Covenant Journal of Communication (CJOC)

Vol. 5 No. 1, June 2018

Articles

A Converted Democrat? Profiling the Attacks on Nigerian Journalists During Buhari's Civilian Regime (2015-2017)

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Abstract: This study investigates the attacks on Nigerian journalists during the first half of President Mohammadu Buhari's civilian administration (2015-2017). Buhari had promised in his electioneering campaign to be a "converted democrat", implying that the new democratic rule would not take after his dictatorship of 1983 to 1985 when he harassed and jailed reporters as a military head of state. In spite of his government's recent press freedom claim, our findings show succinctly that no fewer than 38 newsmen and women were arrested or harassed and at least one killed by gunmen in the two-year period. Interestingly, none of the cases was linked directly to Buhari personally, unlike his term as a military dictator. Nevertheless, the cases of abuse recorded so far is an indication that his government should initiate actions that safeguard the social responsibility credential of journalists.

Keywords: Journalists, harassment, freedom, Nigeria, democracy, Buhari.

Introduction

The study documents for two years the number of journalists whose rights have been infringed upon by the civilian government of President Mohammed Buhari in Nigeria since his assumption of power on May 29, 2015, after defeating the incumbent President Goodluck at the polls. Buhari had been a former Military President from 1983 - 1985. He led a coup that overthrew the democratically elected Government of President Shehu Shagari. His rule was characterized by a poor human rights record where many Nigerians, mainly politicians and journalists were arrested, charged with sedition and given lengthy jail sentences varying from 20 to 300 years! (Vourlias, 2015; Osu & Pate, 2011; Adeyemi, 1998).

Seng & Hunt (1986) report that during a press conference, General Buhari lashed out at journalists, insisting he would tinker with press freedom. He referred with anger to articles in the press which claimed that huge amount of cash had been found missing in the oil ministry he headed in the late 1970's. He warned that he would not hesitate to shut down any newspaper found to have published any 'false' information about the government. In furtherance of its anti-press stance, the Buhari led military government, on March 29, 1984, promulgated the Decree No.4: which punished any person who published in any form, whether written or otherwise, any message, rumor, report or a statement which is false … or which brings or is calculated to bring the Federal Military Government or the Government of a state or a public officer to ridicule or disrepute.

After failing three times in 2003, 2007 and 2011, Buhari contested again and won as a presidential candidate in 2015, promising Nigerians and the international community that he was a "converted democrat" and had dropped his tyrannical and dictatorship tendencies associated with his military background (Leadership, 2015). Two years into his presidency, his government, represented by Information Minister, has claimed that not a single journalist has been detained or harassed (Kanayo, 2016; Ezeamalu, 2016). This work investigates the veracity of this claim.

Press and Press Freedom

Seng and Hunt (1986), citing various scholars, posit a checkered history of press freedom in pre- and post-colonial Nigeria. During the colonial era and in the build-up to independence in 1960, press freedom was curtailed but journalists, including such prominent nationalists as Nnamdi Azikiwe and Obafemi Awolowo, engaged their newspapers in the combat mode and confronted the colonialists in their quest for independence, which the country

eventually achieved in 1960. Between 1960 and 1965, the concept of press freedom was tolerated by the new government as private ownership of newspaper blossomed. This continued until the 1966 coup which saw young military officers taking over power. Dictatorship has always been the main feature of military regimes and that of Buhari was not an exemption. During civilian regimes, including the current Buhari's, journalists do exercise liberty to practice their profession and Nigeria, is often claimed, has probably the freest press in Africa.

In Africa, the experience of journalists with government in terms of press freedom is largely unimpressive. There are records of threats, raids, confiscation of properties and proscription of media outlets experienced by reporters and publishers in the hands of government agents. In some cases, Gestapo-style kidnap and death of journalists are visible (Osu & Pate, 2011; Adeyemi, 1998; Seng & Hunt, 1986). These attacks sometimes are not limited to the journalists; they are extended to family members. Dictators use these to serve as a deterrent to other journalists (Committee to Protect Journalists, 2016; Tukur, 2012; 2013).

There are provisions in the constitution on the freedom of the press in Nigeria. Section 24 (1) of Nigeria's 1960 Constitution state that: "every person shall be entitled to freedom of expression, including the freedom to hold opinions and to receive and impart ideas and information without interference" (Akinola, 1998). Correspondingly, Section 39 of Nigeria's 1999 Constitution affirms the right to the freedom of expression and of the press (Federal Republic of Nigeria, 1999). The Freedom of Information Act of 2011 was also signed into law to help make government information more accessible to citizens who may request for it. How effective the Act has been is still subject to debate and varied interpretations. However, the important thing is that laws exist that support the journalist in the practice of his or her profession. Akinwale (2010) notes that press organizations are vibrant and restive institutions which provide platforms for power negotiations in the public arena. They set the stage for public discourse on trendy issues and enjoy wide circulation which is why governments are afraid of the media. Bruns (2008), corroborated by other scholars (Oyeleye, 2004; Kuper & Kuper, 2001) point out that fundamental features of media organizations include critical independence, democratic constructiveness and commercial viability.

Statement of the Problem and Research Questions

President Buhari claims he is a "converted democrat" and that the actions of his government are guided by the rule of law. His government also claims it has not detained or harassed any journalist since its inception. This appears contrary to counterclaims by reporters that Buhari's behavior is reminiscent of his dictatorial attitude when he was military head of state in 1985. This paper puts the government's claims to the test by recounting the ordeals of journalists under Buhari's civilian administration.

Hudgens and Trillo (1999) state that since 1979, media organizations have increased significantly in Nigeria. There were two government television broadcasting stations, 14 licensed private TV, 82 AM, 35 FM and 11 SW stations in Nigeria in 1999. No fewer than 50 stations have been added in all the categories as of 2010. Freedom House (2015) adds that there are currently more than 100 national and local news publications. The increase in media organizations means there are more journalists than before. It is important to determine if journalists, with regard to government's claims, truly enjoy the freedom to carry out their tasks between 2015 and 2017 which is the first half of Buhari's civilian regime.

This elicits the following research questions:

1. Has the Buhari administration infringed on the rights of journalists in their course of duty?
2. If in the affirmative, what are the details of the journalists involved?
3. Has any journalist lost his or her life in the line of duty in Nigeria?
4. If yes, what are the details of the journalist(s) involved?

Significance of the Study

Several attacks, acts of intimidation and arrests of journalists have been reported in Nigeria, a country with probably the most vibrant media environment in Africa (Tettey, 2008). But government claims the contrary. The question then arises: In which domain does the truth lie (Omojola, 2008; 2011): Government or journalists? This works enables the determination of the integrity of either claim. It also puts on record details of arrests, harassments and death of Nigerian journalists. Furthermore, the study will serve as a reference material for researchers, journalists, civil society organizations and other multilateral organizations that are interested in the safety and freedom of journalists.

Agenda Setting Theory of the Press

This research paper is hinged on the agenda-setting theory of the press.

The theory was first proposed by McCombs and Shaw (1972) to document media influence on the presidential election in the United States and has been expounded by other scholars over the years (Yu, 2005; Soroka, 2002; Rogers, 1993; Kieffer, 1983). McCombs (2005) asserts that the agenda-setting theory focuses on the transfer of salience from the media agenda to the public agenda. That is, the media give an issue prominence with repeated features in news and editorial until the public starts discussing it. Lang and Lang (1981) declare that the media have the power to direct attention to certain issues, build up public image for political figures by constantly presenting them in their narratives, thereby giving the audience what to think and talk about.

This, in a way, gives the media the ability to sway public opinion on matters of public and national interest and has made authoritarian and dictatorial regimes very wary of the press. Quick-tempered regimes have exerted political powers to curtail the influence or as some will say the excesses of the press. Dictatorial military regimes in Nigeria have gagged the press and threatened reporters over the reporting of information purportedly classified. Military governments of Buhari (1983-1985), Babangida (1985-1992) and Abacha (1993-

1998) were very repressive resulting in the death and arrest of several journalists without trial.

Their main reason for media clampdown is that if they were given freedom and space to work, their narratives could lead to civil disobedience, insurrection and toppling of the government through coup d'état. Buhari in 1984 together with his Supreme Military Council (SMC) promulgated Decree No. 4 to stop the press from 'negatively' criticizing the government and preventing the publication of unsubstantiated reports. Defaulters faced prison or death.

Tunde Thompson and Nduka Irabor of The Guardian spent eight months in prison for publishing the list of ambassadorial appointments before its official release date by the Buhari government. Dele Giwa, the co-founder of Newswatch Magazine was charged to court by the Babangida regime over his refusal to reveal the source of a story he published. He was later killed by a parcel bomb in October 1986 during the same regime. Most journalists went underground and on exile during the Abacha regime. In spite of this, many were still arrested and killed for alleged anti-government reporting (Udomisor & Anayo, 2013; Osu & Pate, 2011; Nwokegi, 2009).

Lippman (1922) emphasizes that the media set the agenda by putting

situation, circumstance, etc. as pictures in the heads of the audiences. Stimuli from pictures can be very persuasive as they engender cognitive elaboration. If the media view a regime as incompetent and the cause of the suffering of the populace, these pictures will be created by the media. Continued projection of these pictures to the minds of the citizens could lead to the stage where they begin to call for regime change.

The media played a major role in turning public opinion against the former President Goodluck Jonathan in Nigeria, thereby making him lose the presidential election in Nigeria in 2015. Hitherto, it was unthinkable for an incumbent to lose an election with his control of the armed forces and ministerial arms of government. The media set the agenda for voters by framing him as weak and condoning corruption. His academic credentials were frequently queried. Reporters would wonder in their narratives why his PhD degree could not translate to good governance.

Regardless his history of poor human rights record as a military ruler, the media framed Bhari as a no-nonsense character that does not tolerate corruption. There were controversies over his secondary school certificate prior to the 2015 presidential election. The media downplayed it and rather came up

with the argument that his military training abroad could be the equivalent of a master's degree at least (Premium Times, 2015; Godwin, 2015). Since his victory at the polls, inflation has heightened with prices more than double for several items. The exchange rate of the United States dollar that was hovering around N170 skyrocketed to N500-560 at the parallel market (Yafugborhi, 2017) within six months of his rule.

The aggregate media narrative was that corruption under Jonathan was the genesis of the problem and Buhari should not be blamed. These comments show that reporters were generally not antagonistic. It is possible that the statement by Buhari's government that no journalist has been jailed or harassed was as a result of the euphoria created by the supposed support from the press. In spite this elation, it is necessary to prove the Buhari's assertion of converted democrat by detailing the arrest and death of journalists in the first half of his rule.

Research Methodology

This work involves the collection of data over the internet from the websites of several newspapers and blogs that were considered relevant to the study. Ndinojuo and Ihejirika (2015) state that internet research utilizes only the internet and other internet related applications for data

gathering and collection. They may include but not limited to web pages, applications and search engines. Data gathering and collection may occur over internet-enabled devices like computers (desktop and laptops), tablets, smartphones etc. and also internet services like emails, social media *(Facebook, Twitter, Instagram, Pinterest, Snapchat* etc.)

The population for this study consisted of all the web pages of newspapers and blogs in Nigeria that showed up in Google search results. The study period covered: May 29, 2015, to May 29, 2017. The following search query Buhari + Arrest + Journalists + Nigeria + 2015 + 2016 + 2017 was entered into a search engine and the results displayed were selected with those from newspapers prioritized over blogs because they are deemed more reliable compared to blogs that are less formal and sometimes a one-

man or -woman operation. The results are presented below using tables.

Presentation of Findings

This study was conducted to ascertain the claim that no journalist has been imprisoned by President Buhari of Nigeria, a self-professed converted democrat since he won the presidential election in 2015. The findings are presented below.

RQ1. Has the Buhari administration infringed on the rights of journalists in the line of duty?

The Buhari administration from the data in Table 1 has infringed on the rights of journalists in the line of duty in Nigeria. Some 38 journalists were recorded to have either been brutalized, arrested and charged to court because their reporting clashed with the interests of government officials or security forces who must take command from President Buhari.

Table 1: Journalists who have clashed with Nigeria government between 29th May 2015 to 29th May 2017

No.	Name of Journalist	Organization	Date of Incident	Source	Action *
1	Muhammad Atta-Kafin-Dangi	Radio Nigeria	01 – 06 - 2015	Ezeamalu, 2016	B
2	Yomi Olomofe	Prime Magazine	25 – 06 - 2015	"	B
3	Seun Oloketuyi	Blogger	08 – 2015	"	AC
4	Chris Nwandu	Blogger	08 – 2015	"	AC
5	Emmanuel Ojo	Blogger	09 – 2015	"	AC
6	Emmanuel Elebeke	Vanguard	11 - 2015	"	B
7	Gideon Ekere	Global Post	3 – 02 - 2016	Ukpong, 2016	AC
8	Obioma Oburuoga	AIT	20 – 02 - 2016	Ezeamalu, 2016	BA
9	Nnamdi Ofonye	Silverbird TV	20 – 02 - 2016	Ezeamalu, 2016	BA
10	Tope Kuteyi	Channels TV	20 - 02 - 2016	Ezeamalu, 2016	BA

11	Jacob Dickson	Authentic News Daily	27 – 04 - 2016	*Premium Times*, 2016	AC
12	Samson Unamka	The Nation	12-05-2017	Media Foundation for West Africa	AC
13	Abubakar Usman	Blogger	8 – 8 - 2016	"	A
14	Desmond Ike	Blogger	08 – 2016	"	AC
15	Ahmed Salkida	Freelance	5 – 09 - 2016	Ogundipe, 2016a	A
16	Emenike Iroegbu	Abia Facts	6 – 09 - 2016	Ogundipe, 2016b	A
17	Jamil Mabai	Cliqq Magazine	19 – 09 - 2016	Tukur, 2016	AC
18	Bashir Dauda	Blogger	19 – 09 - 2016	"	AC
19	Umar Faruq	Blogger	19 – 09 - 2016	"	AC
20	Tony Abulu	Watchdog media	21 – 09 - 2016	Ogundipe, 2016c	BA
21	Richard Hasley	Watchdog media	21 – 09 - 2016	"	BA
22	Opara Uche	Watchdog media	21 – 09 - 2016	"	BA
23	Handy Romeo Eze	Watchdog media	21 – 09 - 2016	"	BA
24	Kelvin Toryila	Watchdog media	21 – 09 - 2016	"	BA
25	Lanre ogunleye	Watchdog media	21 – 09 - 2016	"	BA
26	Balogun Ehigie	Watchdog media	21 – 09 - 2016	"	BA
27	Kenneth Danpome	Watchdog media	21 – 09 - 2016	"	BA
28	Matthew	Watchdog media	21 – 09 - 2016	"	BA
29	Joe Epi	Watchdog media	21 – 09 - 2016	"	BA
30	Aku Obidinma	MyRadio 101.1 FM	21-11-2016	*Sahara Reporters*, 2016	BAC
31	Nsibiet John	The Ink	5 – 01 - 2017	Ukpong, 2017	AC
32	Jerry Edoho	Ibom Nation	06 – 01 - 2017	Ukpong, 2017	A
33	Dapo Olorunyomi	Premium Times	19 – 01 - 2017	*Premium Times*, 2017	A
34	Evelyn Okakwu	Premium Times	19 – 01 - 2017	*Premium Times*, 2017	A
35	Kemi Olunloyo	Blogger	13-03-2017	Azubuike, 2017	AC
36	Samuel Walson	Rivers Today	13-03-2017	"	AC
37	Famou Giobaro	Glory FM 97.1	16-04-2017	*Agency Report*, 2017	K
38	Midat Joseph	Leadership	19-04-2017	Mohammed, 2017	AC
39	Lekan Adetayo	The Punch	23-04-2017	Daka, 2017	B

*The "*Action *" column on Table 1: Arrested (A), Brutalized/Beaten (B), Arrested and charged to court (AC), Killed (K). Color codes indicate different years.*

RQ2. If yes, what are the details of the journalists involved?

The details of the journalists involved are outlined in Table 1. They show that the government does not go after only freelance journalists but also those who work full time with the mainstream media organizations - private or government-owned. The table shows that 38 journalists have had altercations with government's security officials since Buhari's inauguration on May 29, 2015, to May 29, 2017. Table 1 also shows that 10 of the affected journalists work with *Watchdog Media*, two with *Premium Times*, while *Radio Nigeria*, *My Radio 101.1*, *Glory*

FM, *Rivers Today*, *Prime Magazine*, *The Punch*, *Leadership* newspaper, *Vanguard*, *Africa Independent Television* (AIT), *Silverbird TV*, *Channels TV*, *Global Post*, *Authentic News Daily*, *Abia Facts*, *Clique Magazine*, *The Ink*, and *Ibom Nation* all have one each. The list also has one journalist as freelance and eight as bloggers.

