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**UTILIZATION OF SOCIAL MEDIA FOR EFFECTIVE JOURNALISM
PRACTICE BY BROADCAST JOURNALISTS IN KWARA STATE, NIGERIA:
AN ASSESSMENT**

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Abstract

The practice of journalism across the world has been greatly affected with the evolution of social media to the effect that journalists could not efficiently practice today without its usage. However, in spite of the usefulness of social media in the present day journalism practice, couple with the fact that it has become the most preferred platform in accessing daily news by the citizens, there is inadequate studies in this area of research in Kwara State, Nigeria. Thus, this study examined the utilization of social media for effective journalism practice by the broadcast journalists in Kwara State, Nigeria. The descriptive research of the survey type was adopted. The population comprised of 154 journalists while a total enumeration was used out of which 133 responded to the questionnaire representing (86.36%). The findings revealed that the most utilized social media tools were Facebook 133 (100%), Twitter 133 (100%), WhatsApp 133 (100%), YouTube 133 (100%), Instagram 129 (96.99%) and Flickr 124 (93.32%) while usage has improved the speed of news production 133 (100%), reaching out to people in position of information 133 (100%), news and stories verification 126 (94.74%). Lack of gatekeepers 133 (100%), lack of credibility of stories 133 (100%) and ethical problems 126 (94.74%) were the constraints to utilization. The study concluded that the journalists reflected daily usage of social media tools while usage has positively improved journalism practice. It therefore recommended that journalists should consider usage of other social media tools for more effective journalism practice.

Keywords: Social Media; Broadcast Journalism; Broadcast Journalists; Kwara State, Nigeria

Introduction

Journalists demand, gather and consume a great deal of information in order to manufacture their products, which is news. They need large volume of current and

authoritative information and have a shortage of time to gather this information due to the nature of their job, which is built on deadline (Olarongbe, 2016). That is why they want only what is easily accessible in order to decrease the time spent on search for information. However, the emergence of social media (SM) has greatly impacted journalism practice especially the way information is accessed and used. Journalists now have available to them different types of social media tools, which could be accessed and used at the convenience of their homes or offices. SM is known as the platform created or designed using highly accessible and scalable publishing techniques, which include Facebook, Twitter, Wikipedia, YouTube, MySpace, Badoo, 2go, BlackBerry Messenger, Google+, and many others to communicate and share information (Aun, 2013). It therefore encompasses Web-based networks and tools that allow users to create and share information. They are distinct from traditional media such as newspaper, magazine, television, radio, and film as they are comparatively inexpensive and accessible to enable anyone to publish or access information.

Furthermore, SM is now considered the foremost tool that is used for carrying out journalistic tasks. With its evolution, journalists could no longer function very well today without its usage. It is now considered a more of blessing by the journalists across the world because it offers them opportunities that can aid the journalistic process of gathering and disseminating information faster (Asekun-Olarinmoye, Sanusi, Johnson & Oloyede, 2014). In other words, social media have brought many opportunities to journalism because they no longer rely on libraries to obtain information and conduct researches except on few occasions. Focusing on the impact of SM on journalism practice, Ismail (2012) emphasized its interactive features, which give the audience the opportunity to comment, give feedback or even vote on issues. This development has enabled journalists to move closer to engaging with their audience and changing news production and processes. Esipisu and Kariithi (2007) opined that this new media has challenged the traditional meaning of journalism because many media houses are forced to adopt social media tools or they rather stay backward. On the generation of news many journalists have heavily relied on social media to develop the content of their news through the platforms afforded by the digital media (Didiugwu, Ezugwu, & Ekwe, 2015).

