MANAGING SOCIAL MEDIA PLATFORMS FOR BROADCASTING: USES, PROSPECTS & CHALLENGES

OLUWABUSAYO O. OLUGBAMI
DEPARTMENT OF MASS COMMUNICATION, BINGHAM UNIVERSITY, KARU, NASARAWA STATE, NIGERIA,
olugbamio@gmail.com

PATRICIA U. SONI-ODOH
DEPARTMENT OF MASS COMMUNICATION, BINGHAM UNIVERSITY, KARU, NASARAWA STATE, NIGERIA,
patriciaufedo16@gmail.com

RIDWAANAH OLAJIDE
DEPARTMENT OF MASS COMMUNICATION, BINGHAM UNIVERSITY, KARU, NASARAWA STATE, NIGERIA,
waanath0501@gmail.com

KEYWORDS
broadcasting, challenges, new media, prospects, social media management

ABSTRACT
Broadcasting has been around for over a century, and it has evolved with technology which continues to shape broadcast growth worldwide. One factor technology has introduced is the rise of social media platforms. Social media platforms have become a form of communication since their introduction, and traditional broadcasters have had to leverage them to remain relevant and reach their intended audience. This study adopted the qualitative research methodology with a semi-structured interview approach of participants from the social media and news department of NTA International, Abuja. In the course of this study, broadcasters were found to use social media both for gathering and disseminating information. Obstacles such as cyberbullying, dissemination of fake news, and citizen journalism are also faced in the field, and they are not easy to counter and require careful consideration. This study, unlike previous research that focuses solely on the benefits of digital platforms, explores the two sides. This study recommends that journalists should be equipped with critical thinking skills and ethical considerations when navigating social media, and foolproof strategies should be put in place to sift out fake news while mitigating against citizen journalism.

Introduction

Technology has brought about the advent of new media, which includes social media platforms, and the world has witnessed an increased transformation not only in the human race but also in the broadcast media space, which has made social media a part of modern society (Turcotte et al., 2015). Social media, according to Kietzmann et al. (2011), are interactive technologies that facilitate the creation, sharing, and aggregation of content, ideas, interests, and other forms of expression through virtual communities, networks, and platforms such as Facebook, Instagram, X, WhatsApp, etc. Social media are new forms of media that not only allow for conveying news and information but also interactive participation (Obar et al., 2015).

According to Statista, there were approximately 31.6 million active social media users in Nigeria as of January 2023. While this number is from 2023, Statista also projects growth to 103 million users by 2026; this statistic highlights the potential of reaching a wider global audience. This trend of social media has been incorporated by broadcast media organizations as they have gone ahead to incorporate it in delivering broadcast content. Tuckman and Harper (2012) assert that nearly every media organization utilizes at least one social media platform to upload media content, disseminate information, and reach and engage its audience.

There has been a general shift from the traditional broadcast media like television, radio, and newspaper. As a result, broadcast organizations now hire and team up with social media managers and digital content producers to make sure their social media sites remain active and the audience remains engaged (Bruhn et al., 2012).

> *'The use of social media platforms for breaking news has equally boosted the content of Channels TV while the terrestrial broadcast of news and programs is on. A good example of this trend is evident in the breaking news stories on the Boko Haram attack on Maiduguri on February 1st, 2015, and the All Progressives Congress (APC) presidential candidate's "live interactive program" with the private sector group in Lagos on February 2nd, 2015 (Akinreti, 2020).*

Bolalek (2013) thought that social media platforms, besides providing quick access to breaking stories, also offer broadcasters the freedom to provide diversified content without restrictions. Social media is also seen as a tool for publicity as broadcast organizations. Broadcasters also need to understand that, aside from the numerous advantages social media seems to offer, it does not in any way negate the importance of traditional broadcasting, and this calls for a balanced approach when social media is being utilized for broadcasting.

As the world evolves, new media also come to life, and even though there are challenges that come with these new media for broadcasting, from competition to the sharing of stories, which has often led to a lack of verification on the broadcaster's part, the need to stay updated with changing online trends down to the difficulties associated with using some of these digital platforms, among others. (Mohammad, 2022).

This study examines how NTA International, Abuja manages social media platforms with focus on both the opportunities offered and the challenges it presents.