From the data presented in Table 1, we hereby refute the claim by Lai Mohammed, Buhari's Minister of Information, that no journalist has been detained or harassed in Nigeria since Buhari became president in 2015. This is in consonance with the findings of Kanayo (2016) and (Ezeamalu, 2016) who have also disputed the converted democrat claim and proved that many reporters have been thrown into detention over accusation of slander. A democrat will ensure that the rule of law is applied in all disputes. Libel and slander are offences that do not necessarily require the accused person to be held incommunicado for days by security agents before being charged to court. Rather, notice is simply served to the accused person and his or her organization to retract or apologize for any false report or claim damages where it applies. Where these don't work, the respondent may seek redress in a law court as enshrined in the constitution.

RQ3. *Has any journalist lost his or her life in the line of duty during the first two years of Buhari's presidency in Nigeria?*

Table 1 shows that one journalist was killed during the study period. The claim by the Buhari's administration that no journalist has lost his or her life is hereby rebutted.

RQ4. what are the details of the journalist who was killed?

Table 1 again shows that the murdered journalist - Famou Giobaro - worked at *Glory FM 97.1* Yenagoa, Bayelsa state, in the Niger Delta region of Nigeria. He was killed in his house by unknown gunmen. Government forces have not been directly linked to the act but the report on his death states that nothing was taken from his home after he was shot and as such could not be attributed to robbery attack. The killers are yet to be apprehended.

Discussion

Data from Table 1 were mined further to show the location where the journalists were arrested, their gender and the government agencies that executed their arrest, as presented in Table 2.

Table 2: *Breakdown of Journalists' arrest by location, arresting and gender*

No	Name of Journalist	Location of Arrest	Agency Concerned	Gender
1	Muhammad Atta-Kafin-Dangi	Abuja, FCT	Federal	M
2	Yomi Olomofe	Lagos	Federal	M
3	Seun Oloketuyi	Lagos	Federal	M
4	Chris Nwandu	Lagos	Federal	M
5	Emmanuel Ojo	Abeokuta, Ogun	State	M
6	Emmanuel Elebeke	Abuja, FCT	Federal	M
7	Gideon Ekere	Uyo, Akwa Ibom	State	M
8	Obioma Oburuoga	Owerri, Imo	Federal	M
9	Nnamdi Ofonye	Owerri, Imo	Federal	M
10	Tope Kuteyi	Owerri, Imo	Federal	M
11	Jacob Dickson	Kaduna	State	M
12	Samson Unamka	Lagos	Federal	M
13	Abubakar Usman	Abuja, FCT	Federal	M
14	Desmond Ike	Lagos	Federal	M
15	Ahmed Salkida	Abuja, FCT	Federal	M
16	Emenike Iroegbu	Umuahia, Abia	State	M
17	Jamil Mabai	Kaduna	State	M
18	Bashir Dauda	Kaduna	State	M
19	Umar Faruq	Kaduna	State	M
20	Tony Abulu	Benin, Edo	Federal	M
21	Richard Hasley	Benin, Edo	Federal	M
22	Opara Uche	Benin, Edo	Federal	M
23	Handy Romeo Eze	Benin, Edo	Federal	M
24	Kelvin Toryila	Benin, Edo	Federal	M
25	Lanre ogunleye	Benin, Edo	Federal	M
26	Balogun Ehigie	Benin, Edo	Federal	M
27	Kenneth Danpome	Benin, Edo	Federal	M
28	Matthew	Benin, Edo	Federal	M
29	Joe Epi	Benin, Edo	Federal	M
30	Aku Obidinma	Owerri, Imo	Federal	M
31	Nsibiet John	Uyo, Akwa Ibom	State	M
32	Jerry Edoho	Uyo, Akwa Ibom	Federal	M
33	Dapo Olorunyomi	Abuja, FCT	Federal	M
34	Evelyn Okakwu	Abuja, FCT	Federal	F
35	Kemi Olunloyo	Ibadan, Oyo	Federal	F
36	Samuel Walson	Port Harcourt	Federal	M
37	Famou Giobaro	Yenagoa, Bayelsa	Unknown	M

| 38 | Midat Joseph | Kaduna, Kaduna | State | M |
| 39 | Lekan Adetayo | Abuja, FCT | Federal | M |

From Table 2, 37 of the arrested journalists were male representing 94.9% while 2 were female representing 5.1%. We can hypothesize that the reasons for the low arrest of females compared to males may be that the journalism profession in Nigeria is dominated by men, or women journalists tend to avoid narratives that could get them in trouble with the government. This perspective is subject to further testing to ascertain its acceptability.

In Nigeria, the federal government controls all the security outfits. A state government, however, can influence the activities of the security agencies in its domain relative to the relationship that exists between the particular state and the president. Where the relationship is cordial, he can skew the activities of security agencies in his favor than when is not cordial.

Table 2 shows that 29 of the actions were carried out by federal agencies under President Buhari while nine were executed by the same agencies but this time under instructions from state governments. The executor of one was unknown. Further breakdown of the nine incidents shows that Kaduna state government ordered the arrest of five journalists, Akwa Ibom government ordered two, while Abia and Ogun state governments effected one each. Note, however, that Katsina state government ordered the arrest of three journalists even though the order was executed in another state (Kaduna). This shows the kind of cooperation that exists among the ruling governors when it comes to contesting the rights of journalists. Incidentally, governors of both Kaduna and Katsina states belong in the same party with President Buhari. In fact, Katsina is also his home state.

Essentially, President Buhari has been in power for 24 months while 39 journalists have either been brutalized, arrested, charged to court or killed under his watch. This represents an average of 1.5 journalists every month. This is worrisome as Buhari is only halfway into his four-year tenure. If this trend continues, then journalists are in for an ordeal in the next two years. If Buhari gets another four-year term, then we are looking at a whopping 152 journalists ready to face fire under him!

It is interesting to note, however, that none of these 39 cases was linked directly to the person of Buhari. It is construable that overzealous security officials may

have taken laws into their hands to deal unkindly with newsmen and women whose reporting does not conform to their interests or in order to earn commendation or promotion.

Cases of federal government's intervention during journalists' altercation with hyperzealous security agents also exist. That of The Punch reporter expelled from the state house in Abuja by chief security officer comes to mind. The Buhari's presidency waded in and had the journalist recalled (Tukur, 2017), but observers assert that the fear and intimidation which could be the main objectives for expelling the journalist in the first instance, had already occurred. He was left with the psychological trauma that could affect his future performance. Journalists should be allowed to carry out their information provision and surveillance function in the society as proposed by McCombs and Shaw (1972; McCombs (2005)), as a way of holding government accountable. It is important to report that the US Department of State, in its Country Reports on Human Rights Practices for 2017, had blamed the Buhari government for its reluctance to investigate allegations of abuses against security officials and top government functionaries, in addition to non-prosecution of the indicted ones (Ibekwe, 2018; Nwachukwu, 2018).

Specific Cases
Jamil Mabai was arrested by the police under instructions from the Katsina state government because he criticized the decision of the state governor to buy 3000 metal coffins for distribution to different mosques in the state. The blogger questioned why buying coffins should be prioritized over other sectors like education, housing, healthcare etc. Security agents trailed him to Kaduna state where he was arrested and charged to court for posting a "misleading" article (Tukur, 2016).

Gideon Ekere was arrested for linking the Akwa Ibom Governor to a sex scandal in a story while his deputy ordered the arrest of John Nsibiet for writing that he earns about N250 million ($900,000) monthly as security vote. Both are examples of the abuse of power by those in authority. The courts exist to recompense for libellous publications without subjecting the journalists concerned to intimidation or harassment (Ukpong, 2016; 2017). The governor could have sued Mr Ekere to prove his innocence while the Deputy Governor could have published how he earns and expends his security vote before taking the journalists to court. The security vote is taken from the tax proceeds from the citizens. It is the job of journalists to report how the money is spent. Lekan Adetayo, The Punch's state

house correspondent was harassed by the chief security officer to the President for publishing an article that questioned the anti-corruption fight of the Buhari government. During his ordeal, he was barred from entering Aso Rock Villa (state house) for having a dissenting opinion from that of the government (Daka, 2017).

It is going to be difficult for President Buhari to wash his hands off the foregoing cases. This is because the security apparatuses belonging to the government were deployed to intimidate these journalists. In some cases, like that of Aso Rock Villa, the office of the chief security officer is directly responsible to Buhari who experts claim cannot claim ignorance of the ordeal of the The Punch man. However, opponents of this view counter the argument, asserting that the reporter was recalled after all and that the intervention leading to his recall might have come from Buhari himself. The counteraction is that even if the intervention came from Buhari, the 39 listed cases of harassment and death of journalists were visible enough to render to naught the converted democrat claim.

Remarks

Journalists in Nigeria today face a lot of harassment in the course of trying to inform the public especially about government's activities and expose those individuals and groups that pose threats to the society. The 39 listed cases attest to this. The president as part of his election campaign to Nigerians and the international community had claimed to be a "converted democrat" while his minister of information Mr Lai Mohammed also trumpeted that no Nigerian journalist had been arrested or harassed by the Buhari-led civilian government. These claims are groundless.

An accusation from human rights activists is even rife that one of the main reasons why the government go after journalists is to damage them financially, with the aim that it will serve as a deterrent to others. This scenario made the interim director of a multilateral agency in Nigeria, Makmid Kamara, conclude that the escalation in the harassment of journalists and bloggers recently seems to be little more than a barefaced attempt by the Nigerian government to muzzle dissenting voices (Amnesty International, 2016). There has been no significant response to this allegation from Buhari's administration.

Importantly, the judiciary of today is more independent than the judiciary of 1984 that was easily pressured by dictators in the military government to hand out lengthy jail terms to journalists and opposition figures. Journalists were traetedas

though were terrorists (Morah & Omojola, 2011). The opinion is popular today that government should cultivate the habit of taking journalists who have overreached to court rather than harassing them. Some observers say politicians do not want to take this route because most of the cases against journalists either are dropped after a short time in court or continue as lengthy trials in which the journalists will eventually be discharged for lack of evidence (Ogundipe, 2017; Ibrahim, 2016). President Buhari has complained severally about lack of cooperation from the judiciary (Soniyi, 2016; Odunsi, 2015). This, the observers assert, is partly the reason why some judges have also been intimidated, suffering the same way as journalists. A number of judges have been arrested and charged to court for corruption (Adesomoju, 2016; Egbas, 2016), although most of them have been discharged, acquitted and resumed work (Oloyode, 2017; Ozekhome, 2017).

Recommendation
There is little or no evidence to attest President Buhari's conversion to democratic tenets in his working

relationship with journalists who, according to former US president George W. Bush, are indispensable to democracy (Joyella, 2017). The Nigerian government needs to start treating journalists as partners in development, not adversaries. Government should safeguard reporters' social responsibility credential as part of the efforts to make democracy produce the necessary dividend for the citizens.

Suggestion for Future Research
One of the upshots of this work is the discovery that none of the 39 cases of harassment and death was traceable to the person of President Buhari. Was this a strategy by the Federal Government or Buhari himself? Was this a serendipitous outcome of a government's working relationship with journalists? How healthy are journalists and their prison environment while being detained? How does government take care of them health-wise during detention? (Oresanya, et al., 2017) These questions and conjectures are good grounds for a fresh investigation on how journalists have been treated under the Buhari administration.

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Press coverage of Corporate Social Responsibility Performance in Ghana

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Abstract: The work examines the role press reports on corporate social responsibility (CSR) play in the reputation-building of two telecom companies (MTN and Vodafone) in Ghana. Content in 480 editions of Accra-based Daily Graphic and Business and Financial Times were analyzed from January to December, 2015. Findings show that 102 CSR stories were published by the newspapers at 40.2 and 59.8 per cent respectively. Similarly, most of the stories were positive and published on pages inside while not more than two stories existed on the front pages in each case. The insignificant front-page exposure suggests that these telecom companies should upgrade their credential in terms of the impact their CSR activities make on their audiences.

Keywords: Corporate social responsibility, content analysis, media report, reputation enhancement, Ghana.

Introduction

One of the ways responsible organizations reach out to their publics or stakeholders is by being socially responsible (Cecilia & Schants, 2007, Rockson, 2012). They want to be seen as good neighbors, working alongside individuals and government agencies to address social problems (Lattimore et al, 2012) and not as entities working with big data to make profit (Yartey et.al., 2018). Recent years have witnessed increasing importance of CSR, demonstrated by visible narratives in the mainstream media especially in the areas of climate change (Shah, 2007), poverty, resource depletion, globalization, demographic shift (Ezendu, 2006) and so on. Businesses depend on media reportage to publicize their activities because the media are vehicles for advertising and active information molders. (Fombrun & Shanley, 1990).

Media's spotlights on CSRs can set the agenda for the public by raising awareness about issues relating to such responsibilities (Tang, 2012). The media have impressive roles independent monitors of CSR practices in the public interest and negotiators in the CSR process. (Chaudhri, 2007). How the media tell their stories about corporate social responsibility has significant impact on the public and policy makers' expectation which eventually shapes how businesses conduct their activities in a more socially responsible manner (Tang, 2012).

Many CSR initiatives undertaken in Ghana, in terms of frequency and magnitude of investments, are attributed to telecom, mining, oil and gas firms as well as banks (Oppong, 2016). These companies are mostly foreign-owned and their CSR initiatives focus on education, health, environment, social entrepreneurship and sports development. These initiatives have to be publicized in order to have the desired effect on the companies. This study investigates how reports in two newspapers on CSR aided the reputation of two telecom companies.

The study helps establish the important role of the Ghanaian print media in highlighting key areas of CSR performance of MTN and Vodafone. The content analysis approach provides a comprehensive scope on CSR issues that attracted the most mentions in the Daily Graphic and Business and Financial Times.

Literature Review
Corporate Social Responsibility and its practice in Ghana

CSR practice in Ghana is spearheaded largely by multi-national organizations in the telecommunication and mining sectors, amongst others. However, the extractive industries whose activities have direct negative

impact on the environment, are lackadaisical in their commitment to the CSR agenda (Rockson, 2012). Companies' understanding of CSR focuses on the external environment to the neglect of the operators of the internal environment (Dartey-Baah, 2013). Mensah (2015) concludes that on the contrary, the rural banking industry in Ghana has a policy of setting aside part of the profit made to provide assistance to communities they operate in.

Corporate Social Responsibility Initiatives

CSR initiatives undertaken over the years by organisations in Ghana have shown that companies concentrate more on community-based social intervention programs as a component of their CSR policies (Ansah, 2013). CSR policies of corporate institutions revolve around helping poverty-ridden people living in deprived communities with financial support in the areas of education, health, agriculture, building social amenities, entertainment and sports (Mensah, 2015; Ansah, 2013). Bode-Williams (2014) notes that until recently, companies believed that CSR ended with donation to the needy. But today, institutions are beginning to understand that CSR includes issues relating to staff welfare, adherence to acceptable industry standards, good corporate governance, protection of the environment, amongst others.

Ghanaian telecommunication companies and the practice of CSR

There are six major telecommunication companies in Ghana namely MTN, Vodafone, Tigo, Airtel, Glo and Expresso. MTN and Vodafone are leading with market shares of 47.70% and 22.05% respectively (NCA, 2016) – the rationale for selecting them for investigation in this study.

Vodafone and MTN are noted for implementating CSR initiatives. These companies, observers assert, see CSR as a strategic tool in creating awareness about their products and services and enhancing their corporate image (Amponsah-Tawiah and Dartey-Baah 2016). They are visible in the areas of health, education, economic empowerment and entertainment (Amponsah-Tawiah and Dartey-Baah 2016).

The Media's role in Corporate Social Responsibility

The media do influence CSR initiatives (Nash et al, 2016) and can enhance or ruin a company's reputation asset. A media's CSR engagement can have an upshot of goodwill for stakeholders (Tang, 2012). Evidence from research indicates that people's opinions about an organisation are largely shaped by what is reported by the

media (Deephouse & Heugens 2009) as readers become aware of that organization and its activities. Media exposure do help in improving the reputation of the organization (Cabral 2016:739). Tong (2013:471) asserts that some investors rely on the media in obtaining information about organisations. In essence, media reports on the CSR activities of organisations potentially can influence the decisions of investors.

In countries where the media operate freely, the overall performance of an organization is linked to its engagement in environmentally and socially relevant activities (Ghoul et al, 2016). By keeping the staff on their toes, the media serve as a watch-dog of companies, thereby making them accountable (Taylor, 2008). According to KPMG (2015), companies' improvement in stakeholder engagement suggests that they are responsible in the interconnected world. High quality stakeholder engagement is a good ground for an organization to distinguish itself from the pack (KPMG, 2015).

