly free Internet owes much to the broad new media environment which promotes the pioneer press. What this should make for is a situation where, despite philosophical differences there is nonetheless a fundamentally shared concern between those who have journalistic interests in either new or old spheres (and of course, for those who also access the two). This is, however, not always the case. In developed countries, much old media experiences new media more as a rival than a political ally. And even amongst old media in these countries, divisive rivalries between print and broadcast are carried over into the online. The situation in many developing countries, however, is one where new media has so little reach, that old media hardly sees the new as a factor either way (especially Nigeria Radio Station). Work would need to be done in both cases to promote understanding about the common benefits of transcending the separate thinking.

Economically, a country like Malaysia accepts new media usage because of its economic significance as a multi-functional platform but with relative unconstrained, while strong state control of the major print and broadcast media continues (George, 2003). Already in the

USA, 54 percent of Americans are getting political news through the new media (Pew Research Center, 2004; cited by Singer, 2005). This prospect is different to Nigeria which is a developing nation. It is the case nonetheless that new media is still an area where some headway can sometimes more easily be made. Thus, it can be noted that some Nigerians are trying to use the new media for objectives that cannot be met through old media, examples are some of the Blackberry broadcasts informing people of events happening around them or calling for mass rejection of government policies (e.g occupy Nigeria organized against removal of fuel subsidy). "The less press and personal freedom people have, the more attractive the new media looks as a safe site for anti-government political expression" (George, 2005).

The limited reach of new media in a developing country like Nigeria means that many governments are not excessively bothered about the content on these platforms as compared to the old mainstream ones, thereby making it easy for most online radio station to broadcast without license, an example of this is Fortis Radio in Ibadan.

Radio stations in Nigeria have only embraced the new media belatedly, and developments are still minimal in many developing countries in particular. In the developed countries, some of this expansion into cyberspace was defensive - seeking opportunities in markets where new competitors foraged (including scavenging off old media's offerings), and following migrating audiences or intercepting a new generation (Benson 2008).

The role of the new media is to modify the activities of the traditional media to reach a wider audience in a different dimension and speed. With the undisputable fact that Information and data are the must important essence of media, how this information is channeled and distributed is determined by the speed of the medium used in conveying it. We now have information being channeled through different smart forms like mobile devices, smart cameras, SMS platforms, information gadgets, web applications, computer applications and the rest of them.

It must be noted that in time past, the original mass communication medium was the human voice, which is still in existence and very effective in sending messages but that has been modified by the advent of books which increased the number of people that could be reached by an individual with a wider coverage per time. The newspapers came with the attribute of news of latest happenings and showed a greater speed of reaching the people with information and news than the books. But when radio came, it added the attributes of voice, news and entertainment. Television came with flavors of motion pictures, now we have the new media, which has the advantage of interactivity between user and user, user and information, which no media have been able to achieve.

Theoretical Framework
Technological Determinism Theory
Technological determinism theory according to Lievrouw and Livingstone (2006), technological determinism is "the belief that technologies have an overwhelming power to drive human actions" which leads to social change.

From the foregoing, it is evident that Radio stations in Nigeria must understand that new media technologies when properly harnessed are capable of transforming media radio broadcasting. In fact, new media technologies, by their very nature, are drivers of social change, national development and organisational development. The various Radio stations and their gatekeepers in Nigeria on the other hand, have responsibilities as well as freedom in their information gathering and dissemination task as posited by development media theorists, by ensuring that news gathered via the new media (You tube, Twitter, facebook, audio streaming, skype and websites) are objectively and positively presented to the world.

This is possible because of technological transformations of new media technologies which now overlap with some contemporary tools for news processing, dissemination, programming

and reach. Close relationship between the new media users and radio organisations must be sustained and maintained mutually.

Relevance of the Theories to the Study

The theories reviewed above are relevant to the present study in that they help to explain many issues in the radio broadcasting changes and method of technology on media generally. The two theories have equally perspectives on study. The factor includes: the effect, importance and impact of new media. Which enable technological innovation moves from the stage of invention to widespread used.

Research Methodology
Research Design

The survey research method will be used in this study. The method is adopted to enable the researcher sample across section of the target population which will make the study as representative as possible, and therefore will make the conclusion generalized.

Area of the study

The area of the study for this research work Rufus Giwa Polytechnic Owo, Ondo State.

Population of the Study

The population for this study is the students of Mass Communication Department, Rufus Giwa Polytechnic Owo, within the age group from 18 years to 30 years. The total number of students in the department is 1,583. The reason for choosing this population is because of their exposure and understanding of various roles played by the Social media.

