

## **INFLUENCE OF INTERNET ON JOURNALISM PRACTICE**

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### **Abstract**

*The research on internet journalism and practice in Nigeria has been dominated by a discourse of technological innovation, especially the use of internet to produce, disseminate, share and receive information on different online mediums such as the social media, with the aid of smart phones and Tablets owned by the audience and being connected to the internet. This paper critically examines to what degree online or internet journalism is being of more advantage over traditional journalism. However the innovation that is brought about by improve of technology does not mean that traditional pattern of journalism will be put aside or put to oblivion, instead internet journalism will only be an extension of the old medium. It is pertinent that online journalism ought to provide more information and in some cases provide video clips and series of pictures to back up their stories which makes it more interesting to the audience (public). The paper recommends that media houses should provide training environment (workshop), which will enhance their staff performance on online journalism, while the government also should provide enabling environment in the rural areas so information can get to them on time and easily.*

**Keywords:** *Internet, media, journalism, communication*

### **INTRODUCTION**

As technology is improving on daily bases, the internet also is not held stagnant instead there are noticeable upgrade that is affecting the face of communication, journalists are beginning to have a better and more improved way of acquiring news from the public, also packaging and disseminating news to the public.

The improvement in technology as affected the internet positively thereby allowing journalists to have more access to the world (locally and around the globe) even at an easier and affordable rate. Nigeria journalists can now have almost free access to the internet and most of them can now operate easily in their respective places of work (without stress) because internet connection is now accessible not only to senior staffs, like the managing

editors, but to all members, so the journalists are not left out of the global village. Journalists can now freely and easily access the internet from their comfort zone, instead of the old ways of visiting cyber cafes, libraries and media resource centers. The easy access to the internet has create a medium whereby interaction between senior officials and members of the journals, even when they are far apart becomes easy and faster, with the help of social media applications such as; Facebook, Twitter, Instagram, Whatsapp, Wechat, Telegram and their kinds, with other support of YouTube and other video website. Journalists can now share information easily instead of the traditional methods of first writing letters and waiting to get a reply of instruction from the headquarters which may takes hours or days before being responded to, especially if the distance is very far, it is very obvious that the advancement in technology also resulting in the upgrade of the internet performance, has created new opportunities for journalists to sell stories not only to other media houses locally but across the globe. The internet has made the world smaller for journalists to explore faster and easily around the world. This wonderful technology has also made research on various subject matters available via chatting and exchange of vital information. This has created new ground for journalists to meet and know each other within close borders and even across the globe. The internet is pushing journalists to learn new skills on how to add content to important pages like blog page which even create good avenue to market their content and even make money for them.

The easy access to the Internet has made it palatable for journalists to research on their own in their closets comfortably on any subject matter they are concerned with, even outside their region as it is one of the biggest resources, it makes it easy to find out what acronyms stand for and also research a certain subject matter. No doubt, the internet as also improve the way journalists write and compose even for newspapers as we now have to learn how to strictly write for online newspapers. However, most of the online newspapers (soft copies) still carry the same material which was produced by the print version (hard copy).

## **THEORETICAL FRAMEWORK**

The theoretical framework will make use of McLuhan's theory of technological determinism as the basis. The theory states that technology has important effects on the life of humans, observing as how the internet is revolutionizing economy and society at a faster way, the media as influenced and shape the mind of people and how we as individuals in a society respond to their immediate environment as a result of how evolution takes place in from one technology age to another (Tribal – literate -print -electronic). James R. Biale, (2006) elaborate McLuhan's theory of 1963 that we learn, feel and think the way we do because of the message we receive through the current technology that is available. McLuhan (1962), Orikowski and Lacono (2001); says the field of information systems is premised within centrality of information technology in human socio-economic life. Gutenberg Galaxy explains that the radio required us to only listen and develop our sense of warning. On the other hand, television engages both our hearing and visual senses that is the (audio visual means). Due to what we now see and hear that have added to the development of our senses and this in turn contribute into our everyday lives and we want to use them again and again.