The Media's role in Public Relations

One of the media's public relations functions is to bring groups together, articulate their needs and pressure governments or organizations to respond to those

needs – a potent way of building a civil society (Taylor 2008). According to Supa (2014), the media constitute the outlet through which public relations practitioners communicate with stakeholders. This social responsibility gesture is an indirect way of endorsing as credible the communication of PR consultants. This makes the role of the media in PR activity very important (Shaw & White, 2004). Apart from projecting the image of an organisation, the media also prickle conscience by constantly reminding corporations about the need to look beyond profits and give back to the society.

The gap in CSR reports literature of Ghana

The extant research on CSR in Ghana is not visible enough in recognizing media's role in enhancing corporate reputation through reportage. Most studies conducted have largely focused mainly on the relationship between law and the actions of corporate organisations and its implications for corporate social responsibility (Anku-Tsede & Deffor, 2014); the usage of corporate social responsibility concept in Ghana (Amponsah-Tawiah & Dartey-Baah, 2011); the recognition, nature and content of corporate social responsibility actions by firms (Ofori & Hinson, 2007); motives underlying corporate social

responsibility practices and the outcome of such practices etc. (Kuada & Hinson, 2012).

This study fills the gap in literature by analyzing the contents of the Daily Graphic and Business and Financial Times (B&FT) newspapers to determine whether their reports enhance the reputation of telecom clients, MTN Ghana and Vodafone Ghana in particular. Daily Graphic is regarded as Ghana's most widely circulated daily newspaper and is popular within the business community. B&FT focuses mainly on business news and it is the only newspaper in Ghana that has devoted pages for CSR issues. MTN and Vodafone have the largest number of mobile phone services subscribers in Ghana (NCA 2016).

Theoretical Framework in Brief
Stakeholder Theory
The Stakeholder Theory basically argues that stakeholders have significant influence on an organisation and its choice of decision-making, how to execute decisions and how much prominence is given to that execution (Donaldson & Preston, 1995; Omojola, 2008.). The interest of stakeholders is of fundamental value because each group deserves consideration for its own sake and not simply because of its capacity to further the interests of some other groups. Stakeholders bring positive changes if well appreciated, and

they could be destructive weapons for organizations if not handled properly. One of the sources stakeholders rely on is media content to take decisions concerning the organization.

Media Dependency Theory
Media Dependency theory relies on the notion that the more dependent an individual is on the media for having his or her needs fulfilled, the more important the media will be to that person (DeFleur & Ball-Rokeach, 1967). The authors assert that the potential for messages to achieve an effect scales up when the media systems serve as unique and delivery outlets. That potential is made more manifest if there is a high occurrence of structural instability in the society arising from conflict and change. The Stakeholder and the Media Dependency theories tend to align companies' practices with the expectation of society as a whole. The theories conceptualize CSR within the remit of 'community'. Organizations make public their CSR activities through the media to show a socially responsible image, so as to look good based on the expectations of the community they exist in (Odiboh, 2017; Hinson et al., 2010).

Agenda Setting Theory
The agenda setting theory focuses on the media creating the public agenda by highlighting and placing

a focus on certain issues (McCombs & Shaw, 1972). The agenda-setting theory operates on two assumptions. First, the media create reality rather than reflecting reality. Second, the more prominence the media give an issue, the higher the issue becomes relevant (Weaver, 1984 as cited by Tang 2012: 274). These views of agenda setting assert that the media's coverage of CSR issues such as employee volunteerism, environment, health, safety and the like, has an impact on the importance stakeholders place on CSR issues and the reputation accorded the organization (Tang 2012:274). Thus, the Daily Graphic and B&FT newspapers, through their editorial policies, can set the agenda on what issues to cover, how the issues are presented and why the issues have to be covered. Incidentally, these two newspapers have content on CSR that easily make them target of this study.

Agenda Building Theory

The Agenda building theory as proposed by Carroll and McCombs (2003) also supports the study's framework. The theory asks the question "Who sets the media agenda?" and the theory's main focus is how an agenda is formed (Cobb & Elder 1971). Organizations establish relationships with stakeholders such as the media in order to achieve goals that advance the cause of the organization. The

agenda building theory can help in the deployment of media relations strategies that ensure that the media focus their reports on issues important to the organization. Research has established that positive association exists between the important issues organizations strategically provide media outlets, and the important issues that dominate media coverage or reportage (Ragas et al 2011).

This theory provides the researchers an angle in assessing the treatment of CSR issues in the Daily Graphic and B&FT. The theories of stakeholder, agenda setting and agenda building are appropriate for this study as they together provide a framework that reechoes Chaudhri's (2007) description of media roles in CSR reporting namely: a channel through which organizations communicate to the public; an independent auditor through which organizations communicate to the public; and a stakeholder who is actively involved in negotiating what constitutes CSR.

The media through their narratives on CSR help get stakeholders aware of the responsibility of organizations toward the society (Tang 2012:285). Tang (2012:285) asserts that when the media report that CSR activities of organizations are for philanthropy purposes, the judgment of stakeholders will likely perceive the organization as good,

thereby generating some reputation for the organization. Once the media reports elicit reputation enhancement, firms may likely continue doing the good that satisfy the desires of its publics **Research Questions**

In view of the foregoing review of literature the following research questions are set:

RQ1: How do the reports of the Daily Graphic and B&FT on CSR enhance the reputation of MTN and Vodafone?

RQ2: Which CSR issues of Vodafone and MTN dominated in the Daily Graphic and B&FT reports?

RQ3: What was the tone of CSR reports on MTN and Vodafone in the Daily Graphic and B&FT?

Method
Data Collection
This study used the content analysis method to gather data from Daily Graphic and B&FT newspapers. The researchers assessed texts, photographs and so forth in each CSR story in order to draw inferences regarding how these stories enhanced the reputation of MTN and Vodafone. The population studied comprised 288 and 192 editions of Daily Graphic and B&FT respectively in the period under review. A coding sheet made up of 18 items was used in collecting data from the two

newspapers (see Results below). Two undergraduate students of communication studies teamed up with the researchers, making a total of five coders. To test for intercoder reliability, 25 per cent of the stories were randomly selected, resulting in the agreement index of (Cohen's Kappa) .88. Most of the single measures ended as .99.

Results
Descriptive statistics
The researchers studied 480 editions of the Daily Graphic and B&FT published from January to December 2015. The purpose was to assess how CSR stories enhanced the reputation of two telecom clients - MTN and Vodafone via their placement, tone, treatment, use of photographs and so on. Results showed that 102 stories representing 21.3% were gathered from the 480 editions of the Daily Graphic and B&FT. Forty-one stories (40.2%) out of 102 were published in Daily Graphic while B&FT published 61 (59.8%).

Story Placement
The story placement focuses on front page, inside page and back page. Results are presented in the following tables. It is important to state that every section of a newspaper has a role to play in sending a message to readers. According to Popoola (2014), front and back pages have limited spaces but feature the most important news

items to readers (Popoola 2014). Readers' attention is more attracted to front and the back pages than the interior pages (Popoola 2014). Front and back pages are considered prominent – a reason why organizations deeply appreciate stories published about them in those key positions.

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Story Placement in the Daily Graphic

From Table 1, the CSR stories on the two companies were prominent in the inside pages more than any other section. More than 95 per cent of the stories were found inside. This is understandable. Interior pages can contain more stories.

Table 1: Story Placement in the Daily Graphic

Story Placement	f	%
MTN story on front page	0	0
Vodafone story on front page	1	2.44
MTN stories in inside pages	27	65.9
Vodafone stories in inside pages	12	29.3
MTN stories on back page	0	0
Vodafone stories on back page	1	2.44
Total	41	100

Table 2: Story Placement inside in B&FT

MTN and Vodafone together had 56 (91.8%) CSR stories placed in the inside pages of *B&FT*, similar to what obtains in the case of *Daily Graphic*.

Table 2 Story Placement in the B&FT

Story Placement	*f*	**%**
MTN story on front page	1	1.6
Vodafone story on front page	1	1.6

MTN stories in inside pages	23	37.7
Vodafone stories in inside pages	33	54.1
MTN stories on back page	0	0
Vodafone stories on back page	3	4.9
Total	**61**	**100**

Content Categorization

Stories in newspapers are treated under news, features, editorial, business, comment, political, sport and others. The news stories discuss current issues that are of benefit and help the readers to get a better understanding of the issue as and when the incident happened (Bawah 2014). Bawah (2014) asserts that feature stories are detailed and offer a broader reportage of an issue while editorials and opinions express the views of the public and the views of the newspaper.

Content Categorization in Daily Graphic

Results from Table 3 show that together, CSR stories on MTN (26.9%) and Vodafone (19.5%), had 46.4% treatment as news more than any other category in *Daily Graphic*. The "politics" section had no CSR stories on the two companies. From the table, with the exception of the business section, CSR stories focused more on MTN (66 %) in *Daily Graphic* than Vodafone. Vodafone stories, however, were featured in six of the seven categories as against five for MTN

.

Table 3: Content categories in *Daily Graphic*

Story Treatment	*f*	*%*
MTN CSR stories in the news section	11	26.9
Vodafone CSR stories in the news section	8	19.5
MTN CSR stories in the features section	1	2.4
Vodafone CSR stories in the features section	1	2.4
MTN CSR stories in the editorial section	4	9.8
Vodafone CSR stories in the editorial section	2	4.9
MTN CSR stories in the sports section	9	22

Vodafone CSR stories in the sports section	1	2.4
MTN CSR stories in the opinions and comments sections	2	4.9
Vodafone CSR stories in the comments and opinions section	1	2.4
MTN CSR stories in the business section	0	0
Vodafone CSR stories in the business section	1	2.4
MTN CSR stories in the politics section	0	0
Vodafone CSR stories in the politics section	0	0
Total	**41**	**100**

Content Categorization in B&FT

Results in Table 4 indicate that more than half of CSR stories (54.1%) on MTN and Vodafone were published as news with MTN enjoying 19.7 per cent, leaving Vodafone with 34.4 per cent. The "opinion" and "politics" sections had no CSR stories on MTN and Vodafone. The foregoing figures in the three Table figures show that whereas *Daily Graphic* treated majority of MTN CSR stories under news than Vodafone, *B&FT*, on the other hand, devoted its news section to more Vodafone CSR stories than MTN.

Table 4: Story Treatment in B&FT

Story Treatment	*f*	%
MTN CSR stories in the news section	12	19.7
Vodafone CSR stories in the news section	21	34.4
MTN CSR stories in the features section	9	14.8
Vodafone CSR stories in the features section	8	13.11
MTN CSR stories in the editorial section	0	0
Vodafone CSR stories in the editorial section	1	1.6
MTN CSR stories in the sports section	3	4.92
Vodafone CSR stories in the sports section	1	1.6
MTN CSR stories in the opinions and comments sections	0	0
Vodafone CSR stories in the comments and opinions section	0	0

MTN CSR stories in the business section	2	3.3
Vodafone CSR stories in the business section	4	6.6
MTN CSR stories in the politics section	0	0
Vodafone CSR stories in the politics section	0	0
Total	61	100

Photographs in CSR Stories
Sub editors consider photographs as a critical component that attract news readers (Lester, 2011). A photograph can have a thousand words and readers require less formal education to understand a photograph (Miś, 2013). Photographs do enhance the credibility of a story, serving as evidence that authenticates that story (Ehidiamen, 2008).

The use of photographs in Daily Graphic
From Table 5, the *Daily Graphic*'s use of photographs was prominent on the two companies as more than three-fourth (78%) of the stories had photographs. Majority of the stories on MTN (46.3% and Vodafone (31.7%) had pictures.

Table 5: Daily Graphic use of photographs in the CSR Stories

Use of Photographs	f	%
MTN CSR stories with photographs	19	46.3
Vodafone CSR stories with photographs	13	31.7
MTN CSR stories without photographs	8	19.5
Vodafone CSR stories without photographs	1	2.4
Total	41	100

Photographs in B&FT
Results from Table 6 shows that collectively, less than a fifth (19.7%) of the CSR stories on MTN and Vodafone had no stories with photographs. The *B&FT* also used photographs in more than two-thirds (80.3%) of the CSR stories on the two companies. From the results, it is clear that the two newspapers understand the importance of using photographs in reporting.

Table 6: B&FT 's use of photographs in its CSR Stories

Use of Photographs	f	%
MTN CSR stories with photographs	20	32.8
Vodafone CSR stories with photographs	29	47.5
MTN CSR stories without photographs	5	8.2
Vodafone CSR stories without photographs	7	11.5
Total	61	100

Dominant CSR issues in *Daily Graphic*

As presented in Table 7 below, the most dominant CSR activities for both MTN and Vodafone was about *leadership*, *vision* and *values* (24.4%). The activities were spread over empowerment, training and corporate governance. The two companies' activities are also visible in sports in *Daily Graphic* (22%). Health, education and stakeholder engagement were also covered by the newspaper.

Table 7: Dominant CSR issues in the Daily Graphic

CSR Issues/Activities	*f*	%
Leadership, Vision and Values	10	24.4
Marketplace activities	3	7.3
Workforce activities	3	7.3
Community activities	2	4.9
Stakeholders' engagement	3	7.3
Environmental activities	1	2.4
Education	4	9.8
Health	5	12.2
Sports	9	22
Total	41	100

Dominant CSR issues in B&FT

The results in Table 8 shows that in *B&FT*, activities about leadership, vision and values were the most reported, making up over one-third (36.1%) of the CSR issues covered in *B&FT*. Comparatively, *Daily Graphic* and B&FT did a lot more

CSR stories on leadership, vision and value as well as sport activities of MTN and Vodafone. Marketplace activities which include responsible

customer relations and marketing had close to a fifth (19.7%) coverage in *B&FT,* scoring higher than sport reports.

Table 8: Dominant CSR issues in B&FT

CSR Issues/Activities	*f*	%
Leadership, Vision and Values	22	36.1
Marketplace activities	12	19.7
Workforce activities	2	3.3
Community activities	3	4.9
Stakeholders' engagement	2	3.3
Environmental activities	1	1.6
Education	3	4.9
Health	5	8.2
Sports	11	18
Total	61	100

Tone of CSR stories
One of the objectives of this study is to assess the tone of CSR reports on MTN and Vodafone in the two papers and establish the role it played in enhancing the reputation of the two companies. Tone can be positive, neutral or negative. Positive means the story is favorable, negative is critical while neutral is neither favorable nor critical (Taylor, 2007).

Tone of CSR stories in the Daily Graphic
As captured in Table 9, over four-fifth (82.9%) of the CSR stories on MTN and Vodafone in *Daily Graphic* had positive tone and hence favourable to the reputation of the companies. The absence of negative CSR stories is significant to enhancing stakeholder relationship.

Table 9: Tone of CSR stories published in the Daily Graphic

Tone of story	f	%
MTN Positive	23	56.1
Vodafone Positive	11	26.8
MTN Negative	0	0
Vodafone Negative	0	0
MTN Neutral	4	9.8
Vodafone Neutral	3	7.3
Total	41	100

Tone of CSR stories in B&FT

The results in Table 10 show that close to four-fifth of the CSR stories published in the B&FT was positive. It is clear from the two tables that both *Daily Graphic* and *B&FT* newspapers treatment of CSR stories of MTN and Vodafone was largely positive and the positive treatment bodes well for reputation enhancement.

Table 10: Tone of CSR stories published in the B&FT

Tone of story	f	%
MTN Positive	19	31.2
Vodafone Positive	25	41
MTN Negative	0	0
Vodafone Negative	0	0
MTN Neutral	6	9.8
Vodafone Neutral	11	18
Total	61	100

Discussion

The results presented offer an insight into CSR activities of MTN and Vodafone, and how *Daily Graphic* and *B&FT* 's reports on those activities affect the reputation of the two telecom companies. The study specifically set out to assess

how the placement and categorization of CSR stories, use of photographs and tone of those stories contribute to the reputation enhancement of MTN and Vodafone.

The placement of CSR stories was key in projecting the image of MTN and Vodafone. Most of the stories in both newspapers were published inside the pages. Placement of stories in the inside pages allows for detailed explanation of issues (Popoola 2014). The inference here is that the stories in the inside pages provided *Daily Graphic B&FT* readers with more details on the two companies' CSR initiatives, thereby helping in the enhancement of their reputation since *placement* has been identified as a predictor of the criterion *enhancement*.

The results also established that most of the CSR stories were treated as news in the two newspapers. It is sensible to extrapolate that readers got a firsthand understanding of the CSR issues of MTN and Vodafone since news would normally be the foremost genre. By placing the CSR stories as news, readers were placed at the receiving end of agenda setting which make them appreciate those CSR news as important (Bawah, 2014).

The use of photograph in a story attracts more attention from readers than a story without one (Lester, 2011). When used without an ulterior motive, they are a mileage generator. The results show that majority of CSR stories in both newspapers had pictures. Photographs explain issues better than a thousand words as noted earlier. As most of the CSR stories had photographs, it makes meaning to assert that the published photographs contributed in enhancing the reputation of MTN and Vodafone in respect of their CSR initiatives.