Most importantly, the influence of SM on journalism practice cannot be overlooked. Its arrival has certainly altered the way journalists work in terms of news gathering and dissemination. Usage of SM has created a dependency among journalists and many of them are so much attached to social media tools, which imply that they have become strong channels of sourcing for information. Many journalists are now growing more sophisticated in the use of SM tools to source for news while some are less positive about some of the ways they could affect their journalistic activities, especially their productivity and the quality of their work (Ismail, 2012). However, despite the numerous benefits of SM, there is need to be cautious in its use because it can be difficult to verify whether the information on SM is true or not. From the foregoing, it is relevant to say that usage of social media tools by journalists could increase the speed at which information is transmitted and gathered, thus enhances news gathering and dissemination. Furthermore, review of the literature has revealed that there is scarcity of studies on utilization of social media tools by journalists in Nigeria in spite of its usefulness in the present day journalism endeavour (Didiugwu, Ezugwu, & Ekwe, 2015; Nwammuno &

Ekwugha,2013). This study therefore examined the utilization of SM tools for effective journalism practice by the broadcast journalists in Kwara State.

Objectives of the Study

The main objective of this study was to assess the utilization of social media tools by broadcast journalists in Kwara State for effective journalism practice. The specific objectives were to:

- i. determine the awareness of social media tools by broadcast journalists in Kwara State;
- ii. ascertain the extent of social media tools utilization by broadcast journalists in Kwara State;
- iii. examine the influence of social media tools usage on broadcast journalism practice;
- iv. determine the level of satisfaction of journalists with the use of social media tools; and
- v. identify the constraints to the utilization of social media tools by broadcast journalists in Kwara State.

Research Questions

Five research questions were raised and answered:

- i. Are journalists aware of social media tools?
- ii. To what extent do the journalists use social media tools for their job?
- iii. What influence does utilization of social media tools have on broadcast journalism?
- iv. What is the level of journalists' satisfaction with the use of social media tools? and
- v. What are the constraints to utilization of social media tools by the journalists?

Review of Related Literature

There is no doubt that the emergence of social media (SM) has brought about changes in the broadcasting journalism. This new development has greatly altered the information environment of journalists all over the world in terms of the way information is accessed and used. Many journalists around the world have substantially embraced SM in the practice of journalism. Several studies conducted in Europe (Mercier, 2012; Jeanne-Perrier, 2012; Pelissier & Diallo, 2013; European Commission, 2012) and the United States of America (Armstrong & Gao, 2010) reported that journalists have increasingly tend to apply SM tools into their daily work routines. However, according to Nwanne (2016), Didiugwu, Ezugwu and Ekwe (2015), Nwammuno and Ekwugha (2013) the level of adoption and usage of SM tools by journalists in Nigeria is low compared to journalists in the developed countries. Nevertheless, research findings in Nigeria showed that there is constant growth in the awareness and interest of journalists in adopting social media (Aun, 2013). The reasons for this have not been adequately documented in the literature. This perhaps may be due to the problem of lack of adequate infrastructure and access, problem of authenticity of stories and so many others.

Furthermore, SM is a Web-based tool, which allows users to create and share contents. It also refers to the use of Web-based and mobile technologies to turn communication into interactive dialogue and they can take many different forms, including Internet forums, Weblogs, Social Blogs, Wikis, Podcasts, Photographs or Pictures, Video and Social bookmarking and it is being used by journalists in their work across the globe (Okon & Eleba, 2013). This is because it offers opportunities that could aid journalistic process especially in the areas of news sourcing and verification of stories. It also has the capability that allows the journalists to identify and approach people that would otherwise be difficult to find. This could be unconnected to the fact that SM are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multi-media mix of personal words, pictures, videos and audio (Bruce & Anderson, 2008). Examples of social media tools include; Facebook, Twitter, YouTube, BlackBerry Messenger, Flickr, Word Press, Blogger, Badoo, Live Journal, Wikipedia, Type Pad, Second Life, Lulu, and many others. All these appear in many forms including blogs and micro blogs, forums, and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, data, content, image, video sharing, podcast portals and collective intelligence (Aun, 2013).

Andrew (2010) explored the impact of social media on the journalists' work and found that usage has made their work more efficient in a number of exciting ways, citing an example of how an investigative reporter, with the aid of social media, is able to carry out her work by capturing contents shared on social networks to enrich her stories and sometimes even make use of the virtual audience to help them find out about an issue. It was also found that SM is mostly used for two main strategies; to stay up-to-date on current events and to follow conversations and communications by professionals. In addition, the researcher also found that even though SM have become popular, TV remains the dominant news source, with 71% of the respondents favoured television broadcast. This implies that the embracement and usage of SM is still very low. However, it was also found that the younger generation of journalists lack patience and they require speedy news and information. Apparently, that explains why they rely on SM to obtain the information they need.

