

Social Media and the Changing Nature of Journalism Practice in Nigeria

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Abstract

Social media which are best understood as a group of new kinds of online media, share most or all of the following characteristics, namely – participation, openness, conversation, community and connectedness. With their ubiquitous and interactive nature, social media have become sources of information and interaction amongst Nigerians and other peoples of the globe. Based on this fact, it has become expedient to find out how social media have affected the face of mainstream journalism in Nigeria. In carrying out this study, the researchers used the survey method of scientific inquiry. The 16-item questionnaire was administered to 50 respondents, comprising of news reporters, feature writers and producers in radio, television stations and a newspaper organization who were selected through a systematic sampling technique. The findings revealed that social media have changed the ways news is being produced and disseminated in mainstream journalism. The study also shows that *Twitter* is the most used site with 73.53% among other social networks in accessing information by journalist in Edo State. The paper therefore

recommends that mainstream media should adopt the virtue of social media and adapt them to journalistic practices. The paper further recommends that journalists should create new ways of packaging and disseminating news to the public.

Keywords: Social Media, Mainstream Media, Journalism, Transformation, Journalists