

September 2021 - Vol. 3 No. 5

JOS JOURNAL OF MEDIA & COMMUNICATION STUDIES

**A Peer Reviewed Journal Published by
Department of Mass Communication
University of Jos.**

ISSN:2437-1424

Influence of Internet Radio on the Listenership of Traditional Radio among Journalists in Lagos State

Fadeyi, Isaac Olajide, Ph.D

Department of Mass Communication,
Redeemer's University, Ede, Osun State

olajide.isaac@gmail.com

+2348066141652

Abstract

This study focused on Internet radio's influence on the listenership of traditional radio among journalists in Lagos State. Survey research design was used. The population of the study consisted of 2,252 journalists in Lagos State. A sample size of 340 was determined using Taro Yamane method for sample size calculation and validated questionnaire was used to collect data. Statistical Package for Social Sciences (SPSS) was used for data analysis. Key findings revealed that journalists saw Internet radio broadcasting to be more effective and preferable than the traditional radio. It was found out that radio listeners except for older people who have no access to Internet are drastically turning away from traditional radio broadcasting due to the Internet. There is a significant relationship between the increase in the Internet penetration and Internet radio listenership among Lagos State journalists. The study concluded that Internet radio exerts a great influence on traditional radio listenership among Lagos State journalists. The study recommended that conventional radio stations should enhance interactive and feedback elements, embrace media convergence, provide flexible, educating, and attractive content and deploy Internet interactive tools on its platform for sustainability.

Keywords: *Influence, Internet Radio, Listenership, Traditional Radio, Journalists*

Introduction

Radio has been known to adapt to the time it exists in and evolve with different societal and technological changes. Part of that evolution saw the improvement of wireless telegraphs in the 1830s, the first official radio transmission in 1894 by Guglielmo Marconi, the establishment of the RadioDistributing System (RDS) in Nigeria in 1933, the establishment of the first radio station at Ibadan in 1939 and later other states, including Lagos, (Akashoro, Okidu & Ajaga, 2013). It is safe to say that traditional radio in Nigeria has endured strongly thus far. Although it adapted and evolved when television came along and threatened its power in the late 1940s and early 1950s, its stamina to survive the onslaught of the digital revolution in mass communication is yet to be fully ascertained

Radio has endeared itself to a large number of people due to its features. Gazi and Jedrzejewski (2011, p. 11) highlighted some of such features as, "its mobility, easy access, instant availability through real-time transmission, the ability to integrate with local communities, the personal appeal of its presenters and a variety of programming genres including traditional journalism and artistic programme and entertainment". Radio is mostly invisible because its content is only heard and not seen. However, with the advent of Internet radio, we can hear and see who is speaking. The distinction of imagination which traditional radio is known for is fast being ruled out.

The decrease in the listenership of the traditional radio due to the enhanced features of Internet radio may directly affect local radio stations in the nearest future in the sense that advertisers as well as sponsors of programmes may prefer to make use of the Internet as more people utilise the digital platform which may lead to a loss for owners of traditional radio stations and their staff and even manufacturers of radio sets. The perspective of journalists with regard to listenership of traditional radio in the digital age is the bedrock that informed the concept behind this study.

Statement of the Problem

The prevailing technological evolution being witnessed around the globe has impacted the media in many ways. More people are adapting to the digital revolution. While the size of the Internet's domination grows larger, it is still a belief that traditional radio might not be leaving anytime soon. Reports from Nielsen (2019), states that in America, 92% of the population still listens to radio every week, approximately 272 million people. The process of digitization and convergence that has been taking place over the last decade, culminating in

the shift towards Web 2.0, which created new opportunities for the exchange of information, knowledge and culture including radio broadcasting (Dearman & Galloway, 2005; Vic van der Well 2013). It is not yet known what the media practitioners especially the journalists think of the current development concerning Internet radio or in which direction it could go.

Research Questions

To address the objectives of this study, providing answers to the research questions below become imperative.

- To what extent are journalists listening to traditional radio broadcasting in the Internet age?
- What are the means of sustaining listenership of traditional radio in the Internet age?

Review of Related Studies

Digital technologies have led to radical and massive changes in media practices and the social institutions they serve in the society. According to Pavlik (2011), the interplay between digital technologies and media has brought about possible influences such as digital divide, robust messages, transparency in government, and civic participation. The same interplay has led to many disruptions and innovation in the traditional media practice to the extent that the previous business models that use to generate much profit to the media industry have become obsolete with the digital revolution in journalism.

