EFFECTS OF NEW MEDIA ON CONVENTIONAL MASS MEDIA: (A STUDY OF IGBINEDION UNIVERSITY OKADA, EDO STATE, NIGERIA)

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Abstract
Information dissemination in world over has become a lot easier as a result of modern technological facilities such that information now travels at a speed that can be equated to the speed of light. The rate at which information is received by the mass media audience has popularized the New Media as against the conventional mass media among the different social strata in the country. It is in view of this that this paper takes a look at the effect of the New Media on the consumption of the content of the conventional mass media in Nigeria using Igbinedion University, Okada, Edo State. This paper is anchored on the information society theory.

Keywords: *Communication, Consumption, New Media, Conventional Media and Information society*

Background to the Study
The 'global village' prophesies concept of a Canadian scholar, Marshall McLuhan which stormed the academic world some decades ago is being fulfilled at present than ever. The unprecedented advances in information and communication technologies (ICTs) have not only justified Mcluham's claim but "have gone further to reduce the world into a global Family" (Okoro, 2007:10). Heavy reliance on computer-based technology for the production and distribution of information have become a major part of the global economy. McQuail (2005:105) notes that "the term communication revolution, along with the term information society, has now almost come to be accepted as an objective description of our time and of the type of society which is emerging." A society characterized by a unique surge and outstripping of theoretical knowledge (science, export, data-base) and the predominance of "people employed in various information and communication industries including media, than in all other sectors of the economy" (Defleur and Denis, 2010: 218).

Scope of the Study

This research work looks at the Effects of New Media on consumption of conventional media content in Nigeria using Igbinedion University Okada as the area of study. The study is aimed at ascertaining the impact of the new media on the consumption, patronage, purchase of the conventional media via-a-vis the print and electronic media. However care is taken to ensure that this study achieves a meaningful purpose therefore various categories of persons ranging from staff both academic and non-academic as well as students are used for the students are used for the study.

Statement of the Problem

As of today one can view the entire world irrespective of his or her location with a small device in his or her hands. This situation is equally applicable to the consumption of newspaper content in most parts of the world such that the entire content of most newspapers, magazine and the broadcast media vis-à-vis television and radio are found online. With the fear that hard copies of newspapers, magazines as well as broadcast content will no longer will consume in the new future, this research work is gear towards creating a balance between the consumption of the online content of the media as well as the hard copies.

Objectives of the Study

This study intends to achieve so many things but to help streamline the study the following therefore makes for the aim of this study:
1. To ascertain whether Nigerians are aware of the social media and the opportunity they have for information.
2. To identify whether or not there are any traceable link between the consumption of new media content and the conventional media.
3. To identify what use Nigeria put the new media to.
4. To understand how people respond or view issues reported by the new media and the conventional media.

Research Questions

The following research questions will be answered at that end of the research work.
1. Is Igbinedion University Okada aware of the new media?
2. Has the new media replaced the conventional media in Igbinedion University?
3. Do they still consume the contents of the conventional media?
4. Does the new media satisfy the information need of Igbinedion University Okada students / staff?

Literature Review/Theoretical Framework

Although there are several ways that New Media may be described, Manovich (2003), defines New Media by using eight propositions.

1.   New Media versus Cyberculture – Cyberculture is the various social phenomena that are associated with the Internet and network communications (blogs, online multi-player gaming), whereas New Media is concerned more with cultural objects and paradigms (digital to analog television, iPhones).

2.   New Media as Computer Technology Used as a Distribution Platform – New Media are the cultural objects which use digital computer technology for distribution and exhibition. e.g. (at least for now) Internet, Web sites, computer multimedia, Blu-ray disks etc. The problem with this is that the definition must be revised every few years. The term "new media" will not be "new" anymore, as most forms of culture will be distributed through computers.

3.   New Media as Digital Data Controlled by Software – The language of New Media is based on the assumption that, in fact, all cultural objects that rely on digital representation and computer-based delivery do share a number of common qualities. New media is reduced to digital data that can be manipulated by software as any other data. Now media operations can create several versions of the same object. An example is an image stored as matrix data which can be manipulated and altered according to the additional algorithms implemented, such as color inversion, gray-scaling, sharpening, rasterizing, etc.

4·   New Media as the Mix Between Existing Cultural Conventions and the Conventions of Software – New Media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation. The "old" data are representations of visual reality and human experience, and the "new" data is numerical data. The computer is kept out of the key "creative" decisions, and is delegated to the position of a technician. e.g. In film, software is used in some areas of production, in others are created using computer animation.

5·   New Media as the Aesthetics that Accompanies the Early Stage of Every New Modern Media and Communication Technology – While ideological tropes indeed seem to be reappearing rather regularly, many aesthetic strategies may reappear two or three times ... In order for this approach to be truly useful it would be insufficient to simply name the strategies and tropes and to record the moments of their appearance; instead, we would have to develop a much more comprehensive analysis which would correlate the history of technology with social, political, and economical histories or the modern period.