The researchers also needed to establish those CSR issues and activities on MTN and Vodafone that dominated the pages of *Daily Graphic* and *B&FT*. The results disclosed that most of the stories were about leadership, vision and values; specifically, about empowering people to make them get better at what they do. This lends credence to the assertion that some companies are interested in encouraging self-leadership and building bridges of trust (Economy, 2014) through their CSR. When narratives on those activities appeal to readers, they serve as reputation enhancer for the individual or organization that the stories are about.

Sports activities were also visible in the coverage of the two newspapers. Generally, the assertion exists that the most recurring CSR activities by telecom companies are in the arena of sports (Abukari 2014) in several

African countries. Sports have been found to be the magnet that attracts goodwill to sponsors. If this premise is transposed to MTN and Vodacom whose CSR stories appeared significantly in the press, then the conjecture can be accepted that readers would have had a positive perspective of the two companies, leading to an enhanced reputation. Overall, the results of this analysis have shown that CSR stories of MTN and Vodafone reported in the Daily Graphic and B&FT newspapers made some significant contributions to the enhancement of the reputation of MTN and Vodacom.

Remark: There is a Caveat

Facts from the study do show clearly that the two telecom companies have enjoyed some good reputation as an upshot of the CSR stories published about them. But there is a caveat. They had substantial number of stories published inside the pages but had no appreciable news on the cover of the two newspapers. The implication of this is that the stories inside lacked the worth that could make them fit for the front page. The connotation here is that the *what*, *who*, *when*, *why* and *how* of those stories are in the two- rather than three-dimensional mode (Omojola, 2012). According to the author, 2-D reporting limits narratives as the five parameters have highly loaded portfolio that should be explored beyond their façade. The 3-D reporting explores "the what behind what, the who behind who, the when behind when and the why behind why" (p.127), which give a story its front-page potential. In addition to this, the telecom companies will have to upgrade their CSR portfolio significantly to make them fit for the cover page.

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Is this Love? A Study of Deception in Online Romance in Nigeria

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Abstract: This work is a study of the interplay of online romance and deception among the users of social networking sites (SNS) in Nigeria, with a focus on how to avoid fake Internet love. The Interpersonal Deception theory underpinned the work while 369 copies of questionnaire were administered online to a sample drawn from a list of friends of four individual Facebook accounts, totaling 8763 participants. Findings exposed the prevalence of online romance deception and showed that users relied on a number of cues to detect deception, including verification from online friends. Inconsistencies during interactions have proved to be a good way of detecting fake lovers but it appears face-to-face meetings still hold the ace for genuine love.
Keywords: Online romance, Deception, Prevalence, Cues, Nigeria.

Introduction
Social networking websites, traceable to two decades, have proliferated and become very popular (Kaplan and Haenlein, 2010). They are built on the

ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content. These sites have multimedia features including blogs, content communities, games, video and audio. Users can create personal information profiles and invite friends and colleagues to have access to these profiles as well as send emails and instant messages. *Facebook* and *MySpace* are examples of social networking sites.

The instantaneous nature of communication on social networking sites, coupled with increased media literacy and explosive growth of software applications, has revolutionized the way we interact with one another on daily basis. These sites have become an integral part of the lives of humans across the world. Pew Research (2014) reports that there has been an increase in the use of social media by adults in the United States. Teenagers and young adults have also embraced this technological innovation using their computers or mobile devices to connect with their peers, share information, reinvent their personalities and showcase their social lives (Boyd & Ellison, 2008). However, while positive affordances are being utilized, some users resort to social networking sites to exert negative motives such as deception and cyber-bullying. The case of

deception is highly visible in the area of online romance.

The Problem Statement and Objective of the Study

Buller & Burgoon (1989) assert that people in general tell lies daily. History records that deception has been used in various contexts along technology to enhance attacks. The increasing reliance on social media as a dominant communication medium for current news and personal communications has created new opportunities for deception with relative ease.

Studies (Waugh, Abdipanah, Hashemi, Rahman & Cook, 2013; Birnholtz, Guillory, Hancock, & Bazarova, 2010) have focused on deception that involves a sender creating text-based messages in an attempt to affect the beliefs of the receiver through the use of deceit. A well-crafted deceptive message is difficult to detect - a difficulty compounded by the fact that many people are generally naive believers of information they receive especially at the initial stage of communication. Several forms of deception exist on social media. They manifest as lottery rip-offs, financial scams and online dating swindles.

Online romance creates a platform where people get to meet those they admire through their profiles (usually pictures) on the internet via social media websites. As a feeling

of love is developed through frequent chats, intimacy is built with effective communication (Adeyemi, 2018) and a relationship is established with someone the individual has not physically seen. Some users wait to see the individual before eventually agreeing to a proposal (Lenhart & Madden, 2007).

Online romance is booming in Nigeria with several websites created including *sexynaija.com*, *Nigerianchristainsingles.com*, *lifecomrade.com*, *friendnite.com* and *naijapanet.com* to facilitate potential dates. This is apart from such heavily subscribed sites as *Facebook*, *2go*, *Badoo*, *Instagram* which people also use for love communication. While some use the online platform genuinely to seek romantic partners, it is a commonplace fact that deception is inevitable even on the part of genuine seekers of potential dates as several studies – Alkai, 2016; Tsikerdekis & Zeadally, 2015; Jimenez, 2014; Smith, 2013; Jiang, Bazarova & Hancock, 2011; Toma & Hancock, 2010; Wang, Chen, Xu & Atabakhsh, 2006) - have shown.

Romance deception involves lying, telling half-truths, exaggerating, withholding information, cheating, stealing, or hiding behavior from a prospective date or a lover. Budd & Anderson (2009) describes it as a particular type of consumer scam that involves initiating a false relationship through a dating website, a social website or email. The intention of these scams is to defraud the victim. Budd & Anderson (2009) posit that the use of electronic communication makes it relatively easier to reach potential victims and further allows the scammer to operate anonymously.

Several studies (Alkai, 2016; Toma, 2016; Whitty& Buchanan, 2012; Chen & Li, 2011; Jiang, Bazarova & Hancock, 2011; Ellison, 2008; Wang, Chen, Xu & Atabakhsh, 2006) have also looked at online romance deception with a focus on its prevalence, nature of deception, purpose of deception, likely deceivers, potential victims, deception detection techniques in India, Australia, Brazil, Britain and America. But very little efforts have been made to investigate online romance and deception with regard to Nigeria. This study covers that gap.

Significance of the Study

Deception is a way of gaining a strategic advantage over an unsuspecting individual. Researchers have studied online romance deception, focusing on its prevalence (Whitty & Secur 2015; Lenhart & Madden, 2007), nature, purpose, likely deceivers, potential victims (Whitty & Buchanan, 2012; Ellison, 2008; Buller & Burgoon, 1996) as well as detection

techniques in India, Australia, Brazil, Britain and America (Toma, 2016; Alkai, 2016; Toma, Hancock & Ellison, 2008). Nigeria is not visible yet in online romance research even though Whitty & Buchanan (2012) had come up with an unverified claim that internet love scam had some roots in Nigeria and Ghana. This study unveils the dynamics of online dating and proffers ways people can avoid the scam associated with it.

Review of Literature
Prevalence of Deception on Social Media
Derczynski & Bontchva (2014) identify rumours, disinformation, misinformation and speculations - on the web in real time – in online relationships and conclude that the trustworthiness of a site user depends on the authenticity of past content. In a related study, Alkai (2016) shows that deceptive attacks were viral on social media due to the likelihood of a contagion effect where perpetrators took advantage of connections among people to deceive. Lenhart & Madden (2007) investigate the prevalence of online dating in America. Findings show that one out of ten Americans has been involved in online dating and three out of four Americans have used the internet for at least one dating-related activity. Flirting ranked highest among those who

were searching for someone online for love.

Whitty & Buchanan's (2012) study covered Great Britain, asserting that an estimated 230,000 British citizens might have fallen victim to online romance crime, far above what had been reported in previous studies. They argued that the discrepancy indicated that the crime was under-reported, and further suggested it was incumbent upon the law enforcement community to make it easier for victims to report the crime. Had their reports featured in-depth interviews with victimized online daters findings would have been more robust.

Birnholtz, Guillory, Hancock & Bazarova (2010) examine the practice of lying in text messaging. Findings reveal that lies in SMS are used to manage social interactions while *butler lies* (used to initiate or terminate text messaging) are especially common with relative consistency. Participants frequently draw on the ambiguities inherent in the SMS medium for telling lies about their activities, location or availability. Participants equally use lies to account for social misbehavior. Their study focuses more on a predominantly female student population, which makes their results ungeneralizable across gender lines. Toma, Hancock & Ellison (2008) examine self-presentation in online dating

profiles using a novel cross-validation technique. Findings depict how users overrate their personalities. Males tell lies more about height and females about age and weight. In some cases, interpretation or subtitling is carried out if a desperate scammer targets a victim who understands a different language Daramola et al., 2014).

Singh & Jackson (2015) explore online dating sites as an e-business model. They posit that online dating is a big, lucrative business and still growing. However, the loose regulation of the industry has left it open to scams with serious ramifications for users. Whitty & Secur (2015) identify distinct stages of online romance scam. First, the criminal creates a fancy profile to attract victims. Secondly, he grooms and primes them up for requests. At the third stage, he begins to actually request for funds, leading to the fourth stage of sexual abuse and finally the stage of exposition.

Whitty & Buchanan (2012) summarize a study that identifies the psychological characteristics that raise the risks of a scam, amongst other objectives. The outcome shows that people high in romantic beliefs are at risk of online dating fraud. Men are more at risk than women. Furthermore, most online dating scammers have experienced highly abusive relationships earlier in their lives and victims are attracted because of the unconditional positive regard displayed by the scammer. Results of the study also show that victims can experience double hit: loss of money and relationship and are most likely to fall for a future scam.

Deception Detection Cues

On cues for identifying deception, Tsikerdekis & Zeadally (2014) assert that deceivers are likely to use multiple accounts to reach target victims. Kopp, Layton, Sillitoe & Gondal (2015) assume that scam techniques appeal to strong emotions, which characterize romantic relationships. Their findings also show that scam profiles used are fairly basic with attractive pictures and relatively general details on a site about hobbies and interests that provide clues for the presented love story. It is important to know that how well the images and stories are placed on web pages is germane to the perpetration of the act (Odiboh, et al, 2017).

The authors also assert that poor knowledge of ICTs is a promoter of a successful online deception. They identify lack of identity control and verification mechanisms as factors that make impersonation easy, suggesting that these sites should give users more permission to investigate friends based on some specified criteria, including how old their subscription is. Besides these,

biometric authentication may be used in the future for deception prevention especially with recent advances in the field of virtual reality. They advise site developers to incorporate tracking devices that monitor whoever is viewing one's profile.

Huang, Stringhini & Yong (2015) provide insight into how online dating scammers operate. Their findings show that, in general, a scammer has two strategies while trying to attract victims: he can contact users on the dating site himself, or he can make his account so appealing that a number of potential victims will contact him themselves, leading to interaction of both parties (Morah and Omojola, 2014). Findings also reveal that scammers are generally stoic in behavior and in many cases their perseverance and long-suffering do pay off. They typically have a long exchange of messages with the potential victim until the actual scam is performed.

Gibbs, Ellison & Lai (2011) conceptualize interaction among strangers around uncertainty reduction. As such, communication plays a key role in reducing people's uncertainty in getting to know each other by gaining greater knowledge and mutual understanding. Drawing from a web-based survey data from a sample of online dating participants, findings ascertain that

online daters do engage in a variety of uncertainty reduction strategies, including some with high warranting value, such as checking public records and using Google to search for self-presentational discrepancies. Also, they do gather information from both online and offline domains to reduce uncertainty about potential romantic partners.

Chen & Li (2011) investigate the distribution and patterns of deception tactics. They test how the identity of a potential victim and purported identity of a deceiver affect the selection of a specific deception tactic. Their discovery is that the selection of deception tactics is significantly influenced by the characteristics of the deceivers and their targets. Deceivers are more likely to use masking, labeling and inventing tactics against an individual. Fiore (2008), in his review, argue that although users sometimes allege deception is pervasive in online society, some willful deceptions occur and much of what appears to be deception actually results from effects of the media and peculiarities of the process of self-presentation online. Alkai's (2016) findings have shown that the sites do not use any solid full proof identification mechanism, thereby paving the way for fraud on social networking sites. The deceivers also use phishing via

phony profiles to friend victims or solicit personal information from them. The authors propose agent-based deception model for performing background checks.

Toma, Jiang & Hancock (2016) investigate whether deception in online dating profiles can be detected through a linguistic approach. Part of the results is that liars produce fewer rather than more negative emotion-laden words which could be due to the fact that people who tell lies are eager to give good impression about themselves and avoid sounding negative. A limitation of this study is that its correlational design does not preclude alternative explanations for what causes the occurrence of linguistic cues. Appling & Hayes' (2014) findings show that shorter sentences tend to be employed more by deceivers. However, participants do not perceive deception as a function of sentence length.

Newman, Pennebaker, Berry & Richards (2003) probe into the features of linguistic styles that distinguish true and false stories. Using the content analysis method, they study five independent samples. Findings show that compared to truth-tellers, liars show lower cognitive complexity, use fewer self-references and other-references, and use more negative emotional words.

Gibbs, Ellison, & Lai (2011) assert that warranting principle addresses the link between online and offline identity claims, and the ways in which individuals verify these claims in online contexts. Drawing from a web-based survey data from a sample of online dating participants, findings expose several communicator-related factors of uncertainty reduction activity among online dating participants, including individual privacy concerns and the self-efficacy of these factors. Security concerns and self-efficacy play the greatest role in influencing uncertainty reduction behavior. Participants who use uncertainty reduction strategies tend to disclose more personal information in terms of revealing private thoughts and feelings. This suggests a process whereby online dating participants proactively engage in uncertainty reduction activities to confirm the private information of others, which then prompts their own disclosure.

Toma (2014) examines how information contained in profiles on Facebook or profile cues shape interpersonal impressions. Drawing on uncertainty reduction theory, warranting theory, and hardwired perceptions of facial displays, she analyzes some pages of Facebook. Results show that six profile cues (number of friends, number of tagged photographs, number of

"about me" categories filled out, number of comments and "likes" received from friends and smiling profile photographs) explain about a third of the variance in Facebook users' perceived trustworthiness. The number of photographs has negative effect on perceived trust worthiness with more photographs decreasing trustworthiness. She concludes that people are quick to draw dispositional inferences about others even from little non-interactive information.

Theoretical Framework

Interpersonal Deception Theory (IDT) was adopted as a framework for this study. IDT was introduced by David Buller and Judee Burgoon in 1996 in an effort to examine the multifaceted nature of deception in the context of relational interactive communication. The theory underscores the complexity of deception when people talk and respond to each other physically. It is hard to know for sure when someone is not telling the truth. Deception is defined as an intentional act in which senders knowingly transmit messages intended to foster a false belief or interpretation by the receiver (Buller & Burgoon, 1996; Ekman, 1992; Knapp & Comadena, 1979). To accomplish this, senders engage in three classes of strategic or deliberate activity information, behavior and image management.

The three classes of strategic activity work hand in hand to create an overall believable message and demeanor. This theory is based on several core concepts which include:

i. Interpersonal communication is interactive. Both parties are active participants with each other constantly adjusting to behavior in response to feedback from each other. Interaction, rather than individuality, is at the core of this theory.

ii. Strategic deception demands mental effort. A successful deceiver must consciously manipulate information to create a plausible message, presents it in a sincere manner, monitor reactions, prepare follow up responses and get ready for damage control of a tarnished image all at the same time.

iii. Deception is influenced by the context of the communication and the relationship that it occurs in.

These broad principles offer some explanation into the multifaceted and complex nature of deceptive communication. What deceivers and victims think and do vary according to the amount of interactive give-and-take that is possible in the situation and how well they know and like each other. With increased interaction, deceivers are likely to make more strategic moves and leak more non-verbal clues than truth

tellers. What is more, deceivers' and respondents' expectation for honesty (truth bias) is positively linked with interactivity and relational warmth. Deceivers' fear of being caught and the strategic activity that goes with that fear are lower when truth bias is high, and vice versa. The way respondents first react depends on the relative importance of the relationship and their initial suspicion. As relational familiarity increases, deceivers become more afraid of detection, make more strategic moves, and display more leakage.

