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Assessing the Adoption of Social Media for Broadcasting at Armed Forces Radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria

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Abstract

This study assessed the adoption of social media for broadcasting at Armed Forces Radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria. Guided by the Diffusion of Innovations theory, the study employed a survey research design using a questionnaire to elicit data from respondents. Given the study population of 157, census sampling was adopted. The findings showed that social media adoption for broadcasting in the selected stations remains at a moderate level, indicating that Nigeria is still in an evolving stage of adoption. The results further revealed that social networking platforms, particularly Facebook, WhatsApp, and Twitter/X, are the primary social media tools used for broadcasting at Armed Forces Radio Abuja and FRCN Precious FM Lafia, as affirmed by the majority of respondents. Although these platforms have been adopted, their level of utilization remains moderate and below optimal, suggesting that the integration of social media into broadcasting practice is still developing. The study also found that social media adoption has both positive and negative implications for broadcasting, although the positive influence appears to be more dominant. These findings highlight the

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continuing transition of broadcast media in Nigeria toward digital engagement and underscore the need for stronger institutional commitment to effective social media integration. The study concludes that improved adoption and more strategic use of social media platforms are essential to strengthen administrative functions, expand online presence, and enhance audience engagement in the contemporary digital broadcasting environment.

Keywords: Broadcast Media; Diffusion of Innovations; Digital Broadcasting; Social Media Adoption; Audience Engagement

INTRODUCTION

The new media, internet and associated technologies are now part of everyday life for people all over the world. Whether it is keeping up with friends, relatives and loved ones through chats, video or voice calls, or accessing news at the fingertip, or surfing the internet to get information about virtually everything, technology is in no small measure changing the way people live their lives and perform tasks. Such migration from what we used to know to what it is now, coupled with the role of technologies in the mix, is attracting discourse in academic circles. Journalists and media organisations are, however, not left out in the conversations as they are also direct recipients of the development, just as the constant changes witnessed therein and there from can only be described as "sweeping". In the 21th century, ICTs provide the required platforms for the processing and dissemination of information (Idowu, Oladejo, Balogun &Sarumi, 2019).

Social media draws its strength from the Internet, and has been categorised by different scholars as new media platform (Agbawe, 2018). Since the advent of social media, journalism and the media landscape have not remained the same. This, notwithstanding, is a subtle way to caption the sweeping impact of technological innovations on the media industry. From time immemorial, technological improvements have always been received by the media with mixed feelings. On one hand, the media sees promising input that technology brings, and on the other, jobs get threatened. However, technology has always been channeled towards positive usage and adoption has always turned out to be the way forward for the media. Social media has changed information management in dramatic ways. For example, ways that people search for information online or virtual platforms are completely different from older methods. According to Didiugwu, Ezugwu and Ekwe

(2015), new media has brought about a drastic change in the way people search for, process, publish, store and consume information. The much talked about new media innovations include social media. Just like other technological breakthroughs, social media has revolutionised information management in its entirety. Journalism is being impacted by the very presence of certain social networking sites such as Facebook, Google news, Twitter and many more (Rodman, 2009, as cited in Talabi, 2011).

A study by Asicus, (2021) revealed that 33 million people in Nigeria actively use social media. When matched with the country's population of 208.8 million people, the figure of social media users in Nigeria represents 15.8 percent of the entire population (Kemp, 2021). Relatedly, there are 7.8 billion people in the world, and 4.2 billion – which is a representative of 53.6 percent of the total population, are active social media users (John, 2021). A careful look at Nigeria's usage statistics, would make one wonder why the figure is meagre when compared to the 104.4 million Nigerians the report claims are internet users. However, the focus of this research is to assess the adoption of social media to broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State, Nigeria. In line with this, journalists who make use of social media platforms were sampled. Social media forms part of the much talked about electronic communication and is so far seen as the environment with the highest activity on the internet (Lynne, as cited in Apuke, 2016). What attracts such activity is the interactivity feature of social media. As people stay on the internet to communicate with loved ones and friends, and as issues are discussed, so are high activities recorded on virtual platforms. Such activities also get people glued as they continue in their engagement with friends, family and acquaintances over a long period of time. According to Lewis and Molyneux (2019) social media has a vast diffusion which makes it a useful tool for "social life at large and news in particular" (p. 2586). Social media platforms as sources of news continue to grow, and both journalists and audience have come to terms with the reality as to the importance of the technological evolution (Agbo & Chukwuma, 2016). Amongst the several possibilities of social media is its ability to turn everyone to content creator. Citizen journalism thrives more on social media as many persons cannot afford a transmitter to broadcast radio or television signals on a one to one or one to many bases. However, with internet access and the use of varied social media platforms, a mobile phone can be used as a transmitter with capacity to broadcast news and similar contents. In like manner, the journalist can (on the authorisation of line editor or supervisor) post media content on behalf of his media organisation – either on