Again In order to understand the transformations of the journalism profession in the use of the Internet, this study will make use of the same approach adopted by many researchers (e.g.: Bastos et al., 2010; 2012; Fortunati et al., 2009). the theory of social relations which states that; social relations are not fixed, but are constantly reshaped within interactions with social actors (Fortunati et al., 2009). In this context, the press is made up of different images, ideologies, and perspectives created by different actors and compatible with the different lines of power existing in their relations (Bastos et al., 2012).The implications of the latter on the job of journalist and the values and ethics of the profession. According to Domingo (2008), the new professional features in the press can be considered as built-in practices based on a combination of material factors (staff size, technical resources) and social (professional culture, organization of work) in the formation of an online news project. This analysis is part of the social construction of the press, which is influenced by the social context. In order to understand how the adoption of digital technologies in the profession of journalism evolves, we may look at the technological-driven approach, which views the content of the news as dependent on the provision of technologies (Bastos et al., 2010), that is, the shifts in the press can be explained by technological development (Hermans&Vergeer, 2009). News content is determined decisively by the presence of technology. The change in the press is often the result of technological developments (Pavlic, 2010).

We may also consider the technological determinism theory in interpreting changes in the journalistic profession (Bastos et al., 2012). This theory, though important, remained limited and was often rejected in favor of models more in line with the theory of social construction (Bastos et al., 2010). This study considers that Nigeria journalists represent an important player in social construction through their continuous and complex interaction with the Internet in the context of the practice of journalism on the one hand and their interaction with the public and other actors within the social context on the other.

With the development of technology and the internet, journalism as a field, after test running the effects of modern technology (internet), then explores its potentials to reach the public. Today internet is the latest through which journalism prosper.

## **PRESENT DAY JOURNALISM**

As global media is taking over by the emergence of super fast communication technologies the model of 24/7 hours news cycle of the media has given the audience or readers' demands of as soon as it happens news, especially in developing countries and developed nation which Nigeria is not left out. The internet is on the top fastest growing medium in the history of man. The digitalisations, convergence of computer and telephony technologies which serves to hold together all this elements to function as a unit of the internet, have greatly and positively influenced the manner and way news are gathered from the public due to happenings, processed, and disseminated. Times and things have indeed changed, civilization and globalization has since become a buzz word, and has brought with it change and competition.

The way of living and thinking of people have been motley experience great transformation either for the better or for worse, depending on the side of the divide and individual finds

himself. The rapid adoption of internet by journalist is a global phenomenon. The process by which computerization or digitalization impacted upon the media of the 21st Century has moved on many fronts and at different speeds. Agba (2007, p.83) notes that “with desktop publishing and word processing packages, particularly the page maker, the production of newspapers, magazines, journals etc has become an interesting business more so with the use of video display terminals (VDTs)” Desktop publishing which is the use of a computer and specialized software to combine text and graphics to create a document that can be printed through the aid of a laser printer machine has lessened the burden of typesetting on the old manual typewriter. The use of modern day computer in layout and printing enhances accuracy which makes the newspaper and other soft copy content colorful and brilliant, helping to control newspaper and magazine costs and making audience to appreciate the work of journalists.

However, the advancement in global communication technologies and the internet have changed the structure of journalism radically. Although online media in more developed countries has managed to cope up with the demands of the future, developing nations like Nigeria is still thriving to adapt with the advents of new technologies going on presently in the history of media but the present day development in science and technology has really enhanced the work of journalists most especially with the electronic tools like, Electronic editing application software that helps in proofreading, formatting, spellchecking tools, calculator and other software. These facilitate the speed and ease news gathering from people and various events and happenings and also dissemination of news on time. Also, the use of electronic publishing which involves the process through which print media disseminate printed messages using electronic media has closed the wide gap between print (hard copy), and electronic media (soft copy) as a result of periodic advancement in technology. Bittner, (1989,p.277) merely mentions the power of teletext but today, teletext transmits text between teleprinters and teleprompter via computer with a television transmission system sending data to various media houses as well as home receivers equipped with compatible decoder machines. The Nation Newspaper in Nigeria is a good example to make reference of they do their typesets in Lagos but prints its hardcopy simultaneously in Lagos, Port Harcourt and Abuja; no doubt a new era in the history of media technology is here with us. Electronic editions of newspapers have also been delivered to various homes through this system. Another platform that has been opened to the present day journalism with the aid of internet is the media to harness the potentials of World Wide Web (www) among other services provided by the net. The World Wide Web known as (www) in its acronym form, has created a great avenue to downloading a very large set of hypertext linked documents and other files located on computers connected through the internet has afforded both the source and receiver.