Skilled deceivers appear more believable because they make more strategic moves and display less leakage than unskilled deceivers. A deceiver's perceived credibility is positively linked to interactivity and the respondent's truth bias with the deceiver's communication skill. It goes down to the extent that the deceiver's communication is unexpected. On the other hand, a respondent's accuracy in spotting deception goes down with interactivity while the respondent's truth bias and the deceiver's communication skills go up. Detection is positively linked to the respondent's listening skills, relational familiarity, and the degree to which the deceiver's communication is unexpected. Respondents' suspicion is apparent in their strategic activity and leakage. Deceivers perceive suspicion when it is present. Perception of suspicion increases when a respondent's behavior is unexpected. Any respondent reactions that signal disbelief, doubt, or the need for more information increase the deceiver's perception of suspicion. Real or imagined suspicion increases deceivers' strategic activity and leakage. The way deception and suspicion are displayed within a given interaction changes over time.

In deceptive interactions, reciprocity is the most typical pattern of adaptive response. When the conversation is over, the respondent's detection accuracy, judgment of deceiver's credibility and truth bias depend on the deceiver's final strategic moves and leakage as well as the respondent's listening skill and suspicion. The deceiver's judgment of success depends on the respondent's final reaction and the deceiver's perception of respondent's suspicion. Existing research indicates that as a general proposition, the greater the quality of interaction between the sender and receiver, the greater the probability for successful deception.

Interpersonal communication is no longer just face-to-face communication. Numerous technologies exist today that lessen the boundaries of face-to-face

interpersonal communication. The Internet has brought exponential increases to communicative prospects. There are social media webpages, applications, and chat rooms, instant messaging, voice-over internet protocol (VoIP), video-over internet protocol (video conferencing), vlogs, segmented video clips (snap chats), and one-way live feeds. All of these mediums can be used for deceitful purposes. Caspi & Gorsky (2006) reveal that frequent Internet users, young users and competent users are deceived more online than their counterparts (infrequent users, old users, and non-competent). Lu (2008) assesses the effects of sensation-seeking personalities on online interpersonal deception and finds that high sensation seekers are more prone to deceiving others in online chats. These studies support the idea that deception is not only alive and well, but that it is digital. Phishing for information has cost email users countless hours, lost revenue and lost identities over the years. Phishing is a classic example of IDT's definition of deception.

IDT is broad as it captures various complexities of deception in face to face interaction. It has piqued new lines of inquiry that have applicability beyond face-to-face deception. The theory can be used to maintain interpersonal relationship as it helps when evaluating the verbal and non-verbal communication behaviors to determine if someone has lied. It draws attention to the dynamic nature of deception as well as the mutual influence between sender and receiver that occurs in conversations.

However, IDT has some drawbacks. It does not really explain why people lie. The theory provides a static approach to deception and ignores its communication dynamics. It instead focuses on internal thoughts and processes behind liars' manipulative behavior and the naïve acceptance of gullible listeners. It is mostly a humanistic theory. It predicts that humans attempt to deceive, but that predictive power is limited. It cannot, for instance, predict truthfulness in a specific instance between two specific people because such a unique event is contingent on so many things. Contingencies include whether the deception was premeditated, if there was time available to plan, the consequences of being detected, and the anticipated success of escaping deception. IDT mostly explains the different types of deceptive acts, motives for deception, and describes the factors that measure whether or not an attempt at deception will be a successful act.

Although IDT emphasizes face to face interactions, it can also be applied to SNS interactions. It is evident that SNS provides certain affordances that are similar to that of face to face communication, such as instantaneous interpersonal

interaction via text messaging (chats). Users engage in video calls and voice calls. Therefore, signs attributed to both verbal and non-verbal behavior can be identified when detecting deception on SNS. In this case the environment is more secluded as individuals can be in the midst of many and still hold private conversation with one another. The theory's functional approach on the relationship between deceivers and the deceived makes it an appropriate foundation for examining deception within the romantic relationships formed through online dating services.

Methodology

In this study, online survey using questionnaire was used to harvest data in line with similar studies (Toma, Jiang & Hancock, 2016; Toma & Hancock, 2015; Jimenez, 2014; Whitty and Buchanan, 2012; Gibbs, Ellison& Lai, 2010; Madden and Lenhart, 2006). The population was drawn from friends' lists of four individual accounts on *Facebook* totaling 8,763 participants. The identities of the account owners were confidential. The population is tabulated below:

Table 1: Account owners and their friends (Population for the study)

Personal Account	Number of Friends
Account 1	894
Individual 2	1689
Individual 3	1993
Individual 4	4187
Population	8763

The study relied on multistage sampling technique; using the fishbowl method, to select 369 samples (via the survey monkey online calculator at a confidence level of 95% and error of margin of 0.5). The samples were spread proportionally over the four accounts. The Facebook friends of each of the account owners were invited via a link through which they accessed the questionnaire. The

survey was available on the web for four weeks.

Analysis of Results

The population was a good mix of both male and female, though a little more of male. Majority of the respondents were within the age bracket of 18-30 years; only a few of the respondents were within the age brackets of 31-40 years and 41-50 years, who were young and

technologically knowledgeable. Majority of the respondents were

also single. This may be a reason for their involvement in online dating.

Chart 1: Respondents awareness of the growing trend of romance on social network sites among respondents
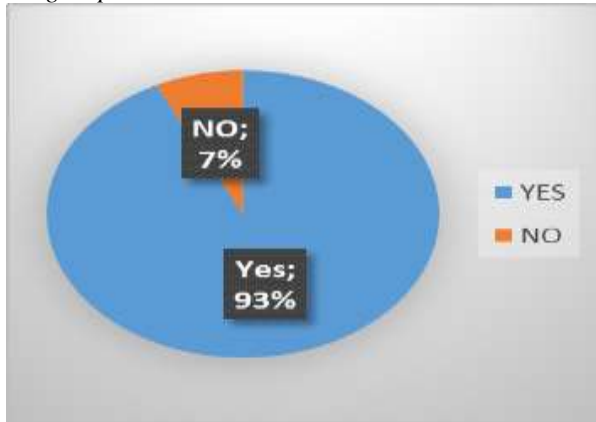
Chart 1 indicates that majority (93%) of the respondents are aware of online romance. SNS users are

not ignorant of happenings in the online space; many may have been approached at some point in time.

Chart 2: Social Networking Sites Used by Respondents in Seeking Potential Dates
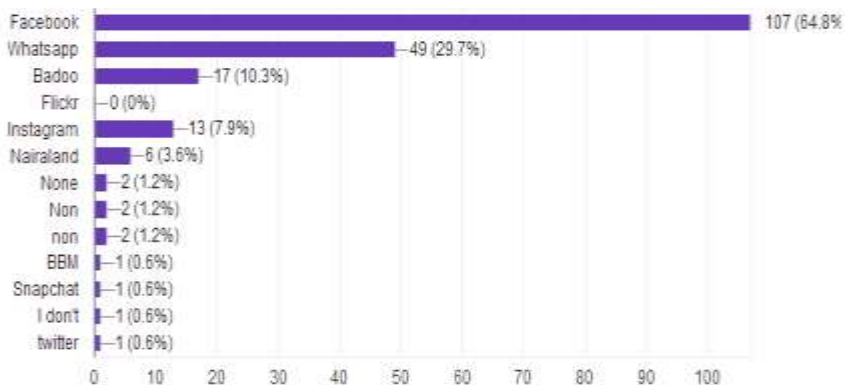
Majority of the respondents, as indicated in chart 2, use Facebook in

seeking potential dates. This is followed by WhatsApp. This may

be due to the fact that Facebook has wider reach to people across the world than WhatsApp. However, only a few use other networks. The

ubiquity of Facebook and WhatsApp has been corroborated in countless studies.

Chart 3: Respondents as Victims of Online Romance Deception
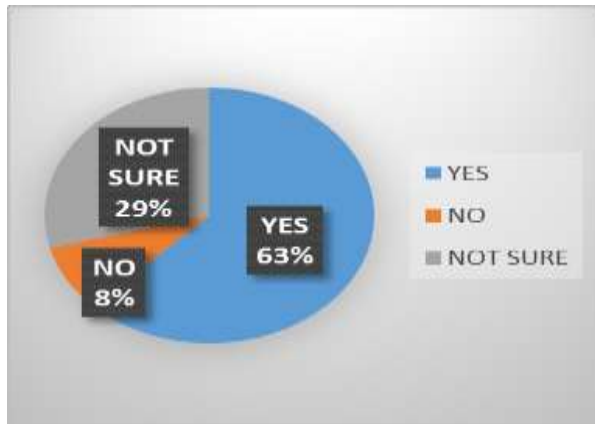
Results in chart 3 reveal that majority (63%) of the respondents were victims of online love deception. A few (29%) were not sure. Some of those who said "No" were the lucky few whose love

relationship in the virtual world transformed to real life love affair.

The next set of charts is on cues in detecting online love deception. The responses of those who agreed to have been victims of online love deception were relied on.

Chart 4: Detecting deception by checking potential date's profile
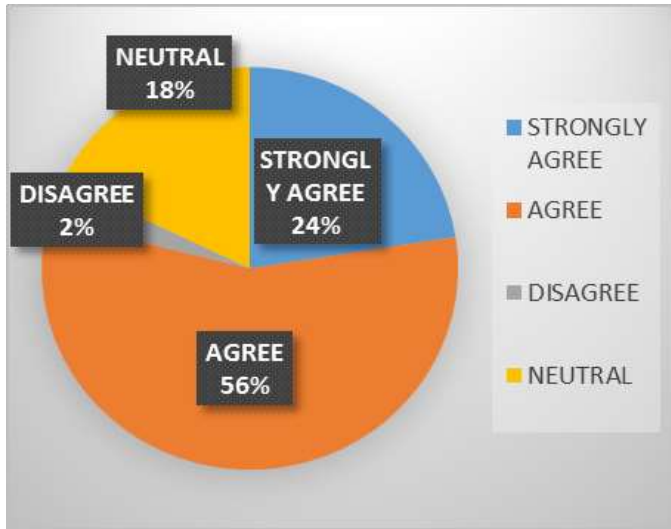
The results in chart 4 indicate that most of the respondents check potential dates' profile when interacting online. Interest in a particular user may spur an individual to check a potential date's profile across multiple platforms which may be instrumental in revealing the truth.

Chart 5: Deception detection through self-description of the potential date
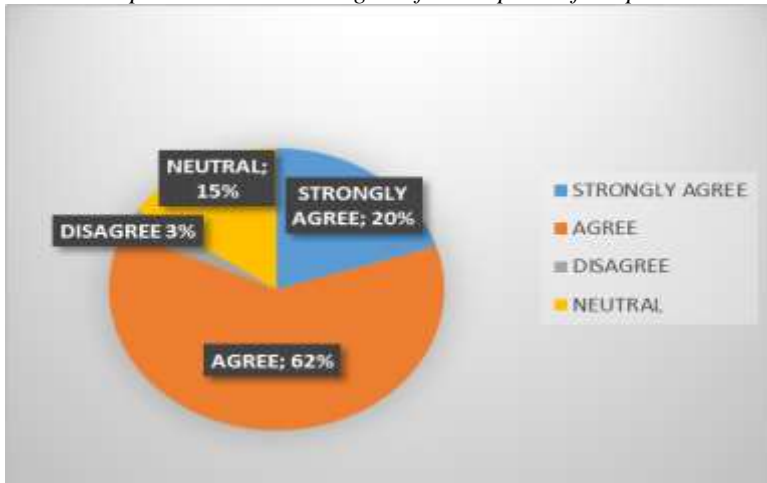
Most respondents (62%) detected deception through self-description of a potential date. Some of them could identify inconsistencies identified in speech or character during charts with dates.

Chart 6: Detecting deception through verification from friends online
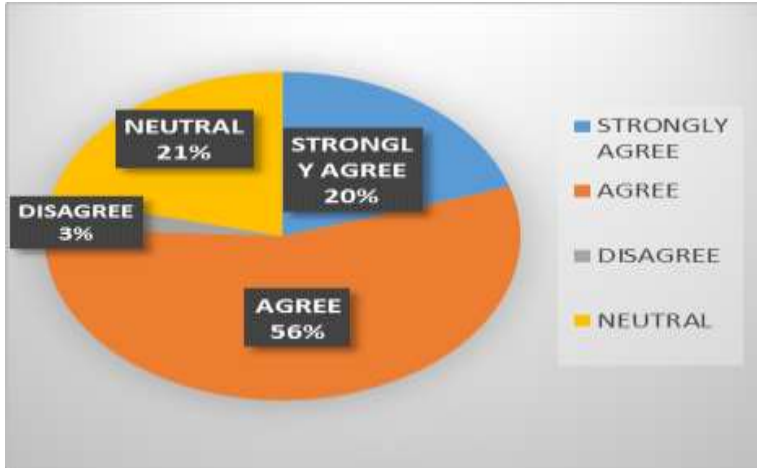
Chart 6 shows that majority of the respondents (76%) verified potential dates from friends online. Facebook, amongst other sites, allowed access to friends and family online who might be instrumental in finding out more information about a potential date.

Chart 7: detecting deception from photographs of potential dates online
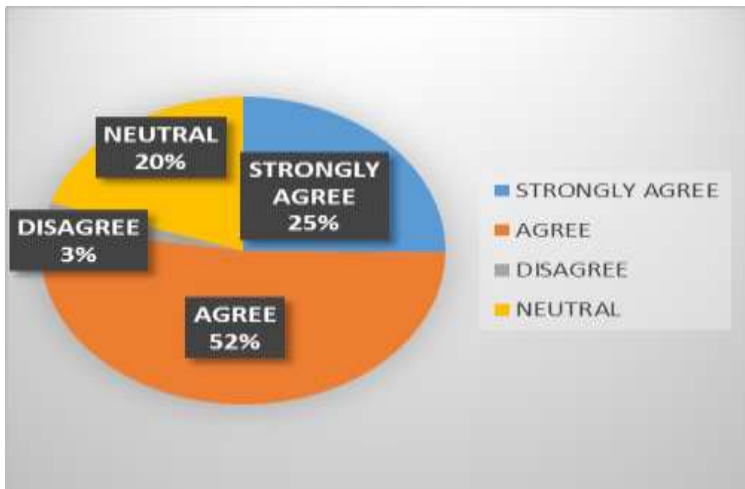
Deception can also be detected through online pictures of dates.

This was agreed to by majority of the respondents constituting 77%.

Chart 8: Detecting deception through body language during voice and video calls date(s) online
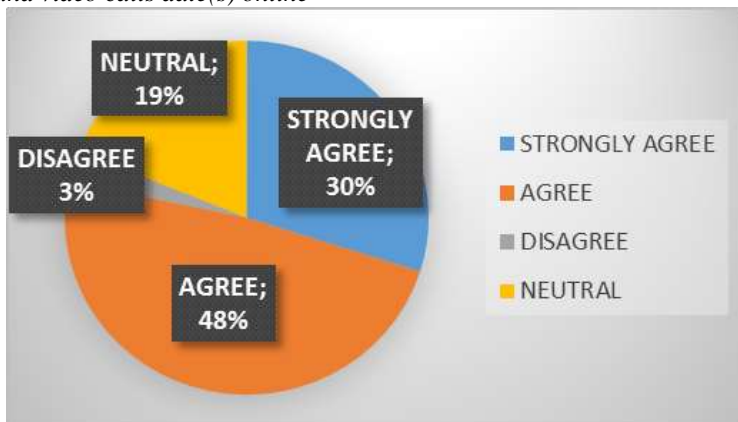
The results in chart 8 reveal that most of the respondents detect deception by picking up cues from body language during voice and video calls. Even though it is a virtual world, interpersonal communication via body language has remained a potential cue to detecting deception.

Findings and Discussion

Results in Chart 1 show that respondents were aware of the growing trends of online romance, meaning that online romance was gaining popularity among Nigerians while Facebook and WhatsApp were engaged the most as presented in Chart 2. Facebook, especially, allows individuals to connect to others online including high-status individuals who may be targets of deceivers. It is easy running search queries using location or name tags, in seeking potential dates. Facebook shares features with WhatsApp like easy accessibility, and unrestrained communication with potential dates. A study reported in Toma (2014) reveals that Facebook is mostly used by youths in the global south to seek potential dates. Chart 3 indicates that majority (63%) of respondents were victims of online love deception. This is in line with Alkai's (2016) findings that deceptive attacks are viral on social media owing to the likelihood of contagion effect where perpetrators take advantage of connections among people to deceive them.

Chart 4 shows that deception can be detected by checking potential date's profile. This supports the findings of Alkai (2016) that

deceivers use phony profiles to find victims or solicit personal information from victims. Similarly, findings of Toma (2014) show that information contained in profiles on Facebook or profile cues shapes interpersonal impressions.

As seen in chart 5, romance deception can also be detected through self-description of the potential date. This finding is reflected in the work of Kopp, Layton, Sillitoe & Gondal that (2015); that scam profiles used by deceivers are fairly basic with relatively general details about hobbies and interests and as such help to provide clues for the love story presented by the deceiver. It is also reflected in the finding of Gibbs, Ellison & Lai (2010) that individuals search for self-presentational discrepancies when interacting with strangers. Similarly, Fiore (2008) opines that much of what appears to be deception actually results from peculiarities of the process of self-presentation online. Thus, respondents' use of inconsistencies in self-presentation to detect deception is not out of place. However, there is a downside to this cue as deceivers can revise their messages and take more time to compose them.