officially recognised handle or page, or on a personal account with link provided for audience to also visit official organisation's page or handle for more reports.

Statement of the Problem

At every stage in technological evolution, the media of the era always rely on technologies to reach the audience. From simple tools such as writing pen and paper to that of the printing press, and then later the era of the transmitters, journalism has always thrived on technologies. Before the advent of new media, reporters relied on old journalism tools such as telex, facsimile, standard typewriters, microcassettes recorder, and so much more (Abu-Fadil, 2017). However, in modern times, the computer has replaced the old typewriter, mobiles phones can now perform the exact function of the tape recorders while the internet and social media now serves as newsgathering and dissemination tools. Newsroom operations involve newsgathering, processing and dissemination (Igyuve et al., 2020). The Nigerian journalist has struggled overtime with news management – gathering, processing and dissemination, due to lack of and/or adequate modern tools (Santas &Ogoshi, 2016; Eludu& Emeka, 2016). While their counterparts in developed world have gone far in the adoption of new media in the broadcasting , several radio stations and personnel in developing countries such as Nigeria are still struggling with the adoption of these innovations in their operations. Therefore, it is against this premise that this study aimed to assess the adoption of social media for broadcasting in armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State, Nigeria.

Objectives of the study

From the above stated problem, this study will therefore pursue the following objectives:

1. To identify the social media platforms used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria.

2. To ascertain the level of adoption of the identified social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria.

3. To determine the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria.

4. To identify the challenges in the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State, Nigeria.

Conceptual Review

The concept of social media was reviewed to provide further contextual understanding.

Social Media

Social media is perceived as amore reputable source of news. In terms of technology, communication, social media has become a game-changer. Social media has grown into a platform where users may search for breaking news, information, reviews, shopping catalogues, and more (Ritwik ,Sukheet and Kaur, 2021). It is no more a place for users to see images and read status updates from family and friends. It is the quickest form of advertising, as buyers may obtain all of your information instantaneously from a single social media post. And it is typically less expensive than standard printing media. Since the sector is continually expanding, additional research and development are still being undertaken.

According to (Akram &Kumar, 2017), social media is an online platform where individuals can network with others who share similar interests, such as profession, activities, or backgrounds. Kim and Ko (2012) define social media as an online application platform that allows user contact, collaboration, and the sharing of material. We perceive social media as a digital networking platform that enables users to communicate with one another and to create and share multimedia inside online communities. Social media includes a variety of online platforms and tools, such as social networking, blogs, multimedia sites, websites, podcasts (Tajudeen, 2014), wikis, message boards, and even podcasts (Evans, 2008).

Social media networks such as Facebook, Instagram, Twitter, LinkedIn, WhatsApp, and Tik Tok are no longer unfamiliar to us. The further we grow, the more dependent we get on social media in our daily lives. From using Facebook as an alternative method of communication with friends and family to purchasing meals or clothing from other Instagram users. Social media is no longer only a social platform; it has transformed marketing techniques such as advertising and promotions (Hanna, Rohm, & Crittenden, 2011).