Statement of the Problem

The advent of social media has changed the practice of broadcasting globally, presenting significant opportunities and challenges across the world. Social media platforms have been used by broadcasting stations to expand their reach and to blend with societal trends, thereby engaging audiences in real-time and diversifying content contribution strategies. International media organizations such as CNN and BBC use platforms like Twitter, Facebook, and YouTube for real-time news updates, live streaming, and even audience interaction. These platforms allow broadcasters to disseminate content faster, reach wider audiences, and foster personalized interactions (Newman, 2019), although this doesn't stop the prevalence of misinformation, pressure for high-quality content, and even regulatory constraints.

These global trends have similarly influenced the practice of broadcasting in Nigeria, with the case of NTA International presenting tremendous prospects as well as challenges. The

integration of social media into broadcasting offers prospects for broader audience engagement and easy content distribution. However, there have been persistent challenges, which sometimes include constraints in resources, the proliferation of fake news, and sometimes the need to train staff to adopt evolving technologies. It can be noted that maintaining ethical broadcast standards in a rapidly digitising world is an ongoing issue.

Content creation and distribution can be said to be one of the challenges often overlooked. The key challenges include resource constraints, which cause a barrier in the production of well-timed and quality content due to internal restraints that can be resolved with proper funding (Edewor et al. 2014). Also, prioritizing quality and quantity of content under rigid deadlines often affects media-related standards. Audience engagements also bring about further issues as the audience demands faster responses and somewhat personal interaction, affecting the image of NTA's intricate image (Nigerian Television Authority n.d.). The advancement of fake news aggravates these issues, which makes NTA manage misinformation and properly maintain credibility on behalf of their audience and the organization as a whole (Abuku & Ingram, 2017). Moreover, fusing social media with traditional broadcasting prioritizes a unified strategy, technique, and staff training to adapt to new and evolving technology and trends (Izmaylova, 2017).

Research Objectives

i. To examine how broadcasters manage their social media platforms in the digital age.

ii. To investigate the challenges broadcasters encounter while managing social media platforms.

iii. To explore the prospects of social media usage in enhancing broadcasting operations.

Research Questions

i. How are broadcasters managing their social media platforms in the current digital landscape?

ii. What challenges do broadcasters face in managing their social media presence?

iii. What are the prospects of social media usage in broadcasting?

Conceptual Clarification

Although social media was defined as a platform for relational visibility by Boyd et al (2008), this paper intends to extend this definition by focusing on institutional rather than individual use in broadcast settings. To conceptualize this study, it is important to consider a few concepts used in the discussion.

i) Social Media Platforms

Social media is an online platform that enables people to build social networks with other people who share similar interests, backgrounds, or real-life connections (Tayo et al., 2019). Heiberger & Loken (2010) view social media as a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing.

Social media platforms are unique applications or sites with different features that allow people to connect and share ideas. Social media platforms have been defined as online channels that allow profile creation and visibility of relationships between users (Boyd et al., 2008). Social media platforms are channels for sharing information and common ideas, transacting business, locating old friends and family members, and sharing images, pictures, and audio-video between friends, families, and even strangers (Umunnah, 2022). These Social media platforms include Facebook, Snapchat, X, Instagram, LinkedIn, TikTok, YouTube, Threads, Telegram, etc. These perspectivess suggest that social media platforms are not just tools for interpersonal communication but for broadcast and content sharing.

ii) Broadcasting

The broadcasting world has evolved to reflect a shift from just one means of communication to

a more interactive approach to communication, as social media has been an integral part of this transformation, as it allows for live broadcasts of programs and live engagements from the audience. Broadcasting in the digital world is seen to be characterized by the dissemination of content through electronic means, which are associated with the traditional means of broadcast.

Broadcasting, according to Onwubere et al. (2021), has to do with the transmission of information as signals from a radio or television source to receiving sets at home. Folarin (2000), for instance, defines broadcasting as the planned provision of information, education, and entertainment to a wide range of audiences through broadcast media like radio and television.

Broadcasting, as Akpede (2021) cites Okoduwa (2014), is a phenomenon, and it is a marketplace to exchange ideas and information. Agbanu et al. (2009) define broadcasting as the use of the electromagnetic spectrum rather than cables to simultaneously reach people of different races. Culture and creed are dispersed in different locations. Meanwhile, Akpan (2002) describes broadcasting as the organized distribution of entertaining, informative, and educative content through electronic media, which is known for its immediacy and wider reach, to a diverse audience. In this research, broadcasting refers to both the traditional one way transmission and the two way interaction which is made possible with social media.