In a study by Fardon and Furniss (2000) on the African broadcasting culture, the findings showed that modern radio industry was in transition due to several policy changes and technological developments. The study revealed that African broadcasting institutions functioned with a sense of social responsibility. The researchers cautioned that FM radio stations would lose credibility and prominence if they do not follow broadcasting management's sound principles in the modern era. Sherwood (2015) examined how radio stations are reaching beyond the dial to connect with their audience. The findings of the study pointed out that non-commercial public and college radio stations in New York have the edge in the newest social media channels while commercial stations maintain their strength in local news and mobile apps. The study suggested that the adoption of non-traditional media channels revealed how radio stations are developing their on-air presence and deployment of new technology to translate the content for newer digital platforms.

Hendy (2000) investigated the political economy of radio in the digital age and the study showed that FM radio faced tough competition from web radio which mainly catered to the niche audiences that were not satisfied with film (theme?) songs played by most modern FM radio stations. The study further noted that FM radio stations were controlled by market forces who were guided by business considerations. Hendy also observed that the revenue growth in FM radio was driven by the launch of new stations in big cities, retention of key sales trends, client relationships and extensive focus on events and activations to give more practical solutions. The study further revealed that FM radio had better growth opportunities in the new millennium with the increase of media literacy and economic status of people across the globe. However, the study suggested that FM radio stations should change their profile and performance to live up to the expectations of the audience. It also recommended that FM radio stations should be guided by service motives rather than profit motives to survive the testing times in the age of digital communication.

Aganbi (2014) investigated the impact of use of Facebook and Twitter on radio listenership: a study of Redeemer's University (RUN) and University of Lagos (UNILAG) students. The study showed that 89% of the respondents engage radio stations on social media. The study further suggested that majority of the respondents spend more time on social media. James (2018) also examined the impact of technology and social media on radio broadcasting. The study showed that on-air radio presenters at Kenya Broadcasting Corporation Radio Stations (KBC) deployed social media to interact with their audiences and social media enhanced interactivity between on-air radio presenters and their listeners. The study further revealed that radio presenters are heavily dependent on social media for content generation and innovativeness in programming among themselves and with their audiences. The perception of journalists with regard to listenership of traditional radio in the Internet age is the gap this study intends to fill and remains the bedrock that informed the concept behind this research.

Theoretical Framework

This study is anchored on technological determinism theory. Based on the theory, technology has vital roles in human lives in the sense that the Internet evolution is changing the society. The proponents of the theory affirm that technology is a major initiator of the fundamental changes in the society (Warschauer 2004, Van Dijk 2006, Bailey & Ngwenyama 2009). Hauer (2017) submits that technological determinism supporters believe that social changes

are controlled by technology, technology development, communications technology, and media. Therefore, information in the digital age arises from current innovations, new technologies, and social, economic, and political implications. It is a statement of fact that Internet and information and communication technologies are changing society's fabric in unprecedented ways. Interconnectivity of computers, mobile networks and digital communication has impacted various aspect of human communication. Proponents of technological determinism theory believe that society is influenced and shaped in line with technological development and innovations. This view supports the agitation of digital inclusion among different segments of the society. Hache and Cullen (2009) expand the concept of digital inclusion in their argument and submit that, it is democratization of access to Information and Communication Technologies in order to allow for the inclusion of the marginalized groups in the society. They affirm that digital inclusion should be seen as a vehicle to social inclusion which ensures individuals and disadvantaged segments of the society have access to the skills to use ICTs, empower to participate in and benefit from electronic-mediated growing knowledge within an information society. In other words, it is in the overall interest of the larger society to adjust and adapt to new technological development.

According to Kunz (2006), technological determinism emphasized technical developments of media or technology as a whole as the key mover in history and social change. Given the submission of the theory, this study is of the considered view that when traditional radio broadcasting embraces technological development in the digital age, they will be able to render improved services thereby enhancing their productivity and remains competitive in a fast changing world.

Methodology

The study adopted a survey design. This study focused on the perception of Lagos State journalists hence, the population of this study consists of all journalists across all mass media especially the medium of radio in Lagos State. There are 2,252 journalists in Lagos State according to NUJLAGOS (Nigerian Union of Journalists Lagos). Since the population of journalists in Lagos State is finite, application of statistical formula becomes imperative to determine the sample size. The study adopted Taro Yamane method for sample size calculation to determine the sample size from the population. The data

collection instrument for this study is questionnaire and administered at the respondents' media offices.