Review of Related Literature

Social Media types used in Broadcasting in Nigeria

In recent years, social media platforms have transformed broadcasting in Nigeria, enabling real-time engagement, rapid information dissemination, and increased accessibility. The shift to digital media in Nigeria mirrors global trends, driven by the popularity of platforms such as Facebook, WhatsApp, Instagram, Twitter, and the growing presence of TikTok and Telegram. Most people are familiar with social networking sites like Facebook, Twitter, LinkedIn, and TikTok. These platforms users connect with friends, family, and brands. They encourage knowledge-sharing and are all about personal, human-to-human interaction. A social networking site is a Jill of all trades. Users can share thoughts, curate content, upload photos and videos, form groups based on interests, and participate in lively discussions. They are built around the user and everything that's important to them and their social circles.

Additionally, there are image and video sharing sites that are used by some broadcast media to reach online audience. Visual content like images, infographics, and illustrations capture our hearts, eyes and imaginations. Social media platforms like Instagram, Imgur, and Snapchat are designed to amplify the power of image sharing. (Or these days, video sharing, tiktok.) Users create, curate, and share unique content that sparks conversation and speaks for itself. A picture or video can be worth a thousand words to your business. These sites are used to encourage user generated content.

Also, video hosting sites like YouTube revolutionized the way people watch, create, and think about videos generally. It transformed the medium into something accessible. Recent improvements in technology and connectivity has helped video go the rest of the way. Video hosting platforms like YouTube and Vimeo help creators put together content and share it to a platform optimized for streaming. This accessibility makes video a super important medium. Video hosting sites are to share phenomenal content and to engage viewers in the comment section.

Community blogs are shared blogging platforms like WordPress, Wix.com, Medium and Tumblr give people a space to express their thoughts and help connect them with readers. These community blog sites provide an audience while allowing plenty of rooms for customization and self-expression. These community blogs can be used to syndicate content and to carve out a niche for discussion of different issues. More so,

discussion sites are also another typology of social media used by broadcast media stations in Nigeria. While most persons have seen many a heated discussion happen on Facebook, discussion sites like Reddit and Quora are specifically designed to spark a conversation. Users are free to ask a question or make a statement, and this attracts people with shared interests and curiosities. However, unlike Facebook and Instagram, users tend to give out less identifiable information. Anonymity is powerful when it comes to people opening up and getting real on this platform. The above classifications of social media differ from one author to another depending on the author's perspective, available platforms in the author's environment and the inherent features of the social media platforms (Biteable, 2018; Kaplan and Haenlein (2010).

Dominant Social Media Platforms in Nigeria's Broadcasting are majorly Facebook and WhatsApp. Facebook and WhatsApp are two of the most widely used platforms in Nigeria for news broadcasting, with over 60% of users relying on them for current events. These platforms provide Nigerian broadcasters with a vast audience reach and interactive features, making them essential tools in digital news dissemination. Additionally, TikTok and Telegram are gaining popularity among broadcasters, with news organizations like Pulse Nigeria and Channels TV expanding their TikTok presence to reach younger audiences.

Social media in Nigeria has evolved beyond conventional news sharing; it has also become an avenue for civic engagement, especially during significant events like elections. For instance, the 2023 Nigerian general elections saw substantial mobilization on Twitter and other social networks, where citizens actively shared election information and updates. However, platforms like Telegram and WhatsApp have also faced scrutiny for the spread of misinformation, particularly during sensitive political events. This trend reflects a broader challenge, as closed messaging apps offer limited content verification options, complicating the management of news accuracy

Social media regulation has also become a contentious issue in Nigerian broadcasting. Governmental initiatives to control digital content and social media through proposed amendments to the National Broadcasting Commission Act have sparked debates over freedom of expression. Restrictions on platforms such as Twitter, temporarily banned in 2021, underscore tensions between the state and digital freedom advocates, impacting how broadcasters operate on these platforms. This regulatory landscape affects

content delivery, especially for platforms with high interactivity like Facebook and WhatsApp, which have increasingly become public forums for airing grievances and discussing government policies

Social media platforms play a vital role in Nigerian democracy by facilitating discussions on political issues. During campaigns and civic movements, platforms like Twitter, Instagram, and Facebook amplify voices that might otherwise be marginalized in traditional media. This digital mobilization was seen during the #EndSARS protests, where Twitter became instrumental in broadcasting live updates and rallying support. Such platforms enable broadcasters to interact with audiences more directly, providing a space for immediate public feedback and participation in civic dialogues

Basically, the types of social media used in Nigerian broadcasting encompass a mix of traditional and emerging platforms, each with unique capabilities and challenges. These platforms have significantly broadened the scope of broadcasting in Nigeria by enhancing reach and fostering a participatory media environment. Yet, the intersection of these platforms with government regulation continues to shape the future of Nigerian digital broadcasting and the degree of freedom with which citizens can engage.