Theoretical Framework

Boer et al. (2015) opined that "theories explain facts and provide stories as to how phenomena work the way that they do. This study is based on Uses and Gratifications Theory and Diffusion of Innovation Theory.

i) Uses and Gratification Theory

Katz, Blumler, and Gurevitch pioneered the Uses and Gratification Theory in 1974. But according to McQuail (2010), the theory could be traced to the early 1940s, when researchers started investigating why people listen to popular radio programs and why they read newspapers daily. Therefore, the theory emerged in response to the need for an explanation of why people use certain media and the benefits they get from them (Musa et al., 2015).

Based on the Uses and Gratifications theory, the audience is active, media use is goal-oriented, media consumption meets certain needs, people are sufficiently aware of why they use media, and media content and social context play a role in gratification (Kaye & Johnson, 2002, p. 55).

This theory adapts a functionalist approach to communications and media and states that the media's most important role is to fulfill the needs and motivations of the audience. Therefore, the more these needs are met, the more satisfaction is yielded (Windahl et al., 2008). Uses and gratification theorists argue that people's needs influence how they use and respond to a medium.

In this study, the uses and gratifications theory provides a basis for examining what motivates users to adopt social media and the gratifications they hope to derive from their use. This knowledge helps broadcasters to know how to tailor their content to enhance audience participation.

ii) Diffusion of Innovation Theory:

Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. Everett Rogers, a professor of communication studies, popularized the theory in his book Diffusion of Innovations; the book was first published in 1962.

Diffusion is "the process by which an innovation is communicated through certain channels over time among members of a social system," while an innovation is "an idea, practice, or object perceived as new by an individual or individuals (Rogers, 2003, cited in Nutbeam et al., 2014).

The theory explains the process of spreading any kind of innovation, ideas, or useful information. It helps identify factors that influence people's adaptation to new systems. It studies the stages of awareness, interest, trial, and adoption of a new media platform by the people.

Rogers' innovation diffusion theory states that "diffusion of any innovation follows five

stages, namely: information, persuasion, decision or adoption, and confirmation" (McQuail, 2005,p 490, as cited in Nwamuo et al., 2013). In summary, the innovation decision process is the process through which an individual passes from first knowledge of an innovation to forming an attitude toward the innovation to a decision to adopt or reject to implementation of the new idea and confirmation of this decision (Rogers, 1995, p. 163, cited in Kaya, 2013).

Social media are products of innovation and have, with time, diffused into the operations of many broadcast stations. The relevance of this theory to the study rests on the fact that when applied to managing social media platforms for broadcasting, this theory offers insights into the adoption process, strategies for enhancing platform usage, and addressing challenges in implementation.

Literature review

The review of literature seeks the studies that are relevant to social media broadcasting by analyzing the main findings and trends. It sheds light on how social media is used in terms of broadcasting and the roles that they get to play in audience engagement, content distribution, generating revenue, and brand-building. It also identifies the challenges involved.

i) Social Media Management in Broadcasting

Social media management in broadcasting goes beyond content creation and posting, especially in the context of broadcasting, which is our focus. It involves understanding the target audience, their preferences, reactions, and beliefs towards certain situations and platforms (such as Facebook, Instagram, Twitter, and TikTok). Using this insight makes the work of broadcasters more appealing and accessible to the audiences, and this is pivotal for keeping pace with the ever-growing world of social media management, as effective social media management facilitates interaction and audience engagement, thereby transforming passive viewers into active respondents in the media world. Social media management in broadcasting refers to the strategic analysis, scheduling, creation, and engagement of content and posts on social media platforms by broadcasters.

ii) Benefits of Utilising Social Media Platforms for Broadcasting

Social media offers a wide array of advantages in broadcasting operations. In the media industry today, almost all the conventional media systems are connected to two or more social media platforms (Apeh, 2016).

Social media platforms figure out the way for producers to send content, promote their shows, and engage all the members of their audience (Choi & Kim, 2019). To a broadcasting organization, social media platforms are much more than a channel to feature their content and target audience. Social media is a gold mine of data and insights and is now a tool to measure audience engagement and adjust broadcasting strategies accordingly (Kumar & Mirchandani, 2019).