This is given by the formula below:

$$n = \frac{N}{(1+N) + e^2}$$

Where:

n= sample size

N signifies the population under study

e signifies the margin error (0.05)

$$n = \frac{N}{(1+N) + e^2}$$

$$n = \frac{2252}{(1+ 2252) + 0.05^2}$$

$$n = \frac{2252}{1+2252(0.0025)}$$

$$n = \frac{2252}{1+5.63}$$

$$n = \frac{2252}{6.63}$$

$$n = 339.668175$$

$$n = 340$$

Analysis and Interpretation of Results

The data collected for this study was analyzed and presented as follows: Three hundred and forty (340) copies of the questionnaire were distributed; however, three hundred (300) copies were retrieved and considered valid for the study constituting 88.2 percent return rate. In analyzing the respondents' level of agreement and disagreement, the Statistical Package for Social Sciences (SPSS) was used for the analysis to minimize error. The analytical tools used were simple percentages and mean to ascertain the acceptance of a claim. The scales of the likert-type questionnaires are represented in the following order:

Strongly agreed = 4

Agreed = 3

Strongly disagreed = 2

Disagreed = 1

The "Undecided" response was not allocated any scale to minimize the associated error and avoid the biasness of the decision. For this study, mean of the response was interpreted in line with the point on the 4 points Likert-type questionnaires, ranging from 4 to 1 (lowest). For decision making, lower limit of 2.70 was used for the cut-off point. Any item with a mean value of 2.7 and above was accepted, otherwise rejected.

Descriptive Statistics

Table 1 Socio-demographical data of respondents

Variables	Items	Frequency (%)
Sex	Male	151 (50.3)
	Female	149 (49.7)
	Total	300 (100)
Age	25 – 30 years	206 (68.7)
	31 – 35 years	6 (2.0)
	36 – 40 years	47 (15.7)
	41 – 45 years	23 (7.7)
	46 years and above	18 (6.0)
	Total	300 (100)
Marital status	Single	160 (53.3)
	Married	125 (41.7)
	Divorced	13 (4.3)
	Separated	2 (0.7)
	Total	300 (100)
Religion	Atheist	3 (1.0)
	Islam	89 (29.7)
	Christianity	208 (69.3)
	Total	300 (100.0)

Table 1 shows that out of 300 respondents that participated in the survey, 151(50.3%) were male, while 149 (49.7%) were female. 206 (68.7%) respondents are of age between 25 – 30 years, 6 (2.0%) were of age between 31 – 35 years, 47 (15.7%) respondents are of age between 36 – 40 years, 23 (7.7%) were of age between 41 – 45 years, and 18 (6.0%) are of age 46 years and above. The result shows that 160 (53.3%) respondents were single, 125 (41.7%) respondents were married, 13 (4.3%) respondents were divorced, while 2 (0.7%) were separated. The data further shows that 3 (1.0%) respondents were Atheist, 89 (29.7%) respondents were Muslims, while 208 (69.3%) were Christians.

Table 2 Information about the use of Radio by respondents

Variables	Items	Frequency (%)
Do you have a radio set at home?	Yes	174 (58.0)
	No	126 (42.0)
	Total	300 (100)
Do you enjoy listening to a radio set?	Yes	179 (59.7)
	No	121 (40.3)
	Total	300 (100)
As a journalist do you feel Internet radio broadcasting is far better than traditional radio set?	Yes	202 (67.3)
	No	98 (32.7)
	Total	300 (100)
How often do you listen to radio via the Internet?	Very Often	78 (26.0)
	Often	90 (30.0)
	Not Often	93 (31.0)
	Not at all	39 (13.0)
	Total	300 (100)

As presented in Table 2, out of the 300 respondents that participated in the survey, 174 (58.0%) respondents have a radio set at home, while 126 (42.0%) do not have a radio set. 179 (59.7%) respondents enjoy listening to radio sets, while 121 (40.3) do not. 202 (67.3%) respondents feel Internet radio broadcasting is far better than traditional radio set, while 98 (32.7%) do not. 78 (26.0%) respondents listen to radio via Internet very often, 90 (30.0%) respondents often listen to radio via Internet, 93 (31.0) respondents do not often listen to radio via Internet, while 39 (13%) respondents do not listen to radio via Internet. The result shows that majority of the journalists that participated in this survey saw Internet radio broadcasting more effective and preferable than the traditional radio broadcasting. However, majority of the respondents still enjoy listening to broadcasts via traditional radio set.