Level of adoption social media platforms in broadcasting in Nigeria

The adoption of social media platforms for broadcasting in Nigeria has been substantial, with notable usage of platforms like Facebook, WhatsApp, YouTube, and Instagram by broadcasters to reach a broad, digitally connected audience. As of 2023, WhatsApp and Facebook were the most popular platforms for news consumption, with 91% of Nigerians using online sources weekly for news and information. Nigerian broadcasters like Channels TV and Arise TV leverage these platforms, not only broadcasting news but also engaging in interactive content formats that cater to mobile and internet-savvy consumers, a reflection of the country's young population with high smartphone penetration.

Telegram and TikTok have also seen increased adoption, with some Nigerian broadcasters using these platforms for short video updates and live coverage, especially for news relevant to younger demographics. Podcasts have emerged as another popular medium, with news shows such as Nigeria Politics Weekly gaining traction, enhancing audio broadcasting and adding a new layer to news accessibility and engagement.

Additionally, some news organizations are exploring artificial intelligence tools to enhance content personalization and improve fact-checking practices, indicating a growing integration of innovative technology in the Nigerian broadcasting space.

However, the adoption of these platforms also faces regulatory and economic pressures. Legislative attempts, such as the proposed National Broadcasting Commission (NBC) Act amendment, aim to increase control over digital platforms, which has sparked concerns about press freedom. Additionally, economic factors like inflation and high operational costs have led media organizations to diversify their revenue sources, including adopting subscription models to sustain their digital operations. Despite these challenges, the shift to digital and social media platforms has allowed Nigerian broadcasters to maintain a significant presence in the rapidly evolving media landscape, ensuring accessibility and engagement across various audience segments. These developments reflect the growing dependency on social media in Nigeria's broadcast landscape, reshaping how news and information are disseminated, while also introducing new challenges and considerations in the digital age (Reuters Institute, 2023; Code for Africa, 2023).

Theoretical framework

Diffusion of Innovation Theory

This theory can be traced to scholars such as Ryan and Cross (1943) and Everett Rogers (1960). Rogers and Shoemaker (1971) defined innovation as "an idea, practice, or object perceived as a novel by an individual." According to Katz (1963), diffusion is the process of spreading a given new idea or practice over time, through specific channels or social structures. Simply put, diffusion refers to man's internalisation, adoption, practice, and application of new ideas as an individual or as a member of a social group. As a result, conscious exposure to the implementation, application, and utilisation of new ideas, practices, or objects is required for innovation diffusion. Thus, the diffusion of innovation theory focuses on how innovative concepts, discoveries, practices, or technologies are dispersed to members of a social system. As opined by Coleman, Katz, and Menzel (1966), for a new idea or innovation to spread, there must be an awareness stage, a trial stage, and an adoption stage. Thus, the effect of the innovation campaign is far from hypodermic. This means that it is difficult to achieve immediate changes in attitude and behaviour through the diffusion of innovation.

As a result, Rogers (1965) explains that when new technological innovations are introduced, they will pass through a series of stages before becoming widely adopted. First, most people will be aware of the innovations; second, the innovations will be adopted by a very small group of innovators or early adopters; third, opinion leaders will follow the lead of the early adopters and try out the innovation themselves; and fourth, if opinion leaders find the innovation useful, they will persuade their friends, the opinion followers. Finally, after most people have embraced the innovation, a group of laggards or late adopters will join. The diffusion theory expanded on the limited effects paradigm and served as the foundation for many promotional communication and marketing theories. The theory aided in the adoption of innovations that were not always well understood or even desired adopters.