### **THE SPHERE OF ONLINE AND TRADITIONAL JOURNALISM**

The term ‘online journalism’ means a contemporary form of journalism where already edited information or content is shared or disseminated via the internet, instead of just the printed version or hard copy. Oxford Dictionary of Journalism by Harcup specifies that ‘online journalism’ includes various kinds of news that are disseminated via websites, social media, RSS channels, emails, newsletters and other forms of online communication. Online journalism, as offered a platform or medium unlike the traditional way of

disseminating information, the online or internet medium as giving audience a choice on when they feel like being in sharp contrast with the more traditional ways of reading or where they want to get information from, for example some audience may choose to get information from the social media links where as others may like to go to the internet on the page of the newspaper. Russell favours the term 'networked journalism' and observes that it is 'about more than journalists using a digitally equipped public as a kind of new hyper source. It is also about a shift in the balance of power between news providers and news consumers that is the audience. The present day or electronic publishing tools and powerful mobile devices like android phones, Iphones, windows phones and many others are matched by cultural developments such as increased mind of doubt towards traditional sources of journalistic authority. The online platform created for publishing and selling of journalistic products through the Internet using the (www), thus can be seen as a basic attribute which allows us to distinguish between 'traditional' and 'new' journalism. However, it still stand that we cannot brush aside the fact that the creative principles engaged by journalists, in specific areas like processing and shaping information in order to create journalistic products, are very much like in the case of 'traditional' journalism, although it can be pointed out that the vulgar or sum total framework of creativity related to products of online journalism is however, different from the 'traditional' results of journalistic work, often to a noticeable extent.

Moreover, close association with dynamic commercial expansion of the Internet, the very origin of online journalism can be traced back to the first half of the 20<sup>th</sup> century. The most essential steps towards the surfacing of a new and highly important communication form were taken by the National Science Foundation Network (NSFNET) in 1991. Arising from this is the development; the US Congress pushed a legal act declaring the free worldwide use of this emerging network.

The most visible aspects of this form of journalism include websites of the 'traditional' media in Nigeria (e.g. [www.vanguardngr.com](http://www.vanguardngr.com), [www.premiumtimesng.com](http://www.premiumtimesng.com), [www.thenationonline.net](http://www.thenationonline.net) etc) but also media existing exclusively on the Internet. Online journalism uses various multimedia and interactive elements containing texts, photographs, videos, audio, hyperlinks and users' comments that are often simultaneously published on social networks in order to be exposed to larger groups of target audiences. Czech publicist and sociologist Bednář determines the following features of Internet journalism: real time access, interactivity, instant comparison with competition, interconnection of information through hypertext and blending formats.

Therefore, it is quite obvious that each new medium has, at least to a certain extent, adopted and modified previously existing genres in order to expand its own possibilities of processing and disseminating information to the public. Understandably, genres of online journalism are based on genre typology used in the press. On the other hand, the presence of audiovisual content displayed on television and the internet with other graphic, multimedia and interactive aspects on the Internet functions as a framework for creation and establishment of specific genres which are typical for the online environment (e.g. online interview, online discussion or online reportage). However, safe keeping of the

essential rules of 'journalistic writing' seems to be beneficial, at least for now especially for the authors and the recipients alike.

Online publishing's influence on content is a significant factor of Internet journalists' work and thus determines activities of the online news media as such. Besides taking into account its own topics and formal specifics, online journalism also complies with economic imperatives, as it is possible to rather precisely define the target audiences and thus present advertisements quite effectively. Another economic strength of the online journalism is related to minimizing costs of printing and distribution. However, as noted by Van der Wurff (2020, p.13), costs associated with creation of any new product (a newspaper, a magazine, a television show, etc.) are still considerably high. Production of a new piece designed to be published on the Internet is as expensive as if it was to be published in the press.

It is of a major necessity to stress out that development of the Internet has brought a significant breakthrough in terms of accessing information. The journalistic practice has shown clearly that the media has as a whole has been rather reluctant to take into account the ongoing transformation processes of the online environment. One of the reasons causing this quite low primal trust towards the Internet is the fact that media organisations have had a lot of trouble finding optimal business models able to provide additional profit from Internet content (advertising revenues, premium services, etc.).

Compared to media such as radio or television, the press is far less demanding in terms of the use of digital technologies; the Web was, after all, primarily created in order to record and transfer textual information. Moreover, computers are not the only devices providing Internet access. The Internet is also available via television screens, tablets and mobile phones. The most significant positive attributes of the Internet in the context of its 'relationship' with the press are the possibility of updating information in real time and standard publication of audio visual materials but also providing access to digital archives and interactivity (the readers' reactions may be received through emails or in the form of discussion contributions placed below the published materials).