Social media allows broadcasters to incorporate the element of interactivity with their audiences since it allows direct communication and interaction between users. McQuail (2006), cited in Nwabueze (2009:147), has pointed out that the most unique advantage social media offers is their “interconnectedness,” their “accessibility to individual users as senders and/or receivers,” their “interactivity,” and their “multiplicity of use.

Social media has a global reach; hence, it has greatly impacted the distribution of broadcast content and has led to the creation of more distribution channels for broadcast stations across the globe (Akpeh & Ukwella, 2018). Broadcasters no longer limit their range of audience to just a particular location or country. Also, social media has the potential to go viral and hence allows broadcasters to share their content with millions of people. Viral content from a broadcast organization in Nigeria can reach someone in Australia. Using social media helps broadcasters to enlarge their audience, reaching those who had been unreachable before via traditional broadcasting channels (Chen & Liu, 2020).

Apuke (2016) reveals that broadcasters make use of platforms such as Facebook (which is a social media platform) because of its wider coverage and the opportunity to access news sources. Dalomba (2022) emphasized that because social media is easy to use, it offers its users greater convenience and connectivity,

quick access to information and research at a cheaper cost.

Social media also offers diverse platforms to choose from, which integrate multimedia capabilities. Video, images, text, and 3D content can be uploaded with the help of social media, allowing broadcasters and media organizations to utilize these many platforms in reaching various audiences through their preferred platforms. Social media platforms also offer broadcasters new monetization channels through sponsored content and brand partnerships (Kumar and Mirchandani, 2019).

Nafada and Gudaku (2013) point out that "timeliness is another distinct mark of social media. Social media has created an avenue for broadcasters to provide their audiences with real-time news and information. Social media has bridged such gaps and provided the on-site journalist with the capacity to broadcast breaking news instantaneously (Nielsen & Schrøder, 2014; Cherubini, 2018). Generally, social media gives flexibility to the media to keep their audience informed, whether news time or not—such audience members may not have the luxury of time to watch television or listen to the radio, as the case may be (Igyu, Inobemhe, Udeh & Ugber, 2020; Inobemhe et al., 2021).

Social media has given broadcasters the freedom to put out numerous content without censorship. Broadcasters can now put out and maintain diversified media content without restrictions (Blázquez et al., 2021). With social media, broadcasters can now easily track feedback, which helps them improve their content based on audience response, comments, likes, shares, and direct messages. All these provide immediate insight into audience preferences and thoughts. Broadcasters can monitor the activities of their competitors and compare their performance (Oberiri, 2016).

iii) Challenges Broadcasters Face in Utilizing Social Media for Broadcasting

The heavy dependence on social media platforms by broadcasters as a source of information can be detrimental to broadcast operations, especially when it affects credibility and reliability.

No doubt, information and content are reaching a lot more people through social networking sites and mobile apps, etc., but there is no one to control what is floating in the cyber world. No verification, no fact-checking, no editing, nothing. (Ritz, 2014. Oversaturation and Unlimited access to information have also contributed to the spread of fake news online, but despite the popularity of social media, traditional media is still the most credible platform for distributing media content.

The content of the conventional media is usually made to undergo internal and external scrutiny and control in terms of editing to ensure that ethics and professionalism are strictly adhered to. However, the lack of regulation and the nature of freedom on social network sites have made it almost impossible for misleading, false, and fabricated information generated on social media sites to be regulated! (Inobemhe, 2021).

The problem of content privacy of the data. Media outlets/social media platforms must be effective in integrating their content into social media platforms to comply with the circulation of the platform's rules and regulations (Choi & Kim, 2019). In the media world today, news channels must also safeguard their data and their viewers' data by dealing with data privacy regulations (Kumar & Mirchandani, 2019). More than that, broadcasters must deal with a plethora of challenges ranging from the complicated terrain of social media to introducing new technologies and accommodating different user behaviors (Chen & Liu, 2020).

There is also the issue of a lack of expertise. Gbam (2017), in his study "The challenges and prospects of new media in public service broadcasting in Nigeria," opined that many public broadcasters, as far as information and communication technologies are concerned, lack the requisite knowledge to effectively utilize them.