This theory aligns to this study in the sense that social media platforms are major products of technological innovations that are revolutionizing information reception, dissemination and utilization globally. The mainstream media outfits are also establishing their presence lately on social media platforms owing to the surge in digital audience and the multifarious potentials of the social media particularly in broadcasting. However, as the diffusion of innovations theory posited, social media have gone and still going through a series of stages to becoming widely adopted across different sectors and industries, the broadcast media inclusive.

METHODS

Research design is the frame work or plan for a study that is used in collecting and analyzing a set of data (Onabajo, 2010). Descriptive survey method was used for this research because surveys produce reliable and useful information; it is especially useful for collecting information on audiences (Wimmer & Dominic, 2009). The research focused on two radio stations namely; armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State, Nigeria. The population of the study is therefore 157.

Population of Study

S/N	Radio station	State	Population of journalists
1	Armed Forces Radio	Abuja	47
2	FRCN Precious FM Lafia	Nasarawa State	110
	Total		157

Source: Human Resource Departments of AFR Abuja / FRCN FM Lafia, (2023)

Census Sampling was adopted as a reliable and contemporary sample determinism format for this study considering the fact that the population is not too large to be studied comprehensively.

RESULTS

The presentation and analysis are based on the data obtained from the field through the instrument of questionnaire. Below is a tabular presentation of the data obtained and the analysis.

Table 1: Showing how social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely social networking sites like Facebook, WhatsApp and Twitter/X.

Responses	Frequency	Percentage
Yes, to a very high extent	110	72.4%
Yes, to a moderate extent	22	14.4%
Yes, to a low extent	20	13.2%
Total	152	100 %
Responses	Frequency	Percentage

Source: Field Survey, 2024

Data on table 1 above shows how social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely social networking sites like Facebook, WhatsApp and Twitter/X. The implication of the data is that majority of the respondents said Yes, to a high extent, The social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely social networking sites like Facebook, WhatsApp and Twitter/X as shown by 110 respondents representing (72.4%) of the entire respondents.

Table 2: Showing how social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely auditory platforms like MixLR and other audio streaming platforms.

Responses	Frequency	Percentage
Yes, to a very high extent	21	13.9%
Yes, to a moderate extent	115	75.7%

Responses	Frequency	Percentage
Yes, to a low extent	16	10.4%
Total	152	100 %
Responses	Frequency	Percentage

Source: Field Survey, 2024

Data on table 2 above shows how social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely auditory platforms like MixLR and other audio streaming platforms. The implication of the data is that majority of the respondents said Yes, to a moderate extent, The social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are largely auditory platforms like MixLR and other audio streaming platforms as shown by 115 respondents representing (75.7%) of the entire respondents.

Table 3: Showing the selected platform is the foremost platform used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State.

Responses	Frequency	Percentage
Facebook	70	46.1%
WhatsApp	19	12.6%
Twitter/X	8	5.2%
MixLR	43	28.2%
other Audio streaming platforms	12	7.9%
Total	152	100 %
Responses	Frequency	Percentage

Source: Field Survey, 2024

Data on table 3 above shows the selected platform is the foremost platform used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State. The implication of the data is that majority of the respondents said Facebook platform is the foremost platform used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 70 respondents representing (46.1%) of the entire respondents.

Table 4: Showing if social media platforms are adopted for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State.

Responses	Frequency	Percentage
Yes, to a very high extent	23	15.1%

Responses	Frequency	Percentage
Yes, to a moderate extent	122	80.2%
Yes, to a low extent	7	4.7%
Total	152	100 %

Source: Field Survey, 2024

Data on table 4 above shows if social media platforms are adopted for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State. The implication of the data is that majority of the respondents said Yes, to a moderate extent, social media platforms are adopted for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 122 respondents representing (80.2%) of the entire respondents.

Table 5: Showing if social media platforms are used regularly for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State.

Responses	Frequency	Percentage
Strongly Agree	37	24.3%
Agree	59	38.9%
Neutral	21	13.9%
Disagree Strongly Disagree	25 10	16.4% 6.5%
Total	152	100 %

Source: Field Survey, 2024

Data on table 5 above shows if social media platforms are used regularly for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State. The implication of the data is that majority of respondents agreed that social media platforms are used regularly for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 59 respondents representing (38.9%) of the entire respondents.