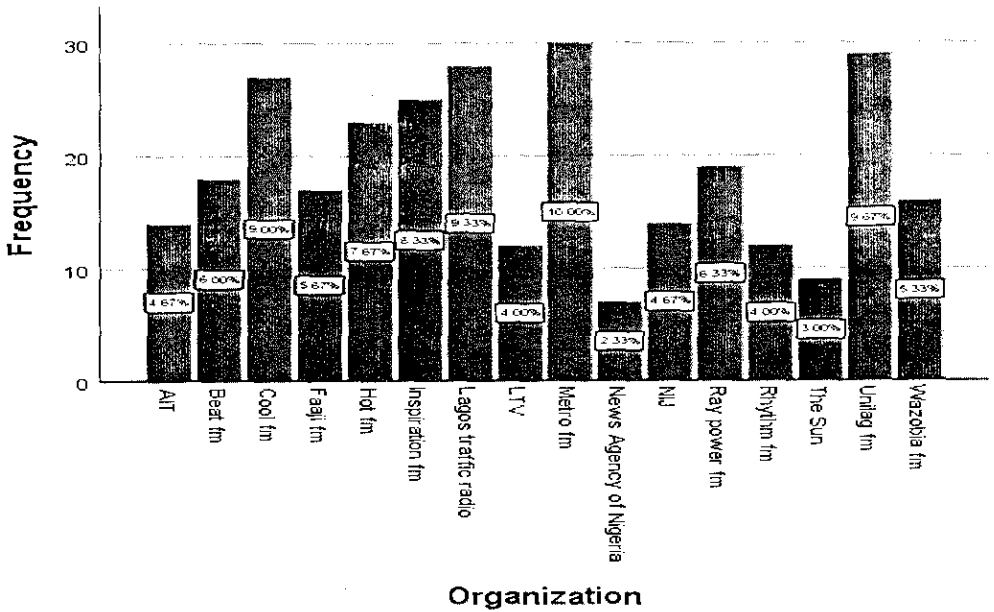


Figure 1: Bar graph of Respondents' place of work

As displayed in Figure 1, Metro FM (10.0%) has the highest number of respondents compared to other organizations that participated in the survey. Unilag FM (9.67%), Lagos Traffic Radio (9.33%), and Cool FM (9.0%) had the higher number of respondents in order, after Metro fm. The Sun and News Agency of Nigeria has the least number of respondents, having 3.0% and 2.33%, respectively.

Answers to Research Questions

The research questions formulated to guide this study were answered as follows:

Research Question one: To what extent are journalists listening to traditional radio broadcasting in the Internet age?

Table 3: Shift from traditional broadcasting radio due to Internet broadcasting

Item	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean	Remark
Internet flexibility is the reason for shift from the traditional radio	88 (29.3)	123 (1.0)	40 (13.3)	49 (16.3)	-	3.15	Accepted
The Internet has more audience which has prompted many journalists to choose the Internet radio for content creation	76 (25.3)	127 (42.3)	52 (17.3)	45 (15.0)	-	3.12	Accepted
The younger generation which constitutes the lager market prefer Internet radio broadcasting	97 (32.3)	97 (32.3)	71 (23.7)	35 (11.7)	-	3.27	Accepted
Internet radio broadcasting has a wider audience compared to the traditional radio	92 (30.7)	83 (27.7)	63 (21.0)	62 (20.7)	-	3.13	Accepted
The shift from traditional radio will continue to increase as long as the market and interest for the internet increases	101 (33.7)	101 (33.7)	43 (14.3)	45 (15.0)	10 (3.3)	3.14	Accepted

The result in Table 3 shows that majority of the respondents believed that the younger generation which constitutes the larger part of the market population, prefers Internet radio broadcasting to traditional radio broadcasting. As displayed in the table, the Internet now has more audience. This prompted the journalists to move from the traditional means of broadcasting to online to broadcast their content. Also, majority of the respondents accepted that the flexibility of the Internet is the reason for the shift from traditional radio by both

the audience and the broadcaster. A good number of Journalists accepted that the shift from traditional radio would continue to increase as long as the market and interest for the Internet increases. These results indicate that people (except for older people who have no access to Internet) are drastically turning away from traditional radio broadcasting as a result of Internet.