The difference in user interface, features, algorithm changes, and functions can be overwhelming for broadcasters who are competing for the attention of the audience. (Kasturi and Vardhan, 2014). Maintaining brand consistency across all platforms while trying to compete for audience attention can be challenging, as broadcasters are tasked with consistently creating content that suits the needs and interests of the users of each platform; they are also tasked with developing strategies to effectively use these different platforms (Roy et

al., 2019). Adoption and Use of Social Media in the Newsroom Operations of AIT and NTA offices in Abuja and Lagos, Nigeria (Kelvin Inobemhe, 2021).

With the use of both qualitative and quantitative survey, the study investigated specific ways social media is affecting newsroom operations of television stations in Nigeria, limiting its scope to 1 Nigeria Television Authority, Abuja.

Findings of the research show that social media adoption in the media organizations studied is reasonably high, and the platforms serve as sources of news just as they are equally used for news dissemination. Explicating on the areas of impact, respondents in this study agreed that social media has impacted newsroom in the areas of timely news gathering and delivery, immediate feedback as a result of interactive features that come with them

On the motivation factors behind journalists' access to platforms and tools that power social media, this study found that those who have access are self-motivated and self-sponsored. In other words, the gadgets through which journalists have access to social media are personal belongings and were bought by individual users and not as some form of incentive from the organization.

However, it also discovered that there are some challenges with the adoption and use of social media for newsroom operations. Challenges such as inadequate funding, lack of alternative power sources and epileptic power supply, and delay in requisite knowledge acquisition on advanced social media usage on the part of some journalists are seen to be standing in the way of the adoption of social media for newsroom operations in the studied media organizations.

iv) The shifting Landscape of Media Consumption

Audiences have traditionally received information passively via television and radio broadcasts. This was disrupted by the arrival of the social broadcasting model. Research by Livingstone et al. (2018) explores how people have migrated towards on-demand content consumption and real-time interaction that are made possible by the availability of social media platforms. This major shift has placed a necessity on broadcasters to adapt their content strategies and audience engagement techniques.

v) the rise of citizen journalism and user-generated content.

The advent of social media has empowered every citizen with the 'superpowers' to become content creators. Studies by Chadwick (2013) examine the dynamic of citizen journalism, as individuals use social media to report events, and this has brought about the integration of user-generated content in broadcasting to foster a sense of community and a participatory culture amongst the audience.

vi) Theoretical Frameworks for Understanding Social Media Broadcasting:

In addition to the pragmatic applications, the theoretical perspective allows the analysis of social media broadcasting. Jenkins (2006) postulates that social media platforms nurture participatory culture, breaking traditional hierarchies between producers and consumers of content. McChesney (2009), on the other hand, looks at social media broadcasting challenges and gatekeeping roles played by conventional media, thereby enabling wider dissemination of voices and perspectives.

vii) Ethical Considerations and Challenges:

Unique ethical problems exist for broadcasters due to social media's immediacy and publicity. Rapid spread of misinformation is a major concern, as Hermida et al. showed in 2017. Broadcasters need to have systems for verifying facts coupled with ethical rules to ensure the truthfulness and precision of their social media content.

research methodology

The qualitative research method was used for this study with a semi-structured interview approach, as this allowed for in-depth exploration of the participants' experiences, perspectives, and challenges related to social media use in broadcasting at NTA International, Abuja.

Six semi-structured interviews were conducted with journalists in the news and social media departments of NTA International,

focusing on predetermined questions while allowing for deeper flexibility in their responses. The interview questions, which were formed from the research objectives, are aimed at understanding:

i. Their familiarity with social media

ii. Their usage of social media for work purposes

iii. Their preferred social media platforms

iv. How their social media platforms are managed for broadcasting

v. Benefits and challenges encountered

vi. Prospects of social media in broadcasting

The audio-recorded interviews were transcribed verbatim, and this followed a thematic analysis approach due to the recurring themes and patterns that were identified with the interviews, indicating no new themes emerged in subsequent interviews (Guest, Bunce, & Johnson, 2006). These themes were then used to understand and present the journalists' perspectives on social media use in broadcasting.