On Chart 6 respondents detected deception by verifying from friends online. This finding is in line with Toma's (2014) that people look out for profile cues such as number of mutual friends online when detecting deception. More mutual friends do increase trustworthiness. Chart 7 shows love deception can also be detected via photographs. This is in consonance with the findings of Tsikerdekis & Zeadally (2014) that using images can be successful in detecting online deception. Toma (2014) counters that the number of photographs is a poor way of detecting deception. This view is supported by Kopp, Layton, Sillitoe & Gondal (2015) on the grounds that successful scam profiles used are usually fairly basic with lots of attractive photographs.

Chart 8 shows that body language during voice and video call is another way to detect online love deception. This finding aligns with Alkai's (2016), Tsikerdekis & Zeadally's (2015), Toma & Hancock's (2015) and Briscoe, Appling & Hayes' (2014). These studies show that in the course of interacting with potential dates, individuals use linguistic and non-linguistic cues. The linguistic cues cut across less negative emotive words and short sentences as online liars showed lower cognitive complexity and used fewer self-references. Non-linguistic cues applicable to video calls will include eye contact, gaze aversion, shrugs, posture shifts and computer vision. Therefore, observing video and

voice calls for the aforementioned cues is useful in detecting deception.

The findings, as revealed in charts 4, 5, 6, 7 and 8 fall within the IDT context. A successful deceiver consciously manipulates information using the cues contained in the listed charts to create a plausible message, present it in a sincere manner, monitor reactions, prepare follow up responses and get ready for damage control of a tarnished image all at the same time.

Closing Remark

Social networking sites are important tools in seeking potential dates among Nigerian youths even though romance deception is now prevalent. This is because daters are trying to obtain a favorable impression but may also be dishonest, thereby harming the chances for a successful romantic relationship. Sometimes, online daters go in with predetermination to scam others. To avoid being deceived online, individuals can use a number of verbal and nonverbal cues to detect deception. These include:

- Inconsistencies: Online daters should look out for inconsistencies when interacting with their dates.
- Face-to-face meeting: As much as possible, online daters should meet face -to- face subsequently after online interaction. This will reduce chances of deception.

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The Flow, the Bias: An Analysis of International News Coverage on Nigerian and Foreign Television News Networks

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Abstract: A content analysis of international news in two Nigerian TV Networks – African Independent Television (AIT) and Channels and their two foreign counterparts - Cable News Network (CNN) and Al Jazeera strikes a chord of similarity in terms contents, areas of focus, and time allotment. While developing countries continue their agitation for a more equitable international communication order with regard to news flow, this study reveals that there is no clearly discernible difference in the way these four dominant news media outlets broadcast their international news stories, implying a rethinking of that agitation.
Keywords: News, international, quantitative, qualitative, television, Nigeria.

Introduction
The debate over international news imbalance has generated so much controversy, as scholars attempt to provide empirical basis for their views on the issue. The flow of news across borders, in the views of many, mirrors the Global North and Global South divide. Therefore, news is not merely a broadcast commodity but also a reflection of

power - economic, political, social, and technical.

International news imbalance is believed complicit in the subjugation of a significant component of the Global South - who lack the means to produce or make news - by the Global North. In a bid to provide guidelines on equitable

international news coverage, the United Nations, through UNESCO, set up the

International Commission for the Study of Communication Problems in 1977. The McBride Commission came out with its report ¬- Many Voices One World: Communication and Society Today and Tomorrow - with far reaching recommendations after arriving at the conclusion that the world required a new information and communication order to make it a better place. The publication of the McBride's report in 1980 brought the problems of unbalanced international flow to the attention of the global audience. According to Ayish (2005) the McBride Report generated a wide range of debates on issues relating to cross border media flows, professional norms and ethics, communications technologies, and the role of media in social transformation.

The imbalance in international news (Odiboh, et al. 2017) flow manifests in quantitative and qualitative forms. Quantitatively, it is the sheer size of news generated from the Global North, usually, the West, with only an inconsequential amount of it dedicated to the less developed countries, especially those in Africa. Qualitatively, imbalance can manifest in terms of how positive or negative the news is. Third world countries are usually portrayed negatively with concomitant adverse political, social and economic ramifications.

The lopsidedness in news flow as documented in the McBride Commission's document may turn out to be a misconception in the present times as news now flows from the Third World or developing countries to the Western World, owing to the democratized use of satellite broadcasting systems and the internet. African Independent Television (AIT) and Channels Television are two dominant Nigerian television networks that broadcast to all over the world with signals well received and subscribed to in the West. This study juxtaposes the international news coverage by AIT and Channels with their foreign dominant counterparts - Cable News Network (CNN) and Al Jazeera.

Statement of the Problem

Several studies have been carried out on the imbalance in international news coverage and flow (Rodney, 1972; McBride, et al. 1981;

Ekeanyanwu, 2005; Okunna, 2002). The conclusion of some of these studies is that the developing world is not positively portrayed in the international media dominated by the western countries. What has not been properly studied is the treatment of international news by the media in the developing countries of the world in comparison with their foreign counterparts. Are the media in less developed countries treating international news differently from the way their foreign counterparts do?

The problem, therefore, is the dearth of empirical studies to find out with verifiable evidence, how the media, with particular reference to television, in the developing countries such as Nigeria, treat international news. This study attempts to cover that gap.

Research Questions

This study has the following research questions:

1. Is there news imbalance in the coverage of international news by Nigerian television stations?
2. Is there news imbalance in the coverage of international news by foreign television stations with respect to news about developing countries including Nigeria?
3. How does international news coverage of Nigerian television stations compare with their foreign counterparts?

Literature Review

The issue of news imbalance in the international arena between the North (developed western countries) and the South (developing countries) continues to attract the attention of communication scholars. This is because foreign and international news sources are critical in informing people about what is happening outside their countries and are important as a means of understanding an increasingly complicated world. (Elvestad: 2009).

What is news imbalance? According to Cauwenberg, Gelders & Javis (2009), as politicians and newsmen and women make sense of reality by providing certain ways to think about politics, researchers are not only interested in what news is covered, but also how news is covered. Scholars are not merely concerned with what news is reported but also how it is reported. This why Ivie (2009) has noted that by taking into account the filters of language, culture, and circumstance, and the rhetorical dynamics of narrative form, all of which influence news production¬, ¬the measure of a story is not about truth or objectivity in some narrow or isolated sense but instead how much and in what ways it is inadequate or incomplete. The issue here is about news that is overemphasized, underemphasized, missed, and

otherwise distorted regardless of how compelling the story might be. Other questions of note in this regard are: what is the bias and limit of perspective in news production? What is ignored in order to make one party in a conflict appear legitimate and sympathetic and another party appear illegitimate and unsympathetic, one heroic and the other demonic, one present and another absent, one humanized and the other dehumanized?

The history of international news imbalance is traceable to the history of resource disparity between the North and South. The resource inequality between the developed and the developing countries of the world is made manifest in the disproportional communication infrastructures of the two worlds. There are other spheres of development where this gulf is also apparent namely, standard of living, infrastructural development, life expectancy ratio and the like. Besides that, the disadvantaged positions of the less developed world had also been exaggerated. Ansa (1984) found that reports about developing countries were distorted in the Western media. These distortions elicited negative image of the South held by the industrialized nations.

Wilholt and Weaver (1983) found that 60 per cent of all wire stories examined contained some form of

conflict, with a third of all dispatches dealing specifically with violent struggles in the Third World. Stories about violent conflicts were twice as likely to feature. Thus, international news was also about the organization of power and international leverage that made developed countries exert influence and control through the platform of their mass communication infrastructure to the detriment of the less developed countries.

A study by Miller (2004) concluded that there were significant differences between the portrayals of the North and South in international television news coverage of events adding that news form the North focused on crises, with repetitive imagery of famine, war, disease and death. It is not surprising, according to the author, that 80 percent of the British people had associated the developing world with famine, disaster and war. Owing to these skewed presentations, most images people saw of Africa were those of the victims of crises, restricted essentially to passive roles. The author added that 74 percent of Britons believed that developing countries would depend on the money and knowledge of the West in order to progress.

The issue of news imbalance in the international media space cannot be over emphasized if one looks at it

from the perspective of television broadcasts from the global news companies such as CNN. Okigbo & Amienyi (2003) assert that television remains the most engaging mass medium in most regions of the world including Africa. When Werder and Golan (2002) said that international news has not only increased in importance with the world becoming a communications village, it is also the predominant source of knowledge about other countries for most citizens; their words denoted the power of television. Incidentally, television broadcasting in the developing countries has developed significantly and the need rises to determine how the TV networks compare with those of the developed world. AIT and Channels networks from Nigeria and CNN and Al Jazeera are the focus of this study.

Unimpressively, however, research on the international news flow from the media networks based in less developed countries is not visible yet. Scholars and researchers are more Interested in the flow of news from the western world to the Third World, but not the other way around. Little has been done about the international news content of the third world media, especially television. The media - public and private - in the developing countries have transformed over the years,

using the best available satellite technologies to reach audiences that were impossible to reach a few years ago. Nearly all of them broadcast 24 hours a day and seven days a week. I put them under the radar in this article and compared them to CNN and Aljazeera.

Theoretical Framework

This study reflects the concerns of the critical theory that sees mass media as a vehicle that elevates the interests of the ruling or dominant class in society above those of others. Thus, the interests of the dominant class are preponderant in the production of news, in popular culture, and in the formation of public opinion. The theory was also the intellectual architecture that elicited the formation of the New World Information and Communication Order, promoted by UNESCO through the McBride Commission. The critical theory is concerned with the pursuance of social action that protects the public from the distortions of everyday news by the dominant class interests in society. Craig (1999) asserts that the basic communication problem in the society arises from "the material and ideological forces that preclude and distort discursive reflection" (p. 147). Fuchs (2009) adds that critical communication studies are not "only about the analysis of those conditions that distort communication, that is, the ways

how communication is embedded into relations of domination, but also about finding alternative conditions of society and communication that are non-dominative and about struggles for establishing such alternatives" (p. 2).

Other relevant theories include the propaganda theory, media imperialism theory, and the ideology theory. They share a focus on the analysis of media, communication, and culture in the context of domination, asymmetrical power relations, exploitation, oppression, and control. According to Freedman (2009), "the propaganda model is a powerful reminder that mainstream media are a critical tool for legitimizing the ideas of the most powerful social actors and for securing consent for their actions" (p. 59). Thus, what is presented as news may have embedded in them class interests that pander to the dominant class in society. It is this concern that prompted this study to make a comparative analysis of the news coverage of some leading national and international TV networks; to ascertain the imbalance in their reporting.

Method
Content analysis was the method adopted for the study. Two experienced coders were employed to monitor and count the main news

stories of the four networks and ascertain their content categories. These counts were coded according to the set criteria (see results below). The criteria incorporated both qualitative and quantitative aspects of news, including their tone and perspective. Only news broadcasts over a period of 30 days (November, 01 – 30th, 2016) were investigated. A mock coding period of 5 days was done with each coder monitoring a different channel at two-day intervals. This was done to ensure familiarity with the coding design as well as ensure uniformity in the coding. Coder reliability test generated Krippendorff alpha coefficient of .80.

The research design was created to capture the quantitative as well as the qualitative aspects of news. Quantitatively, this is the number of times a categorized news item appeared in the main news bulletins of the network. For example, how many times did war stories appear in a given news broadcast or how long the narration (quantity) lasted. The design also captured the qualitative aspects such as the tone of the news and the perspective. Was the story positive or negative; biased or unbiased? And so forth.

The selection of the four television networks in this study was informed by their dominant posture locally and internationally. Channels television was the best in Nigeria

for nine consecutive years courtesy of the Nigerian Merit Media Awards while its reporters and newscasters also won awards in different categories. AIT is not far behind either and is acknowledged to have the largest reach of any Nigerian TV network. It is also a pioneer in the area of satellite broadcasting in Nigeria. The foreign networks - CNN and Aljazeera – are leading international news carriers. CNN is the international pioneer of the 24-hour news broadcast. Its prominence was engendered by its coverage of the Gulf war which broke out in 1991. Aljazeera is believed to be successfully challenging the dominance of CNN. For millions of people around the world, it is the network of choice. Besides that, it is a network that viewers think could offer an alternative voice to CNN, which in several occasions had been accused of lack of objectivity in its news presentation. AIT and Channels on one hand and CNN and Aljazeera on the other represent the two divides of the global South and North in this study.

Results

The first part of the analysis focuses on the quantitative aspects of news - the number of news stories

broadcasted and the areas of coverage, the regularity of coverage or the lack thereof, and the time devoted to the coverage. The second part deals with the qualitative aspect of international news coverage. Typically, qualitative analysis focuses on the tone of the news, selection of particular news items over others, and the prominence conferred on certain news items rather than others. Since news flow and bias are both quantitatively and qualitatively implicated in the everyday news, these data will assist in answering the three research questions.

Channels Television had 355 international news items within the period under study, African Independent Television (AIT) 359; Cable News Network (CNN) 432, and Aljazeera, 481.These items were counted across eleven categories namely: Diplomacy (DP), Politics (POL), Business (BZ), Sports (SP), Natural Disasters (ND), Technology (TEC), Environment (ENV), Violent Crime/Terrorism (VCR/T), Entertainment (ENT), Civil Unrest (C/UR), and War (WR). The data are presented in the tables below.

Table 1 a & b: International news coverage by Channels and AIT television

Table 1 a: International news coverage by AIT

	AIT			NOVEMBER 2016 ANALYSIS							
DATE	*DIP*	*POL*	*BZ*	*SP*	*N/D*	*TEC*	*ENV*	*VCR/T*	*ENT*	*C/UR*	*WR*
1	2	1	3	4	0	0	0	1	0	0	2
2	0	2	1	3	0	1	0	0	2	1	0
3	0	1	2	2	1	0	1	1	0	1	1
4	1	0	1	3	0	0	0	0	1	0	2
5	0	1	2	2	0	1	1	1	2	1	1
6	2	2	1	3	1	0	0	2	1	0	1
7	0	3	2	5	1	1	1	1	1	0	3
8	1	2	1	3	0	0	2	1	0	2	2
9	2	2	2	3	0	0	0	0	1	0	2
10	2	2	2	4	2	0	0	0	0	1	1
11	2	1	1	2	0	0	1	1	2	1	0
12	0	3	3	3	1	0	1	1	1	1	0
13	0	1	2	3	1	0	0	2	1	0	3
14	2	1	2	3	0	1	2	0	1	0	1
15	0	1	2	2	1	0	0	1	0	1	2
16	1	0	1	2	0	0	0	0	1	0	0
17	3	1	3	4	2	1	1	2	0	1	2
18	0	1	1	2	0	1	1	0	2	1	1
19	1	3	1	2	1	0	2	1	2	2	1
20	2	2	1	2	1	1	0	0	1	1	2
21	0	0	2	2	1	0	2	1	1	0	1
22	1	2	2	2	0	0	2	0	1	1	2
23	2	1	2	1	1	1	1	0	0	0	0
24	0	2	1	4	0	0	0	2	2	1	0
25	1	0	1	3	1	1	1	1	1	0	1
26	0	1	2	2	0	1	1	2	0	1	2
27	1	2	2	2	2	1	0	1	0	1	2
28	0	1	2	3	0	1	1	0	1	0	1
29	1	0	1	2	0	0	0	1	1	0	2

30	1	0	2	3	1	0	1	0	2	0	1
TOTAL	28	39	51	81	18	12	22	23	28	18	39

Table 1b: International news coverage by Channels

CHANNELS NOVEMBER 2016 ANALYSIS											
DATE	*DIP*	*POL*	*BZ*	*SP*	*N/D*	*TEC*	*ENV*	*VCR/T*	*ENT*	*C/UR*	*WR*
1	1	1	3	4	1	0	2	3	1	1	3
2	2	2	2	3	0	0	0	1	0	0	3
3	1	0	2	4	0	1	1	2	2	1	2
4	0	1	1	5	0	1	0	1	3	2	0
5	0	O	2	3	1	1	0	1	0	0	1
6	1	2	2	3	0	0	1	1	2	1	0
7	0	0	3	2	0	0	0	0	1	0	2
8	2	2	2	4	1	3	0	1	0	0	1
9	0	1	4	5	0	0	1	2	0	1	3
10	0	2	3	3	1	0	1	0	2	0	2
11	0	2	2	3	1	1	0	1	0	1	2
12	1	1	3	4	0	1	0	2	1	0	0
13	2	0	2	3	1	0	0	1	2	1	0
14	0	0	3	5	1	1	0	0	0	0	3
15	2	3	2	4	0	0	2	2	1	0	1
16	0	2	3	3	0	0	1	0	1	1	2
17	1	0	2	3	0	1	1	1	0	0	1
18	2	2	3	3	0	0	0	0	2	1	2
19	0	1	2	3	2	0	0	1	0	0	1
20	1	0	1	2	0	1	0	1	1	0	2
21	0	1	1	2	0	0	1	2	3	0	2
22	2	0	2	3	1	1	2	2	2	3	1
23	o	0	3	3	0	0	1	2	1	1	2
24	0	2	1	4	0	1	0	1	0	0	0
25	1	2	3	2	1	0	0	1	2	1	1
26	1	1	2	5	1	1	0	0	0	0	2
27	0	1	2	3	0	0	0	0	0	0	1
28	1	1	2	2	0	1	0	0	1	2	1