Table 6: Showing if social media platforms are used selectively for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State.

Responses	Frequency	Percentage
Strongly Agree	32	21.0%
Agree	89	58.6%

Responses	Frequency	Percentage
Neutral	10	6.6%
Disagree Strongly Disagree	13 8	8.6% 5.2%
Total	152	100 %

Source: Field Survey, 2024

Data on table 6 above shows if social media platforms are used selectively for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State. The implication of the data is that majority of respondents agreed that social media platforms are used selectively for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 89 respondents representing (58.6%) of the entire respondents.

Table 7: Showing if the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is positive to attract advertisers.

Responses	Frequency	Percentage
Yes, to a very high extent	41	27.0%
Yes, to a moderate extent	97	63.8%
Yes, to a low extent	14	9.2%
Total	152	100 %

Source: Field Survey, 2024

Data on table 7 above shows if the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is positive to attract advertisers. The implication of the data is that majority of the respondents said Yes, to a moderate extent, the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is positive to attract advertisers as shown by 97 respondents representing (63.8%) of the entire respondents.

Table 8: Showing how the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting more listeners.

Responses	Frequency	Percentage
Strongly Agree	36	23.7%
Agree	75	49.3%
Neutral	18	11.9%
Disagree Strongly Disagree	13 10	8.5% 6.6%
Total	152	100 %

Source: Field Survey, 2024

Data on table 4.9 above shows how the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting more listeners. The implication of the data is that the majority of respondents agreed that the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting more listeners as shown by 75 respondents representing (49.3%) of the entire respondents.

Table 9: Showing how the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting audience engagement on the platforms.

Responses	Frequency	Percentage
Strongly Agree	40	26.3%
Agree	68	44.8%
Neutral	20	13.1%
Disagree Strongly Disagree	11 13	7.2% 8.6%
Total	152	100 %

Source: Field Survey, 2024

Data on table 9 above shows how the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting audience engagement on the platforms. The implication of the data is that the majority of respondents agreed that the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting audience engagement on the platforms as shown by 68 respondents representing (44.8%) of the entire respondents.

Table 10: Showing how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of additional responsibilities for the stations.

Responses	Frequency	Percentage
Strongly Agree	23	15.1%
Agree	77	50.7%
Neutral	21	13.9%
Disagree Strongly Disagree	12 19	7.8% 12.5%
Total	152	100 %

Source: Field Survey, 2024

Data on table 10 above shows how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of additional responsibilities for the stations. The implication of the data is that the majority of respondents agreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of additional responsibilities for the stations as shown by 77 respondents representing (50.7%) of the entire respondents.

Table 11: Showing how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of unhealthy online competition for the stations.

Responses	Frequency	Percentage
Strongly Agree	12	7.9%
Agree	42	27.7%
Neutral	30	19.8%
Disagree Strongly Disagree	54 14	35.6% 9.0%
Total	152	100 %

Source: Field Survey, 2024

Data on table 11 above shows how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of unhealthy online competition for the stations. The implication of the data is that the majority of respondents disagreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia

Nasarawa State poses challenge of unhealthy online competition for the stations as shown by 54 respondents representing (35.6%) of the entire respondents.

Table 12: Showing how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of being hacked/cloned by fraudsters.

Responses	Frequency	Percentage
Strongly Agree	15	9.9%
Agree	59	38.9%
Neutral	48	31.5%
Disagree Strongly Disagree	20 10	13.1% 6.6%
Total	152	100 %

Source: Field Survey, 2024

Data on table 12 above shows how the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of being hacked/cloned by fraudsters. The implication of the data is that the majority of respondents agreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of being hacked/cloned by fraudsters as shown by 59 respondents representing (38.9%) of the entire respondents.

Table 13: Showing how the perception of electorates towards the broadcast messages on INEC's conduct of the 2023 Adamawa Gubernatorial election was satisfactory.

