

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
OND/NCE/DIP	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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