Similarly, Ismail (2012) found out that except for few exceptions, Nigerian journalists are excited about the new opportunities SM have offered to them in terms of aiding them to carry out their tasks of news monitoring and gathering with ease. Journalists are now able to explore various sites on regular basis like their counterparts in the developed countries. They also monitor what citizens, journalists and newsmakers post on their Twitter handle, Facebook timeline, YouTube, LinkedIn, Blogs and other Social media tools. The researcher used qualitative approach in his study by interviewing some Nigerian journalists working with different media houses on their view of social media in relation to their duties. Nine out of the 12 journalists interviewed said that social media aid them to gather news, disseminate and interact with their audience and that social media have brought about "tremendous benefits to them". This implies that journalists in Nigeria are now regarding SM the foremost tool that is used for journalistic process. Also, the other three journalists said that social media cause more harm than good on journalism, pointing out that some stories published on social network are

unverified and some defamatory in nature, which is contrary to the ethical code of the press.

In another related study, European Commission (2012) found that the frequency with which journalists access social media for work and the estimated amount of time that they spend on it varied. At one end is a group of journalists who are continuously connected to social media and at the other end those who log on and off several times a day. In terms of approaches to social media, they used SM both in a passive and active manner. It is clear that the most important sources are Facebook, Twitter, YouTube and blogs. Since the credibility of information is very important to journalists, the study found that the social media content by government services or institutions are regarded as trustworthy, compared with information by individuals or businesses that are regarded as more untrustworthy. The main reason for this is that the source behind the information is known and regarded as credible. The study further found that the primary use of social media is around the broader process of compiling stories, promoting them and getting feedback from the public. That is why social media is regarded as extremely useful and easy to use apart from concern raised regarding the credibility of the information. Furthermore, Adigwe (2012) found that 100% of the journalists surveyed asserted that social media have improved the processes involved in news. In terms of the most common types of social media tools used by the journalists, it was found that Facebook, Twitter, and YouTube were favoured by the respondents. Similarly, European Commission (2012) found that the most prominent types of social media tools used by journalists in their work are Facebook and Twitter. However, a clear distinction is made between the use of Facebook and Twitter. Facebook is used for both work-related and privately while Twitter is predominantly used for work-related tasks.

In terms of challenges and barriers, reliability and credibility of information are the greatest risk or danger of using social media by the journalists. Aun (2013) identified lack of gatekeepers, lack of interpretation, privacy concern, information overload, credibility, authority and ethical code as constraints in using SM. There are gatekeepers in the mass media but social networks such as Facebook, Twitter, YouTube have no gatekeepers. The implication of this is that there is going to be the problem of overloading the system with unwanted, unrequested, trivial and irrelevant information. Similarly, to maintain private information will be very difficult because it raises a number of privacy concerns. Journalists could stumble into personal information of individuals, politicians, government officials and organizations particularly on the social media sites, which have raised a lot of concerns. Also, there is a problem of information overload with the use of social media because different categories of people post information online and the credibility of the information posted are questionable. Therefore, there is need for regulation because it seems that the new media have out-spaced regulation and legislation in the information profession, especially the copyright law and ethical code of the press (Chukwu, 2014). From the foregoing, it is evident that journalists in Nigeria are now embracing SM tools more than ever before because of its benefits over the conventional information sources. Review of the literature showed that usage is still very inadequate compared to journalists in the developed countries (Didiugwu, Ezugwu & Ekwe, 2015). This could be due to numerous challenges identified in the literature. It was also revealed that not many studies have been conducted in this area of research

especially in Kwara State. To this end, the study examines the utilization of social media tools for effective journalism practice by the broadcast journalists in Kwara State, Nigeria.