29	0	2	1	2	1	1	0	0	2	2	2
30	1	1	0	3	1	0	0	0	1	0	2
TOTAL	22	33	64	98	14	16	14	29	31	19	45

The data on Table 1a and Table 1b reveal striking similarities between the local networks and their foreign counterparts. For example, sports constitute the single most reported news for the four channels – Channels (25.45%), AIT (22.56%), CNN (19.68%) and Aljazeera (18.71%). This is understandable given that sports have become every day event in the world. This is followed by business news – Channels (16.6%), AIT (14.21%), CNN (15.05%), and Aljazeera (14.35%), news on war, Channels (11.69%), AIT (10.86%), CNN (11.11%), and Aljazeera (13.93%) and news on politics – Channels (8.57%), AIT (10.86%), CNN (9.72%), and Aljazeera (9.56%)

Table 2 a & b: International news coverage by CNN and Aljazeera

Table 2 a: International news coverage by CNN

DATE	DIP	POL	BZ	SP	N/D	TEC	ENV	VCR	ENT	C/UR	WR
CNN NOVEMBER 2016 ANALYSIS											
1	0	2	4	3	0	1	0	0	0	1	2
2	1	3	2	5	1	2	1	0	1	0	3
3	3	2	3	3	2	0	1	2	0	2	2
4	1	0	2	4	2	1	1	0	1	1	3
5	2	2	2	2	2	1	0	1	1	0	0
6	1	1	3	2	2	1	0	2	1	1	2
7	0	2	1	3	0	1	1	1	0	1	2
8	1	1	2	2	2	2	2	2	1	0	1
9	0	1	1	3	1	0	1	1	0	0	0
10	2	2	2	4	2	0	0	1	0	0	1
11	2	1	3	3	1	1	1	1	0	2	3
12	2	1	3	4	1	1	1	2	2	1	2
13	2	2	2	2	0	0	1	2	1	2	3
14	1	1	3	2	1	1	2	1	2	3	0
15	2	2	2	3	1	2	1	2	2	1	2

16	3	1	3	5	1	0	0	1	0	1	3
17	3	1	2	3	0	1	0	0	1	0	2
18	1	0	2	2	1	0	1	3	1	2	1
19	1	1	1	3	0	0	0	1	0	0	1
20	0	0	3	3	1	1	0	2	0	1	1
21	2	2	1	2	0	0	1	2	0	0	0
22	0	0	2	2	1	1	0	1	1	1	1
23	2	2	2	2	0	0	0	1	0	2	2
24	1	2	2	3	0	1	1	2	1	0	2
25	1	2	1	2	2	0	0	0	0	1	1
26	2	2	3	3	0	2	0	1	0	0	2
27	1	1	2	4	1	0	1	1	0	1	1
28	0	1	2	1	1	0	0	2	2	1	1
29	3	1	2	2	0	0	2	1	0	1	2
30	2	2	2	3	1	0	1	1	0	2	2
TOTAL	42	41	65	85	28	20	20	37	18	28	48

Table 2 b: International news coverage by Aljazeera

	ALJAZEERA NOVEMBER 2016 ANALYSIS										
DATE	*DIP*	*POL*	*BZ*	*SP*	*N/D*	*TEC*	*ENV*	*VCR/T*	*ENT*	*C/UR*	*WR*
1	2	2	3	2	1	1	0	2	1	1	2
2	3	1	2	4	2	2	1	2	0	1	3
3	1	2	2	3	1	0	0	3	0	2	1
4	3	2	3	3	1	0	1	1	1	0	2
5	0	2	4	5	0	1	0	3	0	3	3
6	2	1	2	4	2	0	0	1	0	2	3
7	3	2	4	4	1	0	2	3	0	2	4
8	0	1	2	2	2	0	2	1	1	2	3
9	1	0	1	3	1	1	2	1	0	1	2
10	2	0	2	3	0	0	1	1	0	2	3
11	1	2	3	4	1	0	2	2	1	2	0
12	3	1	2	4	2	0	0	2	0	1	1
13	3	1	3	2	0	1	0	1	0	2	3
14	2	0	3	3	2	0	0	1	1	0	4

15	1	0	2	3	1	0	1	2	0	2	3
16	2	1	1	3	2	0	1	1	1	2	2
17	1	1	2	3	1	1	2	1	1	2	3
18	2	1	2	3	2	0	0	0	1	1	2
19	1	2	3	3	1	0	1	1	2	2	2
20	1	1	2	3	1	1	0	2	2	0	3
21	2	1	2	3	2	1	0	2	2	1	2
22	2	1	3	3	1	1	0	0	0	0	3
23	2	1	2	3	1	1	1	1	0	1	1
24	1	1	3	2	0	0	0	1	1	0	2
25	0	1	2	2	0	0	1	0	1	1	1
26	2	1	1	2	0	1	1	1	1	1	2
27	0	0	2	2	1	0	0	1	0	0	3
28	1	2	1	3	2	0	0	2	0	1	1
29	2	2	2	2	0	1	2	1	1	0	2
30	0	1	3	4	2	0	2	1	2	0	1
TOTAL	46	34	69	90	33	13	23	41	20	45	67

In Table 2a and Table 2b, the figures show that the four networks had little time for technology news as it constituted the least reported segment for the news channels. It formed only 4.16% of the news content of Channels television, 3.34% for AIT, 4.63 % for CNN and 2.70% for Aljazeera.

Technology news was followed closely by news on the environment, and natural disasters.

The rest of the data are presented in Table C below.

Table 3 a & b: Percentage Breakdown

Table 3a: Percentage Breakdown: Channels and AIT

	CHANNELS		AIT	
NEWS TYPE	n= 385	%	n= 359	%
DIP	22	5.7	28	7.80
POL	33	8.57	39	10.86
BZ	64	16.6	51	14.21
SP	98	25.45	81	22.56
N/D	14	3.6	18	5.01
TEC	16	4.16	12	3.34

ENV	14	3.6	22	6.13
VCR/T	29	7.5	23	6.41
ENT	31	8.05	28	7.80
C/UR	19	4.94	18	5.01
WR	45	11.69	39	10.86

Table 3b: Percentage Breakdown: CNN and Aljazeera

	CNN		ALJAZEERA	
NEWS TYPE	n= 432	%	n= 481	%
DIP	42	9.72	46	9.56
POL	41	9.49	34	7.09
BZ	65	15.05	69	14.35
SP	85	19.68	90	18.71
N/D	28	6.48	33	6.86
TEC	20	4.63	13	2.70
ENV	20	4.63	23	4.78
VCR/T	37	8.56	41	8.52
ENT	18	4.17	20	4.16
C/UR	28	6.48	45	9.36
WR	48	11.11	67	13.93

This study has not found the usual 'suspect' news items identified by many scholars in the flow of international news as constituting the bulk of the reportage of international news involving third world or developing countries, as shown in Table 3a and Table 3b. These were news on violent crimes, civil unrest, natural disasters, and war but they did not form the predominant segments of the news make-up of the four networks. Using the quantitative data alone as the yardstick, I did not see any obvious and consistent difference between the two local networks' treatment of international news from their foreign counterparts. As shown by the quantitative data, the four had comparable foci in terms of the areas of interest, and consistency of exposure.

I subjected the data to further analysis to search for any dichotomy between the developed and the developing countries with regard to the type of news that emanated from these regions (as shown in Table 4a and Table 4b below).

Table 4: Breakdown of News Type and Region

Table 4a: Breakdown of News Type and Region: Channels and AIT

NEWS	CHANNELS					AIT				
	n	DC	%	DV	%	n	DC	%	DV	%
DIP	22	9	40.91	13	59.09	28	16	57.14	12	42.86
POL	33	11	33.33	22	66.67	39	22	56.41	17	43.59
BZ	64	29	45.31	35	54.69	51	36	70.59	15	29.41
SP	98	64	65.31	34	34.69	81	61	75.30	20	24.69
ND	14	5	35.71	9	64.29	18	5	27.78	13	72.22
TEC	16	11	68.75	5	31.25	12	7	58.33	5	41.67
ENV	14	8	57.14	6	42.86	22	9	40.91	13	59.09
VCR/T	29	12	41.38	17	58.62	23	11	47.83	12	52.17
ENT	31	26	83.87	5	16.13	28	19	67.86	9	32.14
C/UR	19	4	21.05	15	78.95	18	5	27.78	13	72.22
WR	45	9	20.00	36	80.00	39	10	25.64	29	74.36

KEY: n: Number of News Item
    DC: Developed Countries
    DV: Developing Countries

Table 4b: Breakdown of News Type and Region: CNN and Aljazeera

NEWS	CNN					ALJAZERA				
	n	DC	%	DV	%	*n*	DC	%	DV	%
DIP	42	32	76.19	10	23.81	46	31	67.39	15	32.61
POL	41	25	60.98	16	39.02	34	18	52.94	16	47.06
BZ	65	41	63.08	24	36.92	69	46	66.67	23	33.33
SP	85	51	60.00	34	40.00	90	62	68.89	28	31.11
ND	28	9	32.14	19	67.86	33	10	30.30	23	69.70
TEC	20	11	55.00	9	45.00	13	9	69.23	4	30.77
ENV	20	8	40.00	12	60.00	23	11	47.83	12	52.17
VCR/T	37	14	37.84	23	62.16	41	22	53.66	19	46.34
ENT	18	11	61.11	7	38.89	20	11	55.00	9	45.00
C/UR	28	6	21.43	22	78.57	45	9	20.00	36	80.00
WR	48	8	16.67	40	83.33	67	10	14.93	57	85.07

KEY: n: Number of News Item
    DC: Developed Countries
    DV: Developing Countries

In Table 4a and Table 4b, there are cases of bias. For example, average 67.38% (*Channels* 65.31 + *AIT* 75.30 + *CNN* 60.00 + *Aljazeera* 68.89) of the sporting news from the four networks came from the developed world, notably, United States, United Kingdom, France, Italy, Australia, Spain, Germany, and Japan. For business news, the pattern is similar with 61.41% of the news coming from the developed countries. However, when it pertains to news on war and the like, the pattern was completely reversed as 80.69% of such news emanated from developing countries particularly Africa and the Middle East.

It is important to note, however, that while this predominance of 'bad' news from the developing countries is obvious, there is no significant difference between how they featured on the four networks. For example, the figures for wars are comparable between the four channels with 80% coming from Channels, 74.36% from AIT, 83.33% from CNN and 85.07% from Aljazeera. This trend replicated in news about violent crime and terrorism with 58.62% from Channels, 52.17% from AIT, 62.16% from CNN, and 46.34 from Aljazeera.

From the foregoing, the treatment of news by the four television

networks during the period was strikingly similar. It appears the epistemology behind the accusation of lopsidedness in the international news flow levelled the foreign networks is fragile (Morah & Omojola, 2011).

The qualitative assessment of the data is a revealer (see Table 5). Significant portions of the news reports were balanced or neutral and appeared not skewed in favor of any direction or outcome across the four media systems. For example, 60.52% of the news from *Channels* was neutral or balanced, ditto 60.17% from AIT, 65.05% from CNN news, and 60.08% from Aljazeera. However, negative tonal treatment of news was marginally higher than positive, but this cut across all news categories and regions.

In terms of the time allotted, the performance was also similar across. The average time allotted to news was largely uniform. Apart from the sports, entertainment, business, and technology, the remaining categories were reported as *passing* news items. These four were generally regarded as soft or *harmless* news in the make-up of the foreign news. The four combined, took 33% of Channels' time, 35% of AIT, 30% of CNN, and 25% of Aljazeera. The hard news of crime/ terrorism, war, civil

unrest, natural disasters took approximately 10% of the time in the average news of the four networks. Unfortunately, viewers tend to remember or recall the negative news more (Oresanya, et al, 2017).

In terms of updates or rebroadcasts, we found that on the average that CNN rebroadcasted bad news more than any other network (12 times), followed by Channels (9 times), Aljazeera (7 times), and AIT (5 times). The same trend was observed with other genres - sports, technology, business, and entertainment – CNN (8 times), Channels (7 times), AIT (5 times), and Aljazeera (5 times). The middle ground items where politics, and diplomacy as the two constituted the least reported and least controversial variables. From qualitative analysis, it is visble that focus and the time allotted both in terms of broadcasts and rebroadcasts followed no so discernible pattern as to form a deliberate policy to skew news in a predetermined manner. The tonal analysis is presented below on Table 5.

Table 5 a & b: Tonal Analysis

Table 5a: Tonal Analysis: Channels and AIT

SEGMENTS	T	P	N	B	TV NETWORK
DIP	22	5	7	10	
POL	33	9	7	17	
BZ	64	21	5	38	
SP	98	15	2	81	
ND	14	0	6	8	CHANNELS
TEC	16	6	0	10	
ENV	14	3	4	7	
VCR/T	29	0	12	17	
ENT	31	5	2	24	
C/UR	19	6	8	5	
WR	45	4	25	16	
TOTAL	385	74	78	233	
DIP	28	10	5	13	
POL	39	14	8	17	
BZ	51	11	9	31	
SP	81	3	1	77	
ND	18	0	7	11	AIT
TEC	12	2	2	8	
ENV	22	6	9	7	

VCR/T	23	1	12	10	
ENT	28	8	5	15	
C/UR	18	6	4	8	
WR	39	5	17	19	
TOTAL	359	66	79	216	

Table 5b: Tonal Analysis: CNN and Aljazeera

SEGMENTS	T	P	N	B	TV NETWORK
DIP	42	5	15	24	
POL	41	14	17	10	
BZ	65	7	11	47	
SP	85	3	2	80	
ND	28	0	8	20	CNN
TEC	20	2	4	14	
ENV	20	3	5	12	
VCR/T	37	0	15	22	
ENT	18	0	0	18	
C/UR	28	17	5	6	
WR	48	11	9	28	
TOTAL	432	62	91	281	
DIP	46	11	17	18	
POL	34	7	12	15	
BZ	69	21	5	43	
SP	90	0	0	90	ALJAZEERA
ND	33	0	11	22	
TEC	13	4	0	9	
ENV	23	8	5	10	
VCR/T	41	0	26	15	
ENT	20	7	0	13	
C/UR	45	21	7	17	
WR	67	8	22	37	
TOTAL	481	87	105	289	

T = Total number of stories
P = Positive portrayal
N = Negative portrayal
B = Neutral portrayal

As Table 5a and Table 5b show, the pattern of reporting of international news by the four outfits is clearly too similar to detect any covert or overt biases based on any developed/developing world

dichotomy that has played out so prominently in the international

news flow controversy.

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Use of Online Learning Resources by Students: The Case of Crawford University, Nigeria

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Abstract: In the past, access to library holdings was through cabinet boxes via card catalogue system which took time and warped users. Not anymore. From the comfort of one's remote location, uninterrupted access to learning resources through the Online Public Access Catalogue (OPAC) system is now the standard. This study investigates the level of awareness and the use of OPAC services by the undergraduate students of Crawford University, Nigeria. Focus is on the challenges encountered and possible solutions. Findings from 115 respondents show that majority of the respondents, 81.8%, are not aware of the OPAC services, 97.3% heavily rely on the library staff and the shelf list to locate and retrieve library resources, 90.0% rely on their peers, 94.5% wander from one shelf to the other while 65.5% scatter the shelves before they find what they are searching for! Orientation and re-orientation of the students toward OPAC and publicity hold the key to a visible and optimum use of the system.

Keywords: Awareness, Use, Online Public Access Catalogue (OPAC), Undergraduate Students, retrieve, resources.

Introduction

Librarians use globally accepted rules and classification schemes to catalogue, classify and organize library holdings, but this varies with the type of library. Therefore, every library resource has a unique call number or class mark given to it to ensure that subjects are either grouped together, differentiated or separated accordingly to ensure easy access.