Data Analysis

Data gotten from the interviews was analyzed using a thematic analysis. This involved a systematic process of identifying, coding, and interpreting recurring themes within the data (Braun & Clarke, 2006). This revealed several recurring themes and allowed for the exploration of shared experiences and perspectives among participants as presented in the results below.

i. There is high familiarity with social media among NTA broadcasters, as all participants showed a high level of familiarity with social media platforms

ii. Participants frequently use social media platforms for broadcasting purposes

iii. The most used platforms by participants for broadcasting purposes were websites, YouTube, WhatsApp, X, and Facebook.

iv. The participants primarily used social media to receive, source, and disseminate information and facilitate broadcast content creation and promotion.

v. The most perceived benefits of social media include easy access to information in real time, efficient information dissemination, enhanced communication between field reporters and broadcasters back at the office, and increased audience engagement and reach.

vi. The major challenges identified were fake and unverified news, online bullying, network issues, and the rise of citizen journalism, which can sometimes blur the lines of professional reporting.

vii. All participants expressed a positive outlook on the future of social media in broadcasting and the convergence of traditional media and social media, highlighting its potential to expand reach and simplify workflows.

viii. All participants expressed a willingness to continue using social media and recommend its use to other broadcasters.

Discussion of Findings

The findings reveal that journalists from NTA are familiar with social media platforms and how they integrate them into broadcasting. Journalists at NTA frequently utilize their websites, YouTube, X, WhatsApp Channels, and Facebook for broadcast purposes, as the preferred platforms align with the station's emphasis on visual content and real-time communication. These platforms are mainly used for gathering information, the dissemination of information in real time, content promotion, audience reach and engagement, and feedback purposes.

It has helped the broadcaster to easily connect with the audience and pass across information efficiently, although the spread of fake news, online bullying, network issues, and

the rise of citizen journalists has been a challenging feat for a broadcaster while making use of the social media platform. Despite these challenges, broadcasters expressed optimism on the prospects of social media in broadcasting, including the convergence between traditional media and social media.

They also intend to continue making use of it and even recommending it to other broadcasters.

Conclusion

This study reveals the significant role social media plays in the broadcast sector, highlighting the high level of integration that happens daily with traditional broadcasting and social media. While offering benefits like dissemination of information and easy access to information, the obstacles faced in the field, like fake news, cyberbullying, and citizen journalism, are not easy to navigate and require careful consideration. Despite these challenges, there is great optimism about the future of social media in broadcasting and its vast potential.

Recommendations

Based on the findings, it is recommended that

i. Strategies for sieving out fake news and mitigating citizen journalism should be put in place: ·

ii. Training and Certification: Comprehensive training should be undergone by all journalists in the fact-checking and verification process before certification is issued or they are allowed to practice. This should include techniques for identifying credible new sources, cross-referencing information, and even the use of digital tools to verify and authenticate news.

iii. ·Utilization of Technology: The use of advanced technologies such as AI fact-checking tools should not be alien to journalists and broadcasters, as this advancement in technology can help in the filtering and identification of fake news. Broadcasters can therefore collaborate with technological companies to develop and deploy such tools to enhance the accuracy of news verification.

iv. Audience engagement strategies such as live question-and-answer sessions, polls, and discussion forums should also be put in place to foster participation and contributions from viewers. Viewers should be encouraged to share their opinions and feedback to engage in meaningful discussion.

v. ·Content moderation should be put in place to ensure that viewers are constructive and respectful, while moderators should be available to oversee discussions and remove inappropriate content .

vi. Journalists should be equipped with critical thinking skills and ethical considerations when navigating through social media platforms; therefore, strategies should be developed to build online communities that encourage healthy contributions on social media.

References

Akinreti, O. Q. (2020). The utilisation of social media platforms for television broadcast: Case study of Channels Television in Nigeria. Retrieved from http://academia.edu

Apuke, O. D. (2016). The impact of social media on conventional journalism practice in Nigeria: A study of journalists in Jalingo metropolis. Canadian Social Science, 12(12), 59–65. https://doi.org/10.3968/9015

Bolalek, L. A. (2013). News source preferences and news source credibility among college staff, faculty, and students [Master's thesis, Rochester Institute of Technology]. Retrieved from https://repository.rit.edu/theses/962

Boyd, D. M., & Ellison, N. B. (2008). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1), 210–230.

Braun, V., & Clarke, V. (2006). Using thematic analysis in qualitative research. Qualitative Research in Psychology, 3(2), 77–101. https://doi.org/10.1191/1478088706qp063oa

Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media? Management Research Review, 35(9), 770–790.

Chadwick, A. (2013). The hybrid media system: Politics and power. Oxford University Press.

Folarin, B. (2000). Foundations of broadcasting: A handbook for Nigerian students. Atlantis.