Methodology

The study adopted a pure quantitative method of the survey design. All the seven broadcast media houses in the state were covered; two television stations and five radio houses. The population comprised of 156 journalists while a total enumeration was used. The justification was based on suggestion of Watson (2001) that if population is considered manageable, it may be preferable to use a total enumeration because it has a high level of accuracy and a complete statistical coverage. Furthermore, self-designed survey questionnaire was used for data collection. Each copy of the questionnaire was numerically coded so that it would be possible to determine the return rate. Of 154 copies of questionnaire distributed, 133 copies representing (86.4%) were returned and found useable for data analysis. Self-administration of the questionnaire by the researchers contributed to the high response rate achieved. Data analysis was done using descriptive statistics by converting frequencies to percentages.

Data Analysis

Table 1: Distribution of respondents and their response rate

Media House	Total Number of Administered Questionnaire	Total Number of Returned Questionnaire	% Response Rate
Harmony FM, Idofian	25	24	96.00
Kwara State Television, Ilorin	22	18	81.82
Nigeria Television Authority (NTA), Ilorin	27	25	92.59
Okin FM, Ijagbo	18	16	88.89
Radio Kwara, Ilorin	29	22	75.86
Royal FM, Ilorin	20	18	90.00
University of Ilorin (Unilorin) FM, Radio, Ilorin	13	10	76.92
Total	154	133	86.4%

Table 1 reveals information regarding distribution of the respondents and their response rate. The table shows that out of 154 respondents, Radio Kwara, Ilorin contributed the highest number of respondents with 29, followed by Nigeria Television Authority (NTA), Ilorin with 27 while Unilorin FM Radio, Ilorin contributed the lowest number of respondents. This was expected because Radio Kwara and NTA, Ilorin constitute the largest broadcast radio houses in the state while Unilorin FM radio is the smallest. In terms of the response rate, Harmony FM, Idofian had the highest response rate of 96.00%, followed by NTA, Ilorin with 92.59% and Royal FM, Ilorin with 90.00% while Radio Kwara, Ilorin had the lowest response rate of 75.86%. The overall response rate was 86.36%, which was considered high.

Table 2: Demographic characteristics of the respondents

Variables	Characteristics	Count	Percentage
Gender	Male	82	61.65
	Female	51	38.35
	Total	133	100
Age	46 years or above	8	6.02
	Between 41-45 years	13	9.77
	Between 36-40 years	18	13.53
	Between 31-35 years	25	18.80
	Between 26-30 years	54	40.60
	Between 20-25 years	15	11.28
Total		133	100
Qualification	Diploma/National Diploma (ND)	68	51.13
	Higher National Diploma (HND)	12	9.02
	Bachelor Degree	40	30.08
	Postgraduate Diploma	8	6.02
	Master's Degree	5	3.76
	Ph.D.	0	0.00
Total		133	100
Area of Journalistic Assignment	Specialized assignment	18	13.58
	Beat	32	24.06
	General assignment	75	56.39
	Entertainment	8	6.02
Total		133	100
Year of Experience	Below 5 years	24	18.05
	More than 5 but less than 10 years	65	48.87
	More than 10 but less than 15 years	21	15.79
	More than 16 but less than 20 years	15	11.28
	More than 20 but less than 25 years	5	3.76
	26 years or more	3	2.26
Total		133	100

Table 2 presents the demographic characteristics of the respondents. The distribution, according to gender, shows a male dominance 82 (61.65%) over the females 51 (38.35%). Age distribution reveals that respondents within the age bracket of '26-30' years dominated with 54 (40.60%). It was distantly followed by the respondents within the age bracket of '31-35' years 25 (18.80%) while respondents within the age bracket of '46 years or above' constituted the minority with 8 (6.02%). Regarding the respondents' educational qualifications, there was slight predominance of respondents with National Diploma 68 (51.13%), distantly followed by respondents with Bachelor Degree 40 (30.08%) while none of the respondents had Ph.D. Regarding their areas journalistic assignment, the majority of the respondents 75 (56.39%) were covering general assignment, followed by 32 (24.06%) of the respondents covering beat while 8 (6.02%)

were mainly covering entertainment news. Furthermore, 65 (48.87%) of the respondents had more than 5 but less than 10 years of working experience, 24 (18.05%) had below 5 years of experience, while only 3 (2.26%) had up to 26 years or above of working experience.