## **EVALUATION OF NEWS**

In previous years, journalists could usually base their news to more of political happening in the country, public affairs and government activities; they actually consider these topics as what entices the audience base on knowing their rights and getting acquitted with the democracy style of governance in Nigeria, which is believed to be the best form of governance since it is participatory. However people evaluate and give value to news differently: example a business person may have much interest on knowing or getting updated news on what's the financial state of certain business around the world or in the country, another angle is that of sport, many youths especially the males, which are sport lovers, are only interested reading news and knowing scores of their the team they are supporting. The major issue is that everyone appreciates information that is timely, important and interesting. This has made people to appreciate internet so much because they can easily obtain or access the news that interest them.

### **Accurate and Prompt News Reporting:**

News is information traditionally about previously unknown or current events and happenings. With the aid of latest communication technology, news is now Immediate that audience begin to expect eventually every minute in this country. It is now common with Nigerians go online to get news and post news, everyone wants to be carried along to know and read the latest news updates especially in time where there is crucial issue around a State or in the country even around the world, the only people who are limited are those with less media literacy (at the level of this country) who wait for traditional news or relax till the following day before they are up-to-dated. A good example was that of the END SARS, where the youths of Nigeria demonstrated their dissatisfaction about the pains, molestation and the crime level of SARS in the nation and that they no longer need SARS in the country, this events was one major event that everyone in the nation wanted to get update every minute and seconds in different State of the country, another is the issue of COVID 19, that brought the lockdown of the world due to how deadly the virus is, people needed to know what is happening around them and in their neighboring countries and the world at large and especially how they could avoid contacting this deadly virus, also access essential commodities that is needed at various homes. Hence, today's 24-hour news environment is kept fresh and the implication is that an hour ago news becomes absolutes the following hour.

### **PARTICIPATORY NATURE OF AUDIENCE IN JOURNALISM**

Take a close observation on how the internet as positively been of advantage to journalism in developing nation like Nigeria and developed nations, journalists that are trained as professionals to gather news on the field in various location of the country especially where important events needs to be captured immediately, can now relax a little knowing that with the help of the masses (audience), who have the knowledge of taking pictures, audio, and videos, with their smart devices connected to the internet, can easily reach the media house on time provided they have their link with them. So the audience now assist journalist to gather news in their different localities, with the aid of their mobile phones that is connected to the internet. This method as really supported journalists to get current and fresh news across to every part of the nation more easily and faster.

### **NEWS AVAILABLE FAR AND WIDE: EMERGING TRENDS IN MOBILE JOURNALISM**

Journalism as taken a great new phase, advancement in technology as brought about everyone having access to mobile phone or better still called smart phones that can easily asses the internet. 'Mobile journalism' is a specific type of journalistic production where news in various forms (text, audio, visual recording and the like) are disseminated to the public through the aid of Internet facility and are displayed on screens of portable and smart devices, mostly mobile phones and tablets. Increasing significance of mobile journalism is associated with development of the mobile Web and innovative products offered by global telecommunication operators. It is obvious that publishing news through mobile phones involves various ways of distributing journalistic product and contents, development in technology as make it possible from alerts sent through SMS and MMS, through web portals of the news media, to specialised mobile applications.

Mobile journalism is related to development and the wide public use of the mobile Internet and wireless network connection, respectively. According to statistical record in Nigeria in 2020, it shows that we have over 85.26 million mobile internet users; this figure in fact is projected to increase to 151.3 million by the end of 2025. The most frequently used Internet connected portable communication devices include mobile phones that is also known as smart phones, laptops of all sizes and brands also is tablets. Reacting to the new trends in mobile publishing, There are significant differences between designing a 'traditional' and a mobile Web, these result from technological specifications of mobile devices and take into account the ways of using portable means of communication. The decisive criterion here is simplicity, in terms of data visualisation, navigation and the content itself. The visual processing of the mobile Web is predominantly determined by displays of portable devices which are significantly smaller than desktop monitors and laptop screens of the standard size of 15.4 inches. The mobile Web also demands special forms of navigation as the readers are not able to use computer hardware such as mice. Another notable change brought by the mobile Web is the utter end of 'paper folding' that is so typical for the daily press. We are nowadays unable to unambiguously identify the 'priority' Web content, since it is impossible to predict whether the users will read the news via desktops, notebooks, mobile phones or tablets. Moreover, it is also hard to estimate what type of document orientation ('landscape' or 'portrait') a specific user of a mobile device prefers.