Gbam, B. N. (2017). The challenges and prospects of the new media in public service broadcasting in Nigeria. Global Journal of Arts, Humanities and Social Sciences, 5(3), 1–7.

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with thematic interview data. Field Methods, 18(1), 59–82.

Heiberger, G., & Loken, E. (2010). The effect of Twitter on college student engagement and grades. Journal of Computer Assisted Learning, 27(2), 119–132.

Hermida, A., Fletcher, F., Korell, D., & Logan, D. (2012). Share, like, recommend: Decoding the social media news consumer. Journalism Studies, 13(5-6), 815–824.

Inobemhe, K., & Santas, T. (2021). Adoption and use of social media in the newsroom operations of selected television stations in Nigeria. Styles of Communication, 13(1), 24–39. https://doi.org/10.31178/SC.13.1.02

Igyuve, A., Inobemhe, K., Udeh, N. T., & Ugber, F. (2020). A discourse on the use of new media technologies in Nigerian television newsrooms. International Journal of Social Sciences and Management Review, 3(6), 247–264.

Kasturi, S. K., & Vardhan, P. B. (2014). Social media: Key issues and new challenges – A study of Nalgonda district. Global Media Journal, 5(1).

Kaye, B., & Johnson, T. (2002). Online and in the know: Uses and gratifications of the web for political information. Journal of Broadcasting & Electronic Media, 46(1), 54–71.

Kietzmann, J., Hermkens, K., McCarthy, I. P., & Silvestre, B. (2011). Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005

Livingstone, S., Mascheroni, G., & Staksrud, E. (2018). European research on children's internet use: Assessing the past and anticipating the future. New Media & Society, 20(3), 1103–1122.

McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.

Musa, A. S., Azmi, M. N. L., & Ismail, N. S. (2015). Exploring the uses and gratifications theory in the use of social media among students of mass communication in Nigeria. Malaysian Journal of Distance Education, 17(2), 83–95. https://doi.org/10.21315/mjde2015.17.2.6

Nafada, A., & Gudaku, B. (2013). Impact of the social media on the conventional media. The Press, Issue Number Nineteen. Nigerian Press Council.

Nielsen, R. K., & Schrøder, K. C. (2014). The relative importance of social media for accessing, finding, and engaging with news. Digital Journalism, 2(4), 472–489. https://doi.org/10.1080/21670811.2013.872420

Nutbeam, D., Harris, E., & Wise, M. (2014). Theory in a nutshell: A practical guide to health promotion theories (3rd ed.). McGraw-Hill.

Obar, J. A., & Wildman, S. (2015). Social media definition and the governance challenge: An introduction to the special issue. Telecommunications Policy, 39(9), 745–750.

Oberiri, A. D. (2016). The impact of social media on conventional journalism practice in Nigeria: A study of journalists in Jalingo metropolis. Canadian Social Science, 12(12), 59–65. https://doi.org/10.3968/9015

Okoduwa, M. (2014). Broadcasting and politics in Nigeria. Mat Emos Publishers.

Onwubere, J. N., Odoemelam, C. C., & Ekwueme, A. C. (2021). Broadcasting in a digital era:

Issues and challenges. Journal of Media and Communication Studies, 13(2), 27–38.

Ritz, J. (2014, April 22). We're all journalists now. Huffington Post. https://www.huffpost.com/entry/were-all-journalists-now_b_3131414

Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.

Statista. (2023). Number of social media users in Nigeria from 2017 to 2026. https://www.statista.com/statistics/1176096/number-of-social-media-users-nigeria/

Tayo, S. S., Adebola, S. T., & Obafemi, D. Y. Y. (2019). Social media: Usage and influence on undergraduate studies in Nigerian universities. International Journal of Education and Development using Information and Communication Technology, 15(3), 53–62.

Turcotte, J., York, C., Irving, J., Scholl, R. M., & Pingree, R. J. (2015). News recommendations from social media opinion leaders: Effects on media trust and information seeking. Journal of Computer-Mediated Communication, 20(5), 520–535.

Umunnah, B. O. (2022). Social media and identity construction among students of Federal University, Otuoke. Journal of Communication and Media Research, 14(1, Special Issue 2), 85–91.

Windahl, S., Signitzer, B., & Olson, J. T. (2008). Using communication theory: An introduction to planned communication (2nd ed.). Sage Publications.