Sampling Size and Sampling Procedure

This ensures that data are collected from relevant quarters. The sampling size is hoped to be the representative of the population from which generalization can be made conveniently. In this method, it is difficult to study the whole population. Therefore a representative sample of 200 was drawn from the population.

Samples for this research work will be drawn using the non- probability sampling method, this method will be used because it is a collection of readily accessible subject for study and it will be helpful in collecting exploratory information.

Instrument of Data Collection

The instrument to be used for obtaining information for this study will be questionnaire. The questionnaire comprises of two sections, Section A and B, the questionnaire will contain twenty questions. Section A which is the demographic will contain four questions while the other sixteen will be dedicated to answering the research questions raised in chapter one of this research work.

Method of Data Analysis

The questionnaires will be collected and analyzed. Tables will be used in presenting relevant information and tabular presentation of data including interpretations. The method adopted will be quantitative method of analysis for the questionnaire to show in details findings of research work.

Data Presentation, Analysis and Discussion
Data Presentation and Analysis

Table 4.2.1: Distribution of Respondents by Sex

Sex	Frequency	%
Male	62	31.0
Female	138	69.0
Total	200	100.0

The table above presents the distribution of respondents by sex. According to the result of the analysis, 62 (31.0%) of the respondents were male while 138(69.0%) were female. This shows that majority of the respondents were female.

Table 4.2.2: Distribution of Respondents by Age Group

Age	Frequency	%
20-30 years	150	75.0
31-39 years	28	14.0
Above 39 years	22	11.0
Total	200	100.0

The table above presents the distribution of respondents by age group. According to the result of the analysis, 150(75.0%) of the respondents were below 31 years of age, and 28(14.0%) were between 31-39 years while 22(11.0%) were above 39 years of age. This shows that majority of the respondents were between 20 -30 years.

Table 4.2.3: Distribution of Respondents by Educational Qualification

Education	Frequency	%
SSSCE	20	10.0
ONDINCEIDIP	64	32.0
HND/BSC/BA	88	44.0
MA/MSc	28	14.0
Total	200	100.0

The table above presents the distribution of respondents by educational qualification. According to the result of the analysis, 20(10.0%) of the respondents holds SSCE, 64(32.0%) hold OND/NCE/DIP equivalent and 88(44.0%) hold HND/BSC/BA while 28(14.0%) of the respondents hold MA/MSC. This shows that majority of the respondents holds HND/BSC.

Table 4.2.4: Distribution of Respondents By Marital Status

Marital Status	Frequency	%
Single	158	79.0
Married	42	21.0
Total	200	100.0

The table above presents the distribution of respondents by marital status. According to the result of the analysis, 158(79.0%) of the respondents were single while 42(21.0%) of the respondents were married. This shows that majority of the respondents were single.

Research Questions

(Item 1): Have You Heard About New Media?

Parameter	Frequency	%
Yes	184	92.0
No	16	8.0
Total	200	100.0

The table above presents the distribution of respondents on whether they have heard about the new media or not. According to the result of the analysis, 184(92.0%) of the respondents indicated they have heard about it while 16(8.0%) indicated that they have not.

Item 2: Do You Think New Media Has Impact on Radio Broadcasting?

Parameter	Frequency	%
Yes	124	62.0
No	12	6.0
To some extent	52	26.0
Indifference	12	6.0
Total	200	100.0

The table above presents the distribution of respondents on whether they think new media has impact on radio or not. According to the result of the analysis, it shows that the new media has impact on radio as indicated by 124(62.0%) of the respondents who said yes and 52(26.0%) who indicate to some extent.

Item 3: How Effective Has The New Media Reflected On Radio?

Parameter	Frequency	%
Very great Extent	52	26.0
Great Extent	90	45.0
Little Extent	32	16.0
Very Little Extent	14	7.0
Not At all	12	6.0
Total	200	100.0

The table above presents the distribution of respondents on the effectiveness of the new media as reflected on radio. According to the result of the analysis, 52(26.0%) of the respondents indicate very great extent, 90(45.0%) indicate great extent, 32(16.0%) of the

respondents indicate little extent and 14(7.0%) indicate very little extent while 12(6.0%) of the respondents indicate not at all. Most of the respondents agreed that new media reflect on radio.

Item 4: In What Way Do The New Media Make An Impact On Radio?