Obj. 1: Journalists' awareness of social media tools

Table 3: Respondents' awareness of social media tools

Social Media Tools	Aware	Not Aware	Total
Blogs	122 (91.73%)	11 (8.27%)	133 (100%)
Delicious	69 (51.88%)	64 (48.12%)	133 (100%)
Facebook	133 (100%)	==	133 (100%)
Flicker	133 (100%)	==	133 (100%)
Google Plus	121 (90.98%)	12 (9.02%)	133 (100%)
Instagram	133 (100%)	==	133 (100%)
Library Thing	56 (42.11%)	77 (57.89%)	133 (100%)
LinkedIn	133 (100%)	==	133 (100%)
MySpace	21 (15.79%)	112 (84.21%)	133 (100%)
Pandora	58 (43.61%)	75 (56.39%)	133 (100%)
Photobucket	34 (25.56%)	99 (74.44%)	133 (100%)
RSS	29 (21.80%)	104 (78.20%)	133 (100%)
Skype	125 (93.98%)	8 (6.02%)	133 (100%)
Twitter	133 (100%)	==	133 (100%)
Vimeo	12 (9.02%)	121 (90.98%)	133 (100%)
WhatsApp	133 (100%)	==	133 (100%)
Wikis	133 (100%)	==	133 (100%)
Word Press	35 (26.32%)	98 (73.68%)	133 (100%)
YouTube	133(100%)	0 (0.00%)	133 (100%)

Table 3 provides information on awareness of social media tools by the respondents. The table shows that the respondents are aware of eleven out of nineteen social media tools provided; Blogs 133 (100%), Facebook 133 (100%), Flickr 133 (100%), Instagram 133 (100%), LinkedIn 133 (100%), Twitter 133 (100%), WhatsApp 133 (100%), Wikis 133 (100%), YouTube 133 (100%), Google Plus 121 (90.98%) and Skype 125 (93.98%). Furthermore, the respondents were not aware of following social media tools; Vimeo 12 (9.02%), MySpace 112 (84.21%), RSS 104 (78.29%), Photobucket 99 (74.44%), Word Press 98 (73.68%), Library Thing 77 (57.89%) and Pandora 75 (56.39%). The results here shows that the respondents are greatly aware of several types of social media tools available to them for use, especially the most common and popular types of social media tools such as Facebook, Twitter, Instagram and WhatsApp.

Obj. 2: Extent of social media tools utilization by the journalists

Table 4: Extent to which respondents use social media tools

Social Media Tools	Extent of Use				
	Daily	Weekly	Monthly	Never	Total
Blogs	72 (54.14%)	34 (25.56%)	20 (15.04%)	7 (5.26%)	133 (100%)
Delicious	9 (6.77%)	14 (10.53%)	68 (51.13%)	42 (31.58%)	133 (100%)
Facebook	133 (100%)	=	=	=	133 (100%)
Flicker	124 (93.23%)	9 (6.77%)	=	=	133 (100%)
Google Plus	99 (74.44%)	34 (25.56%)	=	=	133 (100%)
Instagram	129 (96.99%)	=	4 (3.01%)	=	133 (100%)
Library Thing	=	=	23 (17.29%)	110(82.71%)	133 (100%)
LinkedIn	101 (75.94%)	=	32 (24.06%)	=	133 (100%)
MySpace	=	23 (17.29%)	19 (14.29%)	91 (68.42%)	133 (100%)
Pandora	=	5 (3.76%)	=	128(96.24%)	133 (100%)
Photobucket	=	=	=	133 (100%)	133 (100%)
RSS	11 (8.27%)	=	=	122(91.73%)	133 (100%)
Skype	31 (23.31%)	23 (17.29%)	79 (59.40%)	=	133 (100%)
Twitter	133 (100%)	=	=	=	133 (100%)
Vimeo	=	=	=	133 (100%)	133 (100%)
WhatsApp	133 (100%)	=	=	=	133 (100%)
Wikis	117 (87.97%)	16 (12.03%)	=	=	133 (100%)
Word Press	16 (12.03%)	37 (27.82%)	=	80 (60.15%)	133 (100%)
YouTube	133 (100%)	=	=	=	133 (100%)