What are the means of sustaining listenership of traditional radio in the Internet age?

Table 4 Possible means of sustaining the listenership of traditional radio broadcasting

Item	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean	Remark
Internet interactivity tools in my opinion should be embedded in the traditional radio to sustain listenership in the digital age	73 (24.3)	129 (43.0)	58 (19.3)	32 (10.7)	8 (2.7)	3.10	Accepted
The more involved traditional radio gets its audience; the more listenership will increase	88 (29.3)	121 (40.3)	55 (18.3)	30 (10.0)	6 (2.0)	3.19	Accepted
The interactivity and feedback element of traditional radio should be enhanced to sustain listenership	69 (23.0)	145 (48.3)	70 (23.3)	16 (5.3)	-	3.23	Accepted
Media convergence should be considered important in all radio stations	71 (23.7)	135 (45.0)	53 (17.7)	35 (11.7)	6 (2.0)	3.10	Accepted

Table 4 reveals that most of the journalists who participated in the survey advised that enhancing the interactivity and feedback element, consideration of media convergence, flexible, educating, and attractive content, and embedding of Internet interactive tools will enhance the sustainability of listenership of traditional radio broadcasting. These results indicate that if the traditional radio owners can enhance the interactive and feedback element, broadcast educative, attractive, and timely content, and embed interactive tools

in their radio broadcasting system, they will gain more audience, thereby increasing their listeners.

Discussion of Findings

The study examined the extent to which Lagos state journalists listen to traditional radio and means of sustaining the listenership of traditional radio broadcasting in the Internet age. In response to research question one, the result shows that people except for older people who have no access to Internet are drastically turning away from traditional radio broadcasting as a result of the Internet. The shift from traditional radio will likely continue to increase as long as the market and interest for the Internet increase if a good measure to enhance traditional radio broadcasting performance is not adopted. These findings corroborate with Aganbi's (2014) findings that young listeners switched over to Internet radio in the modern (Internet age) society. The finding is also in line with technological determinism theory which affirmed that society is influence and shaped in line with technological development and innovations. The results of current study are with the submission of Hauer (2017) that social changes are controlled by technology, technology development, communications technology, and media.

In response to research question two, the possible means to enhance the sustainability of traditional radio broadcasting is by enhancing its interactivity and feedback element, the consideration of media convergence, providing flexible, educating, and attractive content embedding of Internet interactive tools. This suggestion aligns with Kartunen (2017) suggestion in his study, which examined the relationship between social media and radio stations. This indicates that the traditional radio owners can significantly sustain and further improve their broadcasting's listenership if they can adopt the aforementioned suggestions.

Conclusion and Recommendations

In addition to the findings already made or cited in the paper on the influence of Internet on the listenership of traditional radio, there is the need for continuous empirical studies, with the ultimate goal of being able to discover additional pragmatic solutions to enhance the listenership of traditional radio especially in the rural communities where broadband penetration and knowledge on Internet operations are limited. The task of such studies rest, ultimately, with media scholars and media practitioners. It is an established fact that both the audience and journalists are turning away from traditional radio broadcasting

due to Internet broadcasting. Many radio audiences find it difficult to take a radio set from one place to the other, thereby resolving Internet broadcasting for news break. Therefore, the need for traditional radio promoters to embrace the convergence features of the Internet and news break elements is not negotiable. Finally, in line with this study's findings, the following recommendations are made to sustain listenership of the traditional radio broadcasting in the Internet age. Internet interactivity tools (ability to access past broadcast programmes) should be embedded in the traditional radio to sustain listenership in the digital age, traditional radio stations should also embrace online radio broadcasting and evolve with the Internet trend to keep pace with the Internet age, the interactivity and feedback elements and media convergence of traditional radio should be enhanced to sustain listenership, journalists should be trained on digitalization in order to enhance their content gathering and dissemination of information on radio and programmes on traditional radio should be development driven, reliable, attractive, and structured in a way that will interest and attract the Internet generations.