Parameter	Frequency	%
Increase people listen to radio	112	56.0
Reduce people listen to radio	42	21.0
Indifference	14	7.0
I don't know	32	16.0
Total	200	100.0

The table above presents the distribution of respondents on the ways that the new media make an impact on radio. According to the result of the analysis, 112(56.0%) of the respondents indicate that it increase people listen to radio, 42(21.0%) indicate it reduce people listen to radio and 14(7.0%) were indifference while 32(16.0%) don't know. This mean new media has increase people listening to radio.

Item 5: Through What Means Do You Access The New Media?

Parameter	Frequency	%
Facebook	124	62.0
Twitter	14	7.0
Skype	6	3.0
Website	42	21.0
You Tube	2	1.0
All	12	6.0
Total	200	100.0

The table above presents the distribution of respondents on the means they do access the new media. According to the result of the analysis, 124(62.0%) of the respondents indicate face book, 14(7.0%) indicate twitter, 6(3.0%) indicate skype, 42(21.0%) indicate website and 2(1.0%) indicate you tube while 12(6.0%) indicate all.

4.3.6 (Item 6): Can We Say New Media Stand As Innovation In Radio And Radio Programming?

Parameter	Frequency	%
Yes	122	61.0
No	16	8.0
I don't know	62	31.0
Total	200	100.0

The table above presents the distribution of respondents on whether they can say that the new media stand as innovation in radio and radio programming or not. According to the result of the analysis, 122(61.0%) of the respondents indicate yes, and 16(8.0%) indicate no while 62(31.0%) of the respondents indicate I don't know.

4.3.7 (Item 7): Do You Listen To Radio Programmes Using The New Media?

Parameter	Frequency	%
Yes	66	33.0
No	72	36.0
To some Extent	42	21.0
Not at all	20	10.0
Total	200	100.0

The table above presents the distribution of respondents on whether they listen to radio programmes using the new media or not. According to the result of the analysis, 108(54.0%) of the respondents indicated yes to some extent, while 92(46.0%) indicated no/not at all. This shows that they listen to radio programmes using the new media.

4.3.8 (item 8): Do You Give Your Feedback On Radio Programmes Using The New Media?

Parameter	Frequency	%
Yes	86	43.0
No	114	57.0
Total	200	100.0

The table above presents the distribution of respondents on whether they give feedback on radio programmes using the new media or not. According to the result of the analysis, 86(43.0%) of the respondents indicated yes, while 114(57.0%) indicated no.

4.3.9 (Item 9): Which Of The Following Media Do You Prefer?

Parameter	Frequency	%
Radio	40	20.0
Television	104	52.0
News paper	20	10.0
Online Reading	34	17.0
Video Streaming	2	1.0
Total	200	100.0

The table above presents the distribution of respondents the media they prefer. According to the result of the analysis, majority prefer radio and television and online reading as indicated by 20.0% 52.0% and 17.0% respectively.

4.3.10 (item 10): Do You Listen To Foreign Radio Station Programmes Using the New Media?

Parameter	Frequency	%
Yes	100	50.0
No	100	50.0
Total	200	100.0

The table above presents the distribution of respondents on whether they do listens to foreign radio station programmes using the new media or not. According to the result of the analysis, 100(50.0%) of the respondents indicated yes, while 100(50.0%) indicated no.

4.3.11 (item 11) New Media Needs to Encompass all Information and Communication Technologies, Including Radio?

Parameter	Frequency	%
Strongly Agree	84	42.0
Agree	98	49.0
Disagree	2	1.0
Strongly Disagree	-	-
I don't know	16	8.0
Total	200	100.0

The table above presents the distribution of respondents on whether the New media needs to encompass all information and communication technologies, including radio or not. According to the result of the analysis, it shows that New media needs to encompass all information and communication technologies, including radio. The justification is as a result of 182(91.0%) of the respondents who agree to the statement.

4.3.12 (Item 12) Is There Any Significant Relationship Between New Media And Radio Broadcasting?

Parameter	Frequency	%
Yes	178	88.0
No	10	5.0
Indifference	14	7.0
Total	200	100.0

The table above presents the distribution of respondents on whether there is any significant relationship between new media and radio broadcasting or not. According to the result of the analysis 178(88.0%) of the respondents indicated yes and 10(5.0%) indicate No while 14(7.0%) were indifference.

4.3.13 (Item 13) New Media Presents Opportunities That Could Not Be Reduce Through Traditional Media?