6.   New Media as Faster Execution of Algorithms Previously Executed Manually or through Other Technologies – Computers are a huge speed-up of what were previously manual techniques. e.g. calculators. Dramatically speeding up the execution makes possible previously non-existent representational technique. This also makes possible of many new forms of media art such as interactive multimedia and video games. On one level, a modern digital computer is just a faster calculator; we should not ignore its other identity: that of a cybernetic control device.

7   New Media as the Encoding of Modernist Avant-Garde; New Media as Metamedia – Manovich declares that the 1920s are more relevant to New Media than any other time period. Metamedia coincides with postmodernism in that they both rework old work rather than create new work. New media avant-garde is about new ways of accessing and manipulating information (e.g. hypermedia, databases, search engines, etc.). Meta-media is an example of how quantity can change into quality as in new media technology and manipulation techniques can recode modernist aesthetics into a very different postmodern aesthetics.

8   New Media as Parallel Articulation of Similar Ideas in Post-WWII Art and Modern Computing – Post WWII Art or "combinatorics" involves creating images by systematically changing a single parameter. This leads to the creation of remarkably similar images and spatial structures. This illustrates that algorithms, this essential part of new media, do not depend on technology, but can be executed by humans.

The communication or information age in modern times is a succession of three overlapping technological stages that have taken place during the past one hundred and fifty years. The result of the first stage was the advert of the 'penny press' newspapers and large scale of books and magazines industries. The second transformation was marked by over – the – air broadcast of radio and television in 1920 and 1939 respectively. New media has had a profound effect on three of the most essential categories of society in the twenty-first century: economics politics, and the exchange of ideas. New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real-time generation of new, unregulated content, Schivinski, eta.l (2013)

Theories provide explanation for observable phenomena in any field and Mass Communication is not an exception. Therefore this research work will be anchored on the information theory. This study derives its inspiration from the information society theory. This theory has been defined from five perspectives namely: technological, economic, occupational, spatial and cultural. The technological definition sees the information society as the type born of breakthroughs in information processing, storage and transmission that have led to the application of information technologies in virtually all corners of the society. The economic definition sees the information society as one in which the major areas of academic activities are the information goods and services. The occupational definition asserts that a society becomes an information society when the predominance of occupation is found in information work. From the spatial perspective, information society is one where the constraints of space have been dramatically limited and time is shrunk as contact via computer communication and telecommunication is immediate. The cultural definition sees an information society as one in which life is quintessentially

about symbolization, about exchanging and receiving or trying to exchange messages about ourselves and others (Webster 1995).

McQuail (2005:558) sees information society thus: "a term widely used to describe contemporary society in terms of what is thought to be its most central driving force or source of productive power, namely information of all kinds. The justification for this assumption derives from the seeming dependence of much on modern life, materially as well as culturally, on the production, handling and application of information and on the operation of complex networks of communication. The information and communication technology sector appears to have become the chief source of wealth in more economically advanced societies". With the idea of "information society", it is believed that no meaningful development can take place without the application of the new media technologies to development processes.

Methodology

The research method that will be adopted is the Survey Research method. The survey technique is the most commonly used research method by behavioural scientists. According Sobowale (1983) the survey approach involves drawing up a set of questions on various subjects or on various aspect of a subject to which selected members of a population are requested to react.

Study Population

The population of study, according to Asika (1999:10) is a census of all items or subjects that possess the characteristics or that have the knowledge of the phenomenon being studied. The population of this study is the staff and students of Igbinedion University Okada.

Sample Size

The sample size according to Agbadudu (1994) is the selection of part of the population or universe in such a manner that the part is a representation of the whole so that the judgement about the whole is made on the bases of the part. For the purpose of having a true representation occasioned by too large the nature of the research population, a sample of 20 staff and 40 students was randomly chosen. Those chosen for sample are: Academic staff and non- academic staff as well as students from different departments.

Sampling Technique

The Stratified Random Sampling was used in this study. This method was used to improve the accuracy of the estimate and predictions since the various strata that make up the total population of IUO were all represented in the sample.

Data Analysis / Discussion

The data generated are presented and analyzed. The 60 copies of the questionnaires which were given out to staff (academic and non-academic) and students of Igbinedion University Okada who were randomly selected were carefully retrieved as a result of the person to person style of administering embarked by the researcher. This indicates a return rate of 100%.

Table (I) Distribution of Respondents According to Gender

SEX	FREQUENCY OF RESPONSE	PERCENTAGE
MALE	32	53.3
FEMALE	28	46.7
TOTAL	60	100

From the table above 53.3 percent of respondents representing 32 respondents were males while 28 respondents representing 46.7 percent were females. It should be noted that the respondents consist of students, academic staff and non-academic staff in the population of study.

Table (ii) Awareness of New Media

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
YES	51	85
NO	5	8.3
NO ANSWER	4	6.7
TOTAL	60	100

In table ii respondents were asked whether they are aware of the existence of the new media, while 4 of the respondents representing 6.7 percent did not provide any answer, 8.3 percent of the population representing 5 respondents said they were not aware of the concept of the new media. 51 respondents representing 85 percent of the population answered in the affirmative.