Table 4 provides data on the extent to which respondents use social media tools. The table reveals that Facebook 133 (100%), Twitter 133 (100), WhatsApp 133 (100%), YouTube 133 (100%), Instagram 129 (96.99%), Flicker 124 (93.23%), Wikis 117 (87.97%), LinkedIn 101 (75.94%) and Google Plus 99 (74.44%) were the type of social media tools the respondents used on daily basis. Skype 79 (54.40%) and Delicious 68 (51.13%) were being used on weekly basis while Photobucket 133 (100%), Vimeo133 (100%), Pandora 128 (96.24%), RSS 122 (91.73), Library Thing 110 (82.71%), MySpace 91 (68.42%) and Word Press 80 (60.15%) were never used by the respondents. The results here imply that journalists use social media tools on a daily basis, which could be linked to a great extent of utilization.

Obj. 3: Influence of social media tools utilization on broadcast journalism practice

Table 5: Influence of Social Media Tools Utilization on Broadcast Journalism Practice

Items	SA	A	D	SD	Total
It transforms the way journalists break news	67 (50.38%)	45 (33.83%)	21 (15.79%)	==	133 (100%)
It helps to promote stories already broadcast	73 (54.89%)	41 (30.83%)	19 (14.29%)	==	133 (100%)
It makes news sourcing and verification easier	49 (36.84%)	77 (57.89%)	5 (3.76%)	2(1.50%)	133 (100%)
It offers instant feedback from the audience	34 (25.56%)	57 (42.86%)	42 (31.58%)	==	133 (100%)
It makes reaching out to people in position of information easier	46 (34.59%)	87 (65.41%)	==	==	133 (100%)
It improves the speed of news production	89 (66.92%)	44 (33.82%)	==	==	133 (100%)
It helps to archive the old stories	23 (17.29%)	47 (35.34%)	60 (45.11%)	3(2.26%)	133 (100%)

Table 5 presents results on the influence of social media tools utilization on journalism practice. However, for the purposes of convenience and easy presentation of the results, the researchers considered all the respondents in the response category that strongly agreed and agreed as sharing one view. In the same way, strongly disagreed and disagreed as sharing the same view. Findings in the table reveal that the majority of the respondents 133 (100%) agreed that usage of social media tools has improved the speed of news production, reaching out to the people in position of information easier 133 (100%), news sourcing and verification of stories 126 (94.74%) and promotion of stories already broadcast 114 (85.71%). Furthermore, usage of social media tools has also transformed the way journalists break the news 112 (84.21%), offered instant feedback from the audience 91 (68.42%) and helped in archiving the old stories 70 (52.63%). The results here imply that social media tools utilization by the journalists has a great positive influence on broadcast journalism practice in the state.

Obj. 4: Level of satisfaction of journalists with the use of social media tools

Table 6: Respondents' level of satisfaction with social media tools

Social Media Tools	Level of Satisfaction				Total
	Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied	
Blogs	32 (24.06%)	41 (30.83%)	60 (45.11%)	==	133 (100%)
Delicious	21 (15.79%)	16 (12.03%)	85 (63.91%)	11 (8.27%)	133 (100%)
Facebook	133 (100%)	==	==	==	133 (100%)
Flicker	101 (75.94%)	==	32 (24.06%)	==	133 (100%)
Google Plus	98 (73.68%)	35 (26.32%)	==	==	133 (100%)
Instagram	78 (58.65%)	55 (41.35%)	==	==	133 (100%)
Library Thing	==	14 (10.53%)	32 (24.06%)	87 (65.41%)	133 (100%)
LinkedIn	112 (84.21%)	==	==	21 (15.79%)	133 (100%)
MySpace	==	==	57 (42.86%)	76 (57.14%)	133 (100%)
Pandora	==	==	133 (100%)	==	133 (100%)
Photobucket	==	12 (9.02%)	65 (48.87%)	56 (42.11%)	133 (100%)
RSS	==	==	32 (24.06%)	101 (75.94%)	133 (100%)
Skype	34 (25.56%)	12 (9.02%)	45 (33.83%)	42 (31.58%)	133 (100%)
Twitter	133 (100%)	==	==	==	133 (100%)
Vimeo	==	==	54 (40.62%)	79 (59.38%)	133 (100%)
WhatsApp	133 (100%)	==	==	==	133 (100%)
Wikis	76 (57.14%)	37 (27.82%)	20 (15.04%)	==	133 (100%)
Word Press	19 (14.29%)	==	53 (39.85%)	61 (45.86%)	133 (100%)
YouTube	133 (100%)	==	==	==	133 (100%)