Parameter	Frequency	%
Strongly Agree	60	30.0
Agree	94	47.0
Disagree	12	6.0
Strongly Disagree	6	3.0
I don't know	28	14.0
Total	200	100.0

The table above presents the distribution of respondents on New media presents opportunities that could not be reduce through traditional media. According to the result of the analysis, 154(77.0%) of the respondents indicated agree, and 18(9.0%) disagree while 28(14.0%) were indifference.

4.3.14 (Item 14) The Internet Has Opened Up Opportunities For Broadcasting The Recording And Posting Of Record Sound?

Parameter	Frequency	%
Strongly Agree	94	47.0
Agree	94	47.0
Disagree	2	1.0
Strongly Disagree	-	-
I don't know	10	5.0
Total	200	100.0

The table above presents the distribution of respondents on the Internet has opened up opportunities for broadcasting -the recording and posting of record sound. According to the result of the analysis, 188(94%) of the respondents indicated agree, and 2(1.0%) disagree while 10(5.0%) were indifference.

4.3.15 (Item 15) What Age Group Do You Think Benefit From The New Media?

Parameter	Frequency	%
16-21	82	41.0
22-27	90	45.0
28-32	14	7.0
33 or more	8	4.0
All	4	2.0
16-21/22-27	2	1.0
Total	200	100.0

The table above presents the distribution of respondents on the age group you think that benefit from the new media. According to the result of the analysis, it shows that age 16-27 benefit most as indicated by 172(86.0%).

Discussion of Findings

Radio listening figures remain exceptionally high while other media are falling and failing left, right and centre. But the story isn't entirely rosy – as younger people are moving away from listen to radio as their source of information. But immediate radio station meet the New media followership generation thereby making a great innovation that make the young people go along.

The impact of New media on radio in a developing country like Nigeria is creating great innovation or change in economic sector and all facet of business. New media grow in strength around the world, so their role as intermedia agenda-setters leading the wider media pack will also grow. And the relevance of press freedom for this realm will therefore become even more important, even in developing countries.

Summary

However, this study was conducted to examine the impact of new media on radio in Nigeria and base on findings, new media a vital role on radio; it attract attention, make a innovation on radio broadcast, it make mass media to range entertainment to new media, it serve has mediators between communities. Also in analysis we see that most respondents to questions 6 agreed that new media stand as innovation in radio and radio programming. Which mean new media has effective reflection on radio.

Conclusions

Based on the finding of this study, the following conclusions are drawn:

New media plays a vital/significant role on radio and all other media but can only achieve its objectives when properly used or relayed. Because new media needs to encompass all information and communication technologies including radio and provides opportunities that could not be reduce through traditional media.

Consequently, the potential of radio to offer cheap and effective communication channels in developing country contexts. In the "digital age" radio still has much to offer yet is under-utilized in many contexts. If it is accepted that better communication can help reduce poverty, which gives understanding of new media needs to encompass all information and communication technologies. New Media change Radio Broadcasting to Podcasting. New media can increase the inclusively of engagement at a grassroots level, they can also decrease the perceived distance between scientists and institutions and their audiences. New media have enabled a blurring of the traditional scientific peer-review process with the launch of *Nature* journal's online resources, including the online publication *Nature Reports Climate Change* and the associated *Climate Feedback* blog.

Recommendations

This study was restricted to finding out; impact of new media on radio in Nigeria or the role which new media play on radio in Nigeria.

Based on the findings and conclusions made and research analysis in chapter four of the study, the following recommendations were made:

Although, better idea is needed without reservation in order to references new information and communication technologies such as the Internet but radio and other media should not be ignored.

It must note that in the "digital age" radio still has much to offer yet is under-utilized in many contexts therefore, media consumers should listen to radio often.

New media technologies should be seen as variety to earlier media platforms.

Digital entrepreneurs, and traditional media businesses should look into leveraging digital to every aspect of their businesses due to the speed of change in the sector and the evolving understanding of consumption habits.

Listeners may now access their preferred radio stations via the internet, rather than via a traditional receiver; opening up potential global audiences to even local radio stations. As well as radio, the internet has opened up opportunities for broadcasting – the recording and posting of pre-recorded sound.

Despite the potential of radio to offer cheap and effective communication channels, the new media still has much to offer but yet is under-utilized in many contexts. If accepted better communication can help our understanding of new media needs to encompass all information and communication technologies.

Furthermore, the effective new media on business activities in this computer age is highly needed for the growth of economy and country to develop. Researcher, scholars and students aspiring to carry out research on similar or related topic can consider a wider scope or examining other important/useful of new media radio broadcasting.

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