References

- Aganbi, P. E. (2014). Impact of use of facebook and twitter on radio listenership: A study of RUN and UNILAG students. [Unpublished Masters Research Project]. Redeemer's University, Ede, Osun state.
- Akashoro, O. G., Okidu, O., & Ajaga, M. I. (2013). Ideological implications of broadcasting practice in nigeria: From pre and post-independence regulation to deregulation. *IOSR Journal of Humanities and Social Science*, 15(2), 41-55. doi:10.9790/0837-1524155
- Bailey, A. & Ngwenyama, O. (2009). Social Ties, Literacy, Location and the Perception of Economic Opportunity: Factors Influencing Telecentre Success in a Development Context. In Proceedings of the 42nd Hawaii International Conference on System Sciences.
- Dearman P. & Galloway C.(2005). Putting podcasting into perspective. In: S. Healy, B. Berryman and D. Goodman (editors). *Radio in the world: Papers from the 2005 Melbourne Radio Conference*. Melbourne, Victoria: RMIT Publishing, 535–546.

- Douglas, S. J. (2004). *Listening in: Radio and the American imagination*. Minneapolis: University of Minnesota Press.
- Fardon, R. & Furniss, G. (2000). *African Broadcast Cultures: radio in transition*. Oxford: James Currey.
- Gazi, G. S. & Jedrzejewski, S. (2011). *Radio content in the digital age: The evolution of a sound medium*. Bristol: Intellect.
- Hache, A. & Cullen, J. (2009). *ICT and Youth at Risk: How ICT-driven initiatives can contribute to their socio-economic inclusion and how to measure it*. JRC Scientific and Technical Reports.
- Hauer, T. (2017). Technological determinism and new media. *International Journal of English, Literature and Social Science (IJELS)*, 2 (2), 1-4.
- Hendy, D. (2000). *Radio in the global age*. Cambridge: Polity.
- James, M. M. (2018). The impact of social media on radio content and programming: A case of the Kenya broadcasting corporation radio stations. University of Nairobi.
- Karttunen, S. (2017). Using social media at a radio station. <https://www.semanticscholar.org/paper/Using-Social-Media-at-a-Radio-Station-Karttunen/c6d7209dd59e3256116f40f5d103e16308714a61>
- Kunz, W. M. (2006). *Culture conglomerates: Consolidation in the motion picture and television industries*. Oxford: Rowman & Littlefield Publishers Inc.
- Nielsen, R. K. (2019). *The business of news*. In: Witschge, T, Anderson, CW, Domingo, D, et, al. (eds) *The SAGE Handbook of Digital Journalism*. London: SAGE, 51–67.
- Pavlik, J. V. (2011). Digital technology and journalism: Implications for democracy. *Brazilian Journalism Research*, 7 (11), 95-116

Sherwood, A. (2015). *Re-connecting with listeners: How radio stations are reaching beyond the dial and their competitors to connect with their audience*. A dissertation submitted to the Rochester Institute of Technology School of Communication College of Liberal Arts.

Vic van der, W. (2013) The future of television in an Internet age retrieved from https://www.academia.edu/4461963/The_future_of_television_in_an_Internet_age_-

Warschauer, M. (2004). *Technology and Social Inclusion: Rethinking the digital divide*. Cambridge: MIT Press.

Benker, S.C., Langford, R.P., Pavlis, T.L., 2011. Positional accuracy of the Google Earth terrain model derived from stratigraphic unconformities in the Big Bend region,

Texas, USA. *Geocarto Int.* 26 (4), 291–303. <https://doi.org/10.1080/10106049.2011.568125>.

Benker, S.C., Langford, R.P., Pavlis, T.L., 2011. Positional accuracy of the Google Earth terrain model derived from stratigraphic unconformities in the Big Bend region,

Texas, USA. *Geocarto Int.* 26 (4), 291–303. <https://doi.org/10.1080/10106049.2011.568125>.

Benker, S.C., Langford, R.P., Pavlis, T.L., 2011. Positional accuracy of the Google Earth terrain model derived from stratigraphic unconformities in the Big Bend region,

Texas, USA. *Geocarto Int.* 26 (4), 291–303. <https://doi.org/10.1080/10106049.2011.568125>.

Benker, S.C., Langford, R.P., Pavlis, T.L., 2011. Positional accuracy of the Google Earth terrain model derived from stratigraphic unconformities in the Big Bend region,

Texas, USA. *Geocarto Int.* 26 (4), 291–303. <https://doi.org/10.1080/10106049.2011.568125>.