Table 6 provides information on level of satisfaction with of social media tools by the respondents. For purposes of convenience and easy presentation of the results, the researchers considered all the respondents in the response category that highly satisfied and satisfied as sharing one view. In the same way, highly dissatisfied and dissatisfied as sharing the same view. The table reveals that the respondents were satisfied with Facebook 133 (100%), Instagram 133 (100%), Twitter 133 (100%), WhatsApp 133 (100%), YouTube 133 (100%), Wikis 113 (84.96%), LinkedIn 112 (84.21%), Flickr 101 (75.94%) and Blogs 73 (54.89%). They were not satisfied with MySpace 133 (100%), Pandora 133 (100%), RSS 133 (100%), Vimeo 133 (100%), Photobucket 121 (90.98%), Library Thing 119 (89.47%), Word Press 114 (85.71%), Delicious 96 (72.18%) and Skype 87 (65.41%). The results here reveal that the respondents heavily rely on social media tools indicating the preference and high level of satisfaction they have with the use of social media tools.

Obj. 5: Constraints to social media tools utilization by the journalists

Table 7: Constraints to social media tools utilization by the respondents

Items	SA	A	D	SD	Total
Lack of adequate infrastructure	67 (50.38%)	52 (39.10%)	14 (10.52%)	==	133 (100%)
Lack of credibility of stories	84 (63.16%)	49 (36.84%)	==	==	133 (100%)
Ethical problem	79 (59.40%)	47 (35.34%)	7 (5.26%)	==	133 (100%)
Information overload	43 (32.33%)	62 (46.62%)	20 (15.04%)	8(6.02%)	133 (100%)
Time taking	57 (42.86%)	76 (57.14%)	==	==	133 (100%)
Lack of digital media skills	19 (14.28%)	25 (18.80%)	89 (66.92%)	==	133 (100%)
Lack of gatekeepers	102 (76.69%)	31 (23.31%)	==	==	133 (100%)
Irrelevant information	39 (29.32%)	35 (26.32%)	49 (36.84%)	10(7.51%)	133 (100%)

Table 7 presents the results on constraints to social media tools utilization by the respondents. Meanwhile, for the purposes of convenience and easy presentation of the results, the researchers considered all the respondents in the response category that strongly agreed and agreed as sharing one view. In the same way, strongly disagreed and disagreed as sharing the same view. The table shows that lack of credibility of stories 133 (100%), lack of gatekeepers 133 (100%), time taking 133 (100%), ethical problem 126 (94.74%), lack of adequate infrastructure 119 (89.47%), information overload 105 (78.95%) and irrelevant information 74 (55.64%) while large number of the respondents 89 (66.64%) disagreed that lack of digital media skills did not constitute a constraint to utilization.

Discussion

The findings on demographic characteristics showed that there was a male dominance over the females. Respondents within the age bracket of '26-30' years dominated the population while respondents within the age bracket of '46 years or above' were the minority. There was predominance of respondents with National Diploma while none of the respondents had Ph.D. The majority of the respondents were covering general assignments and they had more than 5 but less than 10 years of working experience. The findings regarding journalists' awareness of social media tools revealed that the respondents were aware of only the most popular social media tools like Blogs, Facebook, Flickr, Instagram, LinkedIn, Twitter, WhatsApp, Wikis, YouTube, Google Plus and Skype. The results affirm the findings of Gapsiso and Wilson (2014) that even though there were numerous types of social media tools but the most commonly accessible are Facebook, Twitter and YouTube, WhatsApp, Flickr and Instagram. These are predominantly available and accessible to everyone. However, the majority of the respondents were not aware of Vimeo, MySpace, RSS, Photobucket, Word Press, Library Thing and Pandora. This corroborates (Okon & Eleba, 2013) and (Aun, 2013) that journalists only make use of the common social networking sites while there were many others not aware of by the journalists.