Responses	Frequency	Percentage
Yes, to a very high extent	112	28.0%
Yes, to a moderate extent	159	40.0%
Yes, to a low extent	127	32.0%
Total	398	100 %
Responses	Frequency	Percentage

Source: Field Survey, 2024

Data on table 13 above Shows how the perception of electorates towards the broadcast messages on INEC's conduct of the 2023 Adamawa Gubernatorial election was satisfactory. The implication of the data is that majority of the respondents said Yes, to a

moderate extent, The perception of electorates towards the broadcast messages on INEC's conduct of the 2023 Adamawa Gubernatorial election was satisfactory as shown by 159 respondents representing (40.0%) of the entire respondents.

DISCUSSION

The findings of this study were discussed thematically in line with the research questions in order to meet the overarching objective for the study.

What are the social media types or platforms used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria?

This research question sought to identify the social media types or platforms used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria. Findings from the study revealed that the social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are to a high extent social networking sites like Facebook, WhatsApp and Twitter/X as shown by 110 respondents representing (72.4%) of the entire respondents. In addition, the social media types used in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State are to a moderate extent auditory platforms like MixLR and other audio streaming platforms as shown by 115 respondents representing (75.7%) of the entire respondents. It could therefore be inferred that the major social media platforms used types or platforms used for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia are social networking sites like Facebook, WhatsApp and Twitter/X as shown by 110 respondents representing (72.4%) of the entire respondents.

This agrees with Akinreti (2015) who stated that social media, a medium communication and one of the byproducts of the 21st century technology has influenced television broadcasts, especially Channels TV in Nigeria, through three platforms, Facebook, Twitter, and YouTube. This was achieved in 2013 with the creation of an Online Desk by Channels TV management. The study examined the process of the social media channels, its impact on news and programme contents and challenges for the television broadcast industry in general. These aforementioned platforms have become the major platforms being utilized by different broadcast media stations to maintain their online presence and to break the news on the digital space where there is unlimited reach. Talabi (2011) also added that journalism is being impacted by the very presence of certain

social networking sites such as Facebook, Google news, Twitter and many more. Owing to the growing population of social media users, the platforms offer a market place for meeting users' informational need by the broadcast media.

What is the level of adoption of the identified social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria?

The overarching aim of this question is to ascertain the level of adoption of the identified social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia. Results from the study show that majority of the respondents affirmed that to a moderate extent, social media platforms are adopted for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 122 respondents representing (80.2%) of the entire respondents. Furthermore, majority of respondents agreed that social media platforms are used regularly for broadcasting at armed forces radio, Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 59 respondents representing (38.9%) of the entire respondents. majority of respondents agreed that social media platforms are used selectively for broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State as shown by 89 respondents representing (58.6%) of the entire respondents. This is to say that although social media platforms have been adopted for broadcasting in Armed Forces radio and Precious FM Lafia, the level of adoption is still moderate and below average which is a proof that it is still at an evolving stage.

This is in line with the findings of Inobemhe and Santas (2021) who also found out in their study that social media adoption in broadcast media stations in Nigeria is reasonably high and the platforms serve as sources of news just as they are equally used for news dissemination. Social media forms part of the much talked about electronic communication and is so far seen as the environment with the highest activity on the internet. Courtesy of the social media platforms, reporters and other journalists also have the flexibility of making use of social media platforms such as WhatsApp, Facebook Messenger and many more to file in reports to the newsroom as the news breaks. Owing to these multifarious potentials of the social media in broadcasting, it has encouraged many

broadcast media stations to adopt social media for broadcasting in Nigeria and other parts of the globe.

On the other hand, Eludu and Emeka (2016) stated that the Nigerian journalist has struggled overtime with news management – gathering, processing and dissemination, due to lack of modern or adequate tools. While their counterparts in development world have gone far in the adoption of new media in the newsroom, several news outlets and personnel in developing countries such as Nigeria are still struggling with the adoption of these innovations in their operations. This underscores the need for the adoption of these social media platforms in Nigeria for broadcasting and other forms of journalism generally to be in tune with the changing times and to meet the demands of technological era.

What is the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State, Nigeria?

