

Predictors of Communicating Research Findings among Mass Communication Lecturers in Select Universities in Nigeria

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Abstract

In Nigeria, and perhaps in many countries of the world, reporting communication research results may be motivated by several factors. This makes finding answers to what determines research communication very critical. To ascertain these factors, we sampled the opinion of academics who teach communication and media related courses in select universities in Nigeria to get insight into what influences them to publish their research findings in particular journals. Findings from this study show that majority of the lecturers do not consider data analysis as a major research report writing variable that pose a challenge to them; fifty percent of the lecturers said factors such as standard indexing system, impact factor rating, local or international status of the journal and hard copy as well as online presence, influence their journal selection; and fifty-one percent of the lecturers indicated their preference for journals domiciled in a university. Majority (51%) of the lecturers also preferred journals that emphasis academic merit rather than page charges. Given these findings it is concluded that the predictors of communicating research findings are useful in the efforts at encouraging research communication among communication scholars.

Keywords: Research, Research communication, Academics, Journals, Publishing, Reporting.