The most typical feature of the mobile Web is the possibility of using mobile developed software applications. These are specific parts of software designed to comply with operation and the use of mobile devices such as smart phones and tablets. A mobile application is typically downloaded from the internet or application page, example is (Play Store for android phones and IOS for iphones and blackberry phones), and installed by a device's user. Mobile applications of newspapers and news portals are, in terms of typology, called 'mobile Web apps'. Their content is in sharp contrast with the traditional press multimedia and often also interactive; besides, the readers may filter the news in accordance with their own preferences. Access to the newest information and also drop their comments if there is space for such, mobile journalism is therefore instant and continual.

It is obvious that the use of mobile phones has influenced the editorial practice and journalistic work significantly. In relation to this matter, it is now obvious that mobile phone is a journalist's work tool of high importance, unlike how pen and paper were used in previous centuries or generations of journalists. The journalistic practice employs mobile phones in relation to many everyday activities, mostly to search for information sources, record interviews and videos, create photographs as well as edit and send them. Of course, the effective use of mobile devices in the journalistic production requires new media competences: mainly the ability to seek and verify information online; editing skills associated with processing photographs, recorded sounds and videos; knowledge of online social networks and their functions and, last but not least, experience with web copywriting. However, these trends are influencing not only journalistic production but also sharing of news content between journalists and audience. Research as proven in the field worldwide, that several significant changes in contemporary communication activities are related to mobile devices are occurring. The research results are based on responses by



2710 communication professionals from 43 different European countries. Though one on one communication is currently identified as the most important with 77.6% and its importance will slightly increase to 85.1% in 2021, there are other categories to consider as progressively influential. These include online communication via websites, email, intranets (now 76.9 and 85.1% in 2020), social media and social networks (76.2% in 2016, 88.9% in 3 years). However, the most significant shift in the importance of communication channels and instruments is related to category of mobile communication (phone/tablet apps, mobile websites)—from today's slightly above average value 63.7% to the leading value of 95.2% in 2021. It is also necessary to consider the fact that the category 'press and media relations with print newspapers/magazines' is quickly losing its traditionally prominent position in the sphere of public communication (from 64.1% in 2016 to much lower value of 30.2% in 2019), according to Jan Visnovsky and Jana Radosinska publication(p.61). Such predictions state clearly that media professionals and organisations aiming to engage in public communication need to reconsider their current production practices and the ways they address their target audiences. It seems that some of the previously most important modes of audience address may become less effective or even unsuitable for dissemination of certain types of journalistic products towards certain segments of media audiences.

The trends of increasing amount of mobile phone users and the portable devices' general popularity have led newsrooms and editorial staffs towards developing their own mobile applications. The emergence and widespread use of 'intelligent' mobile phones have also influenced the current forms of 'citizen journalism'. As the mobile devices are equipped by modern operating systems (e.g. Windows, Android, iOS), recording technologies and Internet connected applications, their users are capable of creating photographs and audio visual contents of high quality that may be later used by media professionals smoothly and easily. People witnessing various kinds of events regularly send photographs and videos straight to newsrooms and news agencies, facilitating much quicker information dissemination. The reports by 'eye witnesses' thus may provide almost complete news material, which helps the journalists to make the news cheaper.

Abroad, the British elite newspaper The Guardian first acknowledged the meaning of mobile communication as a way of obtaining information in 2002, by starting its service Mobile Alerts designed to inform interested readers via short text messages (SMS) related to breaking news from politics, business or sports.

## **INNOVATION IN JOURNALISM**

Innovation according to *Merriam Webster* dictionary, is the introduction of something new, can be a new method of doing things, a new idea. Innovation is nowadays perceived as one of the most crucial tools for social and economic development of the society. Implementation of specific innovations is anchored in many strategic documents, national and international alike. Innovations in terms of journalism are related, on the one hand, to the use of the Internet in the processes of creating, sharing and searching for the journalistic content; on the other hand, innovation activities also involve organisational measures associated with journalistic work, management of human resources and new business models implemented by publishing houses and editors. Innovations 'not only alter

journalistic practice as such, but challenge journalism to incorporate cross platform networks in various stages of the process of news production' says Heinrich(15, p. 2). Multiplatform structure of journalism is evolving. Journalism and the media as such are surrounded by many changes and shifts in media logic determined by technological advancements and economic uncertainty on a global scale. Innovation, according to the author, is the key factor influencing 'vitality' of the media, and it builds upon four basic principles:

- a. Research and development**
- b. Freedom of expression**
- c. Objective and impartial news making**
- d. Complying with ethical codes and normative frameworks.**

As of innovations in terms of journalism, it seems that the shifts are manifesting themselves predominantly within the sector of online journalism, especially mobile applications (e.g. the use of interactive design elements and the responsive Web, thanks to which the content easily adjusts itself to the device that is used to access information). Online news portals are following these trends as well, for instance, by adapting their structure and composition to the technological means of communication in order to wholly use their advantages and make the content easier to access. Arrangement of texts in the online issues is very different in comparison with the traditional press but also with 'newspapers' designed to mobile phones and tablets.

Implementation of strategic innovation in journalism has encountered serious problems as well, since business activities bound to journalism often aim to achieve rather short term objectives. Even today's print newspapers (and the print media in general) place emphasis on meeting deadlines (these are based on predetermined production cycles) and fulfilling strategic plans related to advertising sales. It means that many innovation activities are only short lived. On the other hand, some innovative production procedures have resulted in many shifts and changes in editorial practices. These include optimisation of work, new publication strategies associated with the Internet and mobile devices ('mobile first'), content creation that corresponds with demands of the used media or employment of Snapchat in terms of journalistic work.

### **Where to invest your time and energy**

"The world's internet users will spend a cumulative 1.25 billion years online in 2020," said Simon Kemp, "with more than one-third of that time spent using social media." One final challenge for journalists and media organizations understands where audiences are spending that time and the implications of this. The average internet user had an average of 8.5 social media accounts, according to data from GlobalWebIndex in 2018, up from 4.8 social media accounts in 2014. However, the way users divide time between these platforms varies. Although Facebook is the overall market leader, time spent on different networks changes by demographic and country.

Moreover, because each platform has its own characteristics, social media strategies that work for one platform don't necessarily work for another. As a result, diving into data from DataReportal, GlobalWebIndex, the Digital News Report and other sources is vital if you're to understand local trends and their implications. In a time-pressured newsroom you

cannot be everywhere online, so alongside the wider trends outlined in this piece, determining where your audience is and what they want from their time on a given platform is essential for your social media success.

### **INTERACTIVITY OF THE NEW MEDIUM**

Based on research of the “history” of interactivity, Jensen defines Interactivity as “a measure of a media’s potential ability to let the user exert an influence on the content and/or form of the mediated communication”. Jensen separates interaction from interactivity and his definition is therefore mainly a technological one. Also Lievrouw and Livingstone (2006, p.25) posit that interactivity is a switching pivotal that allows audience more selectivity in their choices of information sources and interactions with other people. In previous decades the audience where only meant to receive news with small or no space for interaction (discussion forums), base on the quality of the content authenticity, reliability, anonymity. But the internet as offered space for the audience to be able to drop their comments and views base on news content also to seek and share content selectively and to interact with other individuals and groups.

### **CONCLUSION**

People visit the internet to look for current news and updates base on information, this has made journalists to sort for all means on how to provide more information on different subject matter. With the use of the internet more news can reach the public on time and also they can be view news base on video clips and a series of pictures that makes news livelier, unlike the print version which has limited pages. Gesher (2002, p.176) believes that online newspaper is meant to capture wider audience internationally. With improvement on technology more advancement will occur and change will continue. It is now obvious that the internet in comparison with other media institutions.

From what is happening in Nigeria we can say the governments is doing nothing to help matters as they show lackadaisical attitudes towards investing on the media to make them functional towards serving the people hence, the media audience turn to the internet to get the best they think is better for them.

### **RECOMMENDATIONS**

- i. Media houses should provide and organise a workshop training to educate their staff, so they can be familiar with anything that deals with the internet.
- ii. Media houses that are having online site should provide avenue for citizen journalism where the audience can interact and share content with journalist easily.
- iii. Government should invest and provide infrastructural amenities for people living rural areas so journalists can access such areas in order to send and get report in such areas easily and faster.
- iv. Media houses should make provisions for internet facilities (like Wi-Fi), in all their offices for the members of staff in order to compete with their counterpart in other part of the world.

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