The Online Public Access Catalogue (OPAC) became operational following the rapid advancement in information and communication technologies, automation, digitalization and development of social networks in 1970's. Before then, access to library holdings were basically through cabinet boxes, either by subject, title, or author. The cards were usually in 3x5 inches with the bibliographical information of the resources entered on them and filed into the cabinet boxes. They were the directories, the bibliographical list of holdings and pointers to where the resources are available in the library. Users were expected to search through the cabinet boxes or check the book catalogues to be able to locate what they wanted on the shelf.

OPAC is a software package for library holdings. It is an online database for learning resources held by a library or group of libraries, which provide the platform for users to search and locate books and other materials that are physically available in the library. Many libraries do develop a software package for their OPAC services while others install or adapt existing ones to suit their collections. Kumar (2010) recommends that libraries should develop and maintain integrated OPAC with both internal and external resources as well as printed and other formats of knowledge. Some libraries' OPAC are internet-based and can be accessed globally. Others are installed on stand-alone computers and can be accessed remotely offline via an intranet. Tanja & Maja, (2008) note that while global online clients such as Elsevier, Google Scholar and Amazon are significant learning resource depositories operating on the Web 2.0 technologies, OPAC still has its own advantages in the era of internet.

For any university to thrive, there must exist students who learn, study and acquire knowledge. There must also be a group of staff (academic and non-academic) who instruct, teach, motivate and examine students as well as evaluate learning outcomes, carry out research and discover new ideas, theories and principles. However, the aims of the students and staff in a University environment cannot be fully achieved without a well-staffed and stocked library that is saddled with

the responsibility of ensuring that learning resources are acquired from time to time, processed and made accessible to users. Onuoha, Umahi & Bamidele (2013) note that no university program can be accredited without a well built and well stocked library. Lena (2008) discusses the usability of OPAC systems in large libraries with a color-coded classification system showing the status of the book likes the green highlight for available books, yellow highlight for borrowed books and red highlight for reference copies.

Statement of the Problem

Awareness promotes usability (Morah & Omojola, 2011) and accessibility with regard to the usage of library. Rarely can one benefit from resources he or she does not have prior knowledge of. The first of five laws proposed by respected Indian librarian Ranganathan (Srivastava, 1977) emphasizes the important of every book but asserts that there are certain books in the library that would never get used simply because the user does not have knowledge of their existence and availability in the library. Moreover, the awareness is not limited to resources but also to the means by which those resources can be located. This work investigates OPAC's access to library resources in Crawford University, Nigeria.

The university did not its own but had adapted an OPAC service for easy access to its collections. Two terminals points were made available for this purpose. The major searching options are subject, author, and title, International Standard Book Number (ISBN), International Standard Serial Number (ISSN) and publishers. The OPAC only provides access to the bibliographical record of the resources and not the full text of the content of the resources as indicated earlier. By making access to library holdings easy, OPAC saves the time of readers and eliminates all the shortcomings of catalogue boxes.

However, in spite of OPAC, students of some Nigerian universities that use the system have complained they find it difficult accessing books, journals and other materials through it. Crawford, a typical private university in Nigeria, is not exempt from the challenge. This elicited our interest to investigate the profile of users' awareness, use, challenges faced by the few who have access and suggest possible ways to tackle those challenges.

Rationale for the Study

The advent of computer and ICT technologies brought about enormous changes in library practice. OPAC is one of the most widely used cataloguing formats. It enables librarians to store

bibliographic records in a database. Many university libraries and other institutions of academic orientation prefer the OPAC system because of the claims of its flexibility, up to date and easy to use functions as well stress-free maintenance. However, the claim of some students that they find it difficult to access the system counters the software developers' claims and put the system to the test. Incidentally, students constitute the largest set of OPAC's target users. The students' worries should be investigated with a view to finding solutions to them. Jia & Cathy (2008) in their research attempted to find answers to the following questions: Why is the OPAC ineffective? What can libraries and librarians do to deliver an OPAC that is as good as search engines to serve their users in a better way? In this study we domesticate some of these questions to Nigeria and particularly Crawford University as a way of widening solutions to the challenges and expanding the literature on the subject.

Research Questions

To support the objectives of this research, four research questions were formulated thus:

- What is the extent at which students of Crawford University are aware of the OPAC service?

- What are the methods used by students of Crawford University in retrieving resources from the University Library?
- What are the challenges faced by students of Crawford University when using the OPAC?
- What are the possible solutions to the challenge affecting the awareness and use of the OPAC by students of Crawford University?

Literature Review

Sales (2004) affirms that the card catalogue was the most widely used type of catalogue until the early 1990s. Entries were divided into author cards, title/series cards, and subject cards and alphabetically arranged within each category. Studies by Kao (2001) reveal that the OPAC provides wider access, since users can retrieve information from any participating library or even search online from their home computer. Madu (2004) perceives the OPAC as a system that allows the user to quickly and effectively search the computer-held files of the library/libraries. According to Sanni & Idiodi (2004), OPAC enhances cataloguing procedures in libraries, thereby making the retrieval information resources more effective. Aina (2004) states that OPAC is the most modern form of library catalogue, whereby

bibliographic records of all the documents in a collection are stored in the computer memory disk. Guha & Saraf, (2005) add that the system allows users to access resources of libraries, publishers, and online vendors with ease.

Ruzegea (2012) describes the awareness of OPAC as the knowledge of it, stressing that this is the first step to the usage of literature materials and other relevant information inside and outside the library. This view is supported by Oresanya et al. (2017). Nisha & Naushed (2011) describe the awareness of OPAC as the degree of users' knowledge and availability of the services and the extent made use of them. Fati & Adetimirin (2015) emphasize that setting up an OPAC without the target user being sensitized about the purpose, functions, and benefits can be considered a waste of resources. To corroborate this, Ebiwolate's study (2010) reveals that majority of the undergraduate students in Niger Delta University, Nigeria were not aware of the library catalog and its uses. Another research carried out on Babcock University by Bamidele, Omeluzor, Onoyeyan & Aluko-Arowole (2014) reveals that 71.4% of the respondents were not aware that they could retrieve call numbers of resources they needed before going to the library.

Fabunmi & Asubiojo (2013) investigated the awareness and use of OPAC by Students of Obafemi Awolowo University, Ile-Ife (in Nigeria) and found out that 68.7% of respondents were aware of the OPAC service but only 19.8% actually used it. About 51.9% undergraduate and 16.2% postgraduate students did not use OPAC at all, owing to irregular electricity supply, network failure and shortage of OPAC terminals.

The study of Onuoha, UmahIi & Bamidele, (2013) on the use of OPAC among final year students of Redeemers University (RUN) and University of Agriculture (UNAAB) in Nigeria shows that 75.38% and 49.5% from RUN and UNAAB respectively did not use OPAC. Mulla and Chandrashekara (2009) investigated why target users did not use OPAC. Their report shows that 91.06% complained of shortage of terminal point in the library while 55.69% were not interested due to lack of awareness of the OPAC service. Asari & Amita (2008) conducted a study on awareness and use of OPAC in five Delhi libraries and discovered that not many of the users were aware of the expert search function in the system. The research carried out by Mansor (2007) on *Heuristic Evaluation of Interface Usability for a Web-based OPAC* at the IIUM University Library discovered that there was a

lack of visibility of interface status in IIUM Web PAC interface. Mansor also notes that the most obvious weakness of the interface is the lack of a proper messaging system to inform users on the system's status during delays, as reported by 60% of respondents.

Bemidele, Omeluzor, Onoyeyan & Aluko-Arowole (2014) state that the awareness and use of OPAC are low and attribute the problem to unstable software application, erratic power supply, and insufficient funds to support automation projects. In the same vein, Fabunmi & Asubiojo (2013) outline irregular power supply, network failure and the shortage of computer systems designated for OPAC as inhibiting factors against the use of OPAC. Yusuf (2012) identifies lack of awareness in the community of library users, low familiarity with the use of software, shortage of terminals and poor electricity supply among others as the hindrances to the use of OPAC. Ifijeh (2011) recommends publishing and distribution of handbills, placing posters in strategic places, mailing list programs, use of billboards and library awareness programs for all students to boost users access.

Method

The descriptive survey design was adopted for the study. The undergraduate students of Crawford University constituted the population of the study. There were approximately 1,200 undergraduate students as at April, 2017 when this information was sourced from the Registry of the university.

Stratified random sampling technique was deployed to select 10% of the total population, bringing the total sample size to 120. This figure correspondent to the copies of structured questionnaire that were administered, 115 were returned, out of which, only 110 were found useful for the investigation. The questionnaire was titled the *Awareness and Use of OPAC services in Crawford University Library.* It had two sections. The section A captured the demographic data while section B consisted of variables on awareness and use of OPAC services. We agreed that simple percentages were good enough to exhibit the outcome expected.

Data Presentation

Table 1: Frequency of questionnaire representing respondents' department

Departments	*f*	%
Mass Comm.	7	6.4
Pol. Sci. & Int. Rel.	14	12.7
Accounting & Fin.	15	13.6
Economics	9	8.2
Bus. Admin.	5	4.5
Sociology	5	4.5
IRPM	9	8.2
Computer Sci/ ICT	7	6.4
Physics/ Elect	5	4.5
Bio. Chemistry	7	6.4
Micro Biology	13	11.8
Geology	6	5.5
marketing	4	3.6
public administration	4	3.6
Total	110	100.0

Table 1 indicates that the departments of *Accounting and Finance* had the highest number of respondents with 15 (13.6%) among the 14 departments in this study, the departments of *Geology* and *Marketing* had the least number of respondents with 6 and 4 respectively.

Table 2: Frequency of questionnaire retrieved from the colleges

Colleges	*f*	%
CBSS	71	64.5
CNAS	39	35.5
Total	110	100.0

Table 2 indicates that College of Business and Social Sciences (CBSS) had the highest respondents with 71 (64.5) while the College of Natural and Applied Sciences had 39 (35.5) respondents.

Table 3: Frequency of questionnaire showing students level

Students Level	f	%
100	7	6.4
200	23	20.9
300	47	42.7
400	33	30.0
Total	110	100.0

Table 3 indicates that 300 level students have the largest number respondents 47 (42. %) while the 100 level students have the least respondent 7 (6.4%).

Table 4: Awareness of OPAC services

	Variables	Yes	%	No	%
1.	I am aware that Crawford University Library offers OPAC services	33	30.0	77	70.0
2.	I use the OPAC to locate resource in the library	9	8.2	101	91
3.	I am not aware of OPAC services in Crawford University Library	90	81.8	20	18.2
4.	I am aware of OPAC services but not familiar with its operations	29	26.4	81	73.6

Table 4 above clearly indicates that 90 (81.8%) of the respondents were not aware of the existence of OPAC services in the library.

Table 5: How do you access and retrieve materials from Crawford University Library?

	Variables	Yes	%	No	%
1.	I seek assistance from the librarian	107	97.3	3	2.7
2.	I use the shelf list	107	97.3	3	2.7
3.	I search through from one shelf to another until I get what I want.	104	94.5	5	4.5
4.	I seek help from my peers	99	90.0	11	10.0
5.	I scatter the shelves until I get what I want.	72	65.5	38	34.5

Table 5 reveals that 107 (97.3 %) retrieve library materials through the

assistance of librarians and shelf list respectively.

Table 6: What are the challenges affecting the use of OPAC services

	Variables	Yes	%	No	%
1.	I don't usually get feedback on my searches	60	54.5	50	45.5
2.	Inadequate access terminal points	97	88.2	13	11.8
3.	The OPAC is not user- friendly	95	86.4	15	13.6
4.	Instability power supply	104	94.5	6	5.5
5.	Inadequate users' education and orientation programs	106	96.4	4	3.6
6.	Why the OPAC? Google solves all my academic problems	103	93.6	7	6.4
6.	Lack of technical support	92	83.6	83.6	83.6
7.	Network failure	102	92.7	8	7.3
8.	The OPAC requires user id and password and I don't know the user id and password	103	93.6	7	6.4

Table 6 reveals that 106 (96.4%) of the respondents agreed that inadequate user education and orientation programs constitute the major threats to the use of OPAC. 104 (94.5) attributed their hindrances in use of OPAC to lack of adequate electric power supply. 103 (93.6%) claimed that Google solved their academic content search, so no need for OPAC. This is in spite of the claim that doubts search engines in this capacity (Omojola, 2012) Another 103 (93.6) revealed that the challenge they had

with the OPAC was that the OPAC required user ID and password and they did not provide them. 102 (92.7) indicated that their inability to use the OPAC was as a result of network failure; 97 (88.2%) blamed the inability to use OPAC on inadequate access terminal points, 95 (86.4%) claimed OPAC was of no use because the system was not user-friendly, while 60 (54.5%) attributed their grouse to unproductive outcome in their previous searches on OPAC.

Table 7: Possible solutions to the challenges of awareness and use of (OPAC) in Crawford University Library?

	Statements	Yes	%	No	%
a.	Organize regular and continuous user education	104	94.5	6	5.5
b.	Teach the Use of OPAC as part of GST course in one hundred level	106	96.4	4	3.6
d.	Publish and circulate memo among the students on step by step approach on how to use OPAC services,	103	93.6	7	6.4
e.	Place public notices informing the students about the existence of OPAC services in bulletin boards and strategic places around the campus	104	94.5	6	5.5
F	Compulsory library user's education programs for all new students	108	98.4	2	1.6

The result in table 7 clearly indicates that majority of the respondents supported the suggestions presented as the required solution to the challenges affecting the awareness and use of OPAC in Crawford university, Nigeria.

Discussion of Findings

As a recap, the students of *Accounting and Finance* department had the highest number of respondents with 15 (13.6%) among the 14 departments in this study. *College of Business and Social Sciences (CBSS)* had the highest respondents with 71 (64.5%) while the *College of Natural and Applied Sciences* had 39 (35.5%) respondents. 300 level students had the largest number of respondents 47 (42. %). From the findings, 90 (81.8%) of the respondents were not aware of the existence of OPAC

services in the University library. These findings largely uphold those of Ebiwolate (2010) which revealed that majority of the undergraduate students in Niger Delta University were not aware of the library catalogue and its uses. They also validate the claims of Bamidele, Omeluzor, Onoyeyan & Aluko-Arowole (2014) on the ignorance of respondents. Their report had shown that 140 (71.4%) of their respondents were not aware that they could retrieve call numbers of books they would need on OPAC before going to the library.

The result of the research further shows that 107 (97.3 %) retrieved library materials through the assistance of librarians and shelf list respectively. This also supports the findings of Kannapanavar & Manjunatha (2010) that 48.8% of

the users consulted the librarian and library staff to locate documents in the library. This means that 104 (94.5%) searched through from one shelf to another until they got what they wanted, 99 (90.0%) sought help from their peers, while 72 (65.5%) would get the shelves scattered until they got what they wanted. All these could be attributed to the suggestion that the students were not comfortable or satisfied using the OPAC services. This finding also supports the claims of Onuoha, UmahIi & Bamidele (2013) that revealed poor OPAC utilization among respondents from RUN (75.38%) and UNAAB (49.55%) where almost half of the study respondents confirmed that they did not use the OPAC at all.

The result in Table 7 indicates that majority of the respondents supported the suggestions presented as the required solution to the challenges affecting the awareness and use of OPAC in Crawford university. The result was in line with Ifijeh (2011) who suggested publishing and distribution of handbills, placing posters in strategic places, milling list programs, use of billboards and library awareness programs such as library week or library orientation for all incoming students. The result also corroborates with the findings of Ebiwolate (2010) who recommended that there should be

high-quality user education; orientation programs and demonstrations on the use of catalogue as the solution to the problems encountered by library user in using the catalogue.

It is evident that the findings of this study align succinctly with those of several studies that have been cited. The question then arises: what have university authorities in Nigeria done to address the issues raised in these findings? Literature is scanty on the efforts at addressing these issues. In the event that some universities have done some work in solving the problems associated with OPAC, then the findings on the efficiency of the policies and actions that have been formulated and executed to this end should be published and made public. This is necessary to enable scholars and observers properly evaluate those policies and actions to determine how reliable they are and whether they can be adopted elsewhere or not.

Conclusion and Recommendations

From the findings of this study, the following recommendations are made.

1. Lack of awareness remains the major reason for the low level of OPAC utilization by the respondents. Sensitization programs such as, orientation talks, users' education,

demonstrations on the use of OPAC, publishing and circulating handbills, placing adverts on boards and digital screens (Morah & Omojola, 2014) in public and strategic places around the campus, banners and radio jingles should be adopted to create awareness. Hopefully many universities have radio stations that can help tremendously in this regard.

2. Library staff should be trained and re-trained to handle the issues of technical know-how.

3. Standby generator should be acquired to handle the issues of power failure.

4. More terminal access points should also be made available to eliminate the challenges of queuing;

5. OPAC software should be designed in a simple way in order to make it user-friendly.

6. In the event that efforts have been made to tackle the challenges that have been identified, the time is now for scholars to explore these efforts and make their findings public.

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