Table (iii) New Media used by Respondents

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
TWITTER	9	15
FACEBOOK	24	40
ONLINE NEWSPAPER/BROADCAST MEDIA PLATFORM	9	15
BBM	7	11.7
INSTAGRAM	2	3.3
OTHERS	5	8.3
NO ANSWER	4	6.7
TOTAL	60	100

In table iii, respondents were asked which of the new media platform they untilise, 24 respondents representing 40 percents said Facebook, 15 percent representing 9 respondents each ticked Twitter and online newspaper and broadcast media platform, while 7, 2 ,5 respondents representing 11.7, 3.3, and 8.5 percents ticked BBM, Instagram and others respectively. However 6.7 percent representing 4 percent of the population did not provide any answer.

Table (iv) The New Media That Best Satisfy Respondent Information Need

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
TWITTER	4	6.7
FACEBOOK	26	43.3
ONLINE NEWSPAPER/ BROADCAST MEDIA PLATFORM	16	26.7
BBM	9	15
INSTAGRAM	0	0
OTHERS	4	6.7
NO ANSWER	1	1.7
TOTAL	60	100

From the table above respondents were asked which of the new media platform best satisfy their information need. The following were their response. While 1 respondent representing 1.7 percent of the population did not provide any answer, no one said that Instagram satisfy him or her information need. 9, 4 and 16 respondents representing 15, 6.7, and 26.7 percents ticked the option of BBM, others and Online newspaper and broadcast media platform respectively. Twitter and Facebook has 4 and 26 respondents representing 6.7 and 43.3 percents respectively.

Table (V)   Satisfaction Derived New Media Usage

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
VERY GOOD	25	41.7
GOOD	30	50
POOR	3	5
VERY POOR	1	1.7
NO ANSWER	1	1.7
TOTAL	60	100

In table v respondents were asked to rate their satisfaction from the usage of the new media platform. One respondent each representing 1.7 percent rated their satisfaction as very poor and provided no answer. 41.7 percent representing 25 respondents said that their satisfaction from the platforms of the new media is very good while 30 and 3 respondents representing 50 percent and 5 percent said that their satisfaction is Good ad Poor respectively.

Table (vi) Awareness of Hardcopies of Newspapers and Magazine
From the table below respondents were asked whether they are still aware of the hard copies of newspapers, while 90 percent of the respondents representing 54 persons in the population said Yes, 6 persons representing 10 percent said No.

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
YES	54	90
NO	6	10
TOTAL	60	100

Table (vii) Purchase of Magazine and Newspaper
The table below sought to know at what interval they purchase hard copies of newspapers and magazines. 11 respondents with 18.3 percent said they purchase on Daily basis, 10 respondents representing 16.7 percent ticked Weekly while 5, 8 and 25 respondents representing 8.3, 13.3 and 41.7 percents said Fortnightly, Monthly and Not at all respectively. One of the respondents however provided no answer.

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
DAILY	11	18.3
WEEKLY	10	16.7
FORTHNIGHTLY	5	8.3
MONTHLY	8	13.3
NOT AT ALL	25	41.7
NO ANSWER	`1	1.7
TOTAL	60	100

Table (viii) Listenership to Broadcast Media
Listenership to broadcast media vis-à-vis radio and television was asked. While 51.7 percent of the population representing 31 respondents said Daily, 12, 2 and 9 with 20, 3.3 and 15 percents respectively said Weekly, Fortnightly and Monthly. 4 of the respondents with 6.7 percent said they do not listen at all, while 2 with 3.3 percent provided no answer.

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RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
DAILY	31	51.7
WEEKLY	12	20
FORTHNIGHTLY	2	3.3
MONTHLY	9	15
NOT AT ALL	4	6.7
NO ANSWER	2	3.3
TOTAL	60	100

Table (ix) Satisfaction Derived from the Conventional Media

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
YES	41	68.3
NO	5	8.3
I CAN'T SAY	12	20
NO ANSWER	2	3.3
TOTAL	60	100

From table ix respondents were asked the whether they still derive satisfaction from the content of the conventional media. While 68.3 percent with 41 respondents said Yes, 8.3 percent with 5 respondent said No. I can't say has 12 respondents representing 20 percent while 2 respondents with 3.3 percent did not provide any answer.

Table (x) Areas of Satisfaction of Conventional Media
From the table below respondents were asked to state a particular area that the conventional media satisfy their media need. 3 respondents representing 5 percent did not provide any answer, 22 and 19 respondents with 36.7 and 31.7 percents respectively ticked entertainment and education. 6.7 percent which is 4 respondents said advertisement while 20 percent with 12 respondents said others with information topping the list.

RESPONSE	FREQUENCY OF RESPONSE	PERCENTAGE
ENTERTAINMENT	22	36.7
EDUCATION	19	31.7
ADVERTISEMENT	4	6.7
OTHER SPECIFY	12	20
NO ANSWER	3	5
TOTAL	60	100