Here, the focus of the research question is to determine the influence of social media adoption in broadcasting at Armed forces radio, Abuja and Precious FM Lafia. Findings from the study revealed that majority of the respondents said the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State has to a moderate extent positively attracted advertisers as shown by 97 respondents representing (63.8%) of the entire respondents. In the same vein, majority of respondents also agreed that the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting more listeners as shown by 75 respondents representing (49.3%) of the entire respondents. Additionally, majority of respondents agreed that the influence of the adopted social media platforms in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia, Nasarawa State is seen in attracting audience engagement on the platforms as shown by 68 respondents representing (44.8%) of the entire respondents. It could therefore be noted that adoption of social media for broadcasting at Armed forces radio and Precious FM Lafia has wielded great influence in attracting advertisers and more listeners for the stations and has also spurred more engagements on their social media handles as the public reactions to their contents.

This partly agrees with the position of other scholars like Apuke (2016) and Idowu et al. (2019) who stated that the impacts of social media are innumerable as research reveals

that journalists chose social media as journalism tool because with them, reports can be filed in from anywhere, just as much as they have made news monitoring a seamless process. Social media usage increases information supply to the audience on different platforms online. Platforms also enable journalists and media organisations keep up with their audience as through alternative platforms, they can always get in touch. In addition, social media helps journalists in Nigeria to explore various sites regularly. In contrast, a study by Didiugwu et al. (2015) revealed that social media has impacted negatively on the performance of journalists in Nigeria. This is to say that the adoption of social media for broadcasting has both positive and negative influence although the positive influence seems to overshadow the negative in the broadcast media usage.

What are the challenges in the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State, Nigeria?

This research question is focused on identifying the challenges in the adoption of social media for broadcasting in Armed Focus and Precious FM. Results from the study has indicated that majority of respondents agreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of additional responsibilities for the stations as shown by 77 respondents representing (50.7%) of the entire respondents. Also, majority of respondents disagreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of unhealthy online competition for the stations as shown by 54 respondents representing (35.6%) of the entire respondents. More so, the majority of respondents agreed that the adoption and usage of social media in broadcasting at armed forces radio Abuja and FRCN Precious FM Lafia Nasarawa State poses challenge of being hacked/cloned by fraudsters as shown by 59 respondents representing (38.9%) of the entire respondents. It is obvious that several factors constitute challenge to the adoption of social media for broadcasting in Nigeria ranging from additional responsibility of managing social media, unhealthy online competition and cloning by hackers among others which places the security of users' information and right to privacy at stake.

The findings of this study is in alignment with the position of Kasturi and Vardhan (2014) and Nwanne (2016) who opined that some of the challenges that come with the use of social media include fear of privacy invasion, inability to cater for those with disability, problems of commercial advertising, the challenge of making terms of agreement a prerequisite to creating a profile or owning an account, and susceptibility to deception from users across spectrum. Challenges such as acquisition of knowledge and skills, financial difficulties, power supply issues, and uncoordinated cyber knowledge also bedevil journalism in their quest to adopt new media technologies.

CONCLUSION

Based on the findings of this research, the study concludes that social media adoption for broadcasting in Nigeria has both positive and negative influence with the positive influence dominating the stage. Be that as it may, there is the need for holistic usage of social media in broadcasting to increase online presence of the broadcast media and to keep up with the social media audience which are constantly growing. This will keep the broadcast media to be in tune with the changing times and to sustain their relevance online as well. It is indubitable to state that socil media has come to stay and have also offered multifarious potentials that can be maximized for broadcasting in Nigeria. However, this can only be possible when adequate measures are taken to address the factors inhibiting the effective utilization of social media for broadcasting.

Recommendations

Based on the conclusion of this study, the following recommendations were given;

1. Every broadcast media should give attention to having online presence on most particularly Facebook and Twitter where most users are active in today's digital age.
2. There is the need for improved adoption and effective utilization of social media platforms for administration in the broadcast media and to enhance their online engagements with their audience.
3. Broadcast media should take advantage of the opportunities social media provide for promotion and service delivery to the online audience.

Broadcast media platforms should use their mainstream platform to create awareness on their verified social media handles in order to limit the proliferation of clones

pages by opportunists. This will also help to reduce the invasion of privacy that is thriving online on unauthorized pages.

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