The results on the extent of social media utilization revealed that the respondents reflected daily usage of social media tools such as Facebook, Twitter, WhatsApp, YouTube, Flickr, Instagram, Wikis and LinkedIn for news gathering, engaging

audiences and verification of stories. This corroborates with Jeanne-Perrier, Smyrniaios and Noci (2015); Didiugwu, Ezugwu and Ekwe (2015); and Chukwu (2014) that social networking sites especially the Facebook, Twitter, and YouTube were predominantly used for fact-checking, finding angles for future articles, specific information and generally to stay up to date on news. This could be due to the fact that they allow journalists to identify and approach people that would otherwise be difficult to find. Again, this preference could be due to the benefits of the social media tools such as speed and instantaneous access to information, opinions and people. The finding also affirms Ismail (2012) and Nwanne (2016) who found that journalists used Facebook, Twitter, WhatsApp, YouTube, Flickr, Instagram, Wikis and LinkedIn on daily basis to capture news in real or close-to-real time, much more immediately and rapidly. This apparently explains the pattern of journalists' usage of social media tools and purposes for using them.

The findings on respondents' satisfaction with social media utilization revealed that the respondents were highly satisfied with Facebook, Goggle Plus, Instagram, Twitter, WhatsApp, YouTube, Wikis, LinkedIn, Flickr and Blogs. This finding supports Mercier (2012); European Commission (2012); and Armstrong and Gao (2010) that journalists have increasingly integrate social media tools into their daily work routines because of their satisfaction with them. This was actually expected as very large number of journalists believed that social media tools enhanced their productivity. However, large chunk of journalists were dissatisfied with MySpace, Pandora, RSS, Vimeo, Photobucket, Library Thing, Word Press, Delicious and Skype. The reasons for their dissatisfaction were not known but it could be unconnected to the fact that many of these social networking sites are not popular like the Facebook, Twitter and YouTube. This apparently shows that utilization of social networking sites depends largely on their popularity.

The findings on the influence of social media utilization revealed that usage has positively improved the practice of journalism in the areas of speed in the news production, reaching out to people in position of information, verification of stories and sources, promoting stories already broadcast, engaging the audience and archiving the old stories. This finding corroborates that of Didiugwu, Ezugwu and Ekwe (2015) and Jeanne-Perrier, Smyrniaios and Noci (2015) that journalists' use of social media tools has impacted positively news gathering and dissemination, improved credibility of the news and helped them to know the information needs of their audience. Results on constraints to social media tools utilization revealed that lack of credibility of stories, time taking, and lack of gatekeepers, ethical problems, information overload and irrelevant information were the major challenge to utilization. This was in conformity with (Aun, 2013) and (Okon & Eleba, 2013) who found that lack of gatekeepers, lack of interpretation, privacy concern, information overload, credibility, authority and ethical code as constraints in using.

Conclusion

Given the findings that journalists reflected daily usage of Facebook, Twitter, WhatsApp, YouTube, Flickr, Instagram, Wikis and LinkedIn for their daily work routines and that they were highly satisfied with them could be linked to a great extent of

social media tools utilization for broadcast journalism practice. Similarly, the findings on influence of social media tools utilization on journalism practice reveal that the use of social media tools by the journalists in Kwara State, Nigeria has positively impacted broadcast journalism practice in the areas of speed in the news production, verification of stories and engaging the audience. It is therefore appropriate to conclude that social media utilization by the broadcast journalists in the state has brought about effective journalism practice.

Recommendations

Arising from the findings of the study and the conclusion drawn, the following recommendations are made:

1. Journalists should explore other several social networking sites aside the ones they are currently using for more effective journalism practice.
2. Journalists should endeavour to extend the usage of social media tools for conducting independent and investigative journalism to assist the government in curbing corruption.
3. There is need for gatekeepers to check the excesses of people posting contents as well as full implementation of ethical press code to address the problem of credibility of news and ethical issues.
4. Since there is always room for improvement, government at all levels should endeavour to improve existing ICT infrastructure to facilitate the use of social media tools by the journalists for more effective journalism practice.

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