

PREFERENCE AND USAGE PATTERN OF COMMUNITY AND SOCIAL MEDIA AMONG RESIDENTS OF DELTA STATE, NIGERIA

Emmanuel UFUOPHU-BIRI
Department of Mass Communication,
Delta State University,
Abraka, Nigeria.
eubiri@yahoo.co.uk.
08036761344

Abstract

Community media are community owned, oriented, operated and are focused on community participation and development. Meanwhile, social media connect friends and users who could cut across continents. While community media focus on the community development, social media seem to have no clear cut focus for community development, thus the goals of community and social media are different. The study thus investigated the preference and usage pattern of community and social media among residents of Delta State. The study adopted Uses and Gratification theory, which finds answers for people's use of the media and the benefits they derive from the usage. Survey and questionnaire were used as the method and instrument respectively. The findings show that the respondents prefer getting exposed to social media more than community media; they prefer using social media to using community media; they also use the community and social media for different purposes. The study also found education, urban/rural residency, gender and age as significant correlates of community and social media usage among residents of Delta state. The study recommends that relevant authorities and bodies should encourage the residents of Delta State to patronize community media and to discourage them from using the social media for negative activities; and communities should establish and operate community media outfits.

Keywords: Delta State, Social Media, Preference and Usage Pattern.

Introduction

Community media are distinct from the mainstream mass media that address large heterogeneous audience spread across large geographical periphery and which sometimes cuts across continental frontiers. Community media are for information need of a specific community, which are homogenous within a modest geographical definition. Nwanne (2013) believes that community media are publications or broadcast outfits which serve the needs of the community. UNESCO (2008) points out that community media could be print, broadcast or online. Community media could be published or

broadcast in local language or pidgin.

Examples of community media in Nigeria include Orizu Sun (Ikorodu), Lagos, Tafikwazo (Northern part of Nigeria), Urhobo Voice (Delta Central, Nigeria) Isoko Vanguard (Delta South, Nigeria) Ukwani Voice, Ika Weekly, Anioma Voice, Ndokwa Vanguard all in (Delta North, Nigeria).

Lerner, Roberts and Matlala (2009) explain that the term community media could also stand for community journalism, grassroots journalism, community radio, alternative media, resistance media, citizen journalism, and NGO media. They provide the communities with their information needs and

serve as means of productive and profitable information for the community. Community media, according to Rankovic (2010), help in the sharing of development information by rural communities. Community media are therefore important in disseminating and sharing information that facilitate community development.

In a nutshell, community media serve as alternative media to mainstream media. Community media enable members of the community to disseminate and share development and allied information within the community. They also serve as bridge builder between government and community members.

Dedanne (2009) explains that the social media are designed to link friends together socially. The community of friends, unlike the members of the community media, is limited to a particular geographical location. The social media, according to Hendricks (2013), emerged in 1997 with the creation of Six Degrees, as the first recognized social media networks. However, the proliferation of social media came following establishment of Facebook in 2004.

Sunden (2003:3) notes that the social media enable users to communicate among themselves in respective of the distance between them. The social media also help users to establish and build relationship even with people they have not met physically. Abdulahi, Samadi and Gharlegghi (2014) found that the lack of control of the social media could create room for vices such as falsification, incredibility, unprofessionalism, falsehood, sedition, blackmail, pornography, invasion of privacy and other unacceptable media practices. The use of the social media has caused revolutions in some countries such

as witnessed in the Arab Spring, Occupy Wall Street and the post election crisis in Iran.

The social media though has created much awareness and participation by users, has also created significant negative deviation from the routine which to significant extent, has caused social upheaval in some societies. Rather than strengthening developmental efforts and community values, the social media thus pose some significant challenges to the community (Abdulahi, Samadi and Gharlegghi, 2014).

Hong (2010) observes that there has been concern in recent time about the patronage of community media by the audience, especially in the face of the social media. The concern has been mainly about shift in use of community media in favour of social media. Ate and Ikeroda (2012) assert that more people seem to prefer the use of the social media to the use of community media, adding that this trend is not good for the fortune of the community media. Konkwo (2010) points out that community media have their unique role in the society as distinct from those played by the social media. It is therefore becomes disturbing when the adoption of the social media begins to interfere with the usage of community media. Jiang and Huang (2013) notes that the preference pattern for community media and social media tends to be in favour of social media at the detriment of community media. He explains that people who cut across all ages, gender and other demographic variables seem to be more favourably disposed to the use of social media, with less number of people patronizing community media.

The preference and use of community media and social media could be determined by demographic factors such as gender, age, marital status, education and area of residency, religion and nationality, among

other. Brennan, Barnett and Baugh (2007) believe that age and gender are significant determinant of media, especially the use of community media for community development. Andolina, Jenkins, Keeter and Zudin (2002) also assert that gender could be strong motivational factor on how people, mainly the youth, use media such as community media for development initiatives. Nakano, Yu, Sakakibara, Kitahara, Ariga, Hayashi, and Tanaka, (2014) also note that socio-demographic variables determine how people use community media in Japan.

Qihao, Louisa and Ulla (2014) explain that gender, age, education and place of resident can determine which community media people use and how they use them. Lennon, Rentfro and Curran (2011) also believe that there is a significant relationship between social media use and demographic variables of the users. They explain that age, sex, marital educational status could indicate how subscribers use the social media. Madden and Zickuhr (2011) point out that women are more interested in using popular social media sites than men do, while Hoffman (2008) found that married do not use the social media as

Community media and the social media are in use in Delta State. Delta State has a population of 4,098,291 as state by Information Hood Global Exposer (2016). The state is divided into three senatorial districts – Central, North and South. The Central Senatorial District has eight local government areas populated by the majority Urhobo ethnic nationality. The North Senatorial District comprises Aniocha, Anioma, Ika and Ukwuani ethnic nationalities. The South Senatorial District is made up of Ijaw, Isoko and Itshekiri ethnic nationalities.

Statement of the Problem

Community media are regarded as grass root media, which provide the specific information need of a community. They are development oriented and are meant to strengthen community development initiatives and activities and promote community values. On the other hand, the social media are web-based and connect community of users, who use them for different purposes. The social media deviate significantly from the community media in philosophy and modus operandi and many people could be showing more preference for the usage of the social media while showing less interest for community media. Preference for the social media at the expense of community media could dampen the enthusiasm of the audience for the patronage of the community media and that have negative consequence on the noble philosophical foundation of community media. The fear that community members are currently shifting preference from community media to social media is a trend that could threaten the significance and existence of community media

Objectives of the Study

The objectives of the study are to determine:

1. The preferential level of exposure to community media and social media among Delta State residents.
2. The preferential usage level of community and social media among Delta State residents.
3. The preferential usage pattern of community media and social media by Delta state residents.
4. The correlation between education, urban/rural residency, gender, age and preference for community and social

media usage among residents of Delta State.

Research questions

The following research questions guided the study:

1. What is the preferential level of exposure to community media and social media among Delta State residents?
2. What is the preferential usage level of community and social media among Delta State residents?
3. What is the preferential usage pattern of community media and social media by Delta state residents?

Hypothesis

The following hypothesis was tested:

Hypothesis 1: Education, urban/rural residency, gender and age are not significant correlate of community and social media usage among residents of Delta state, Nigeria.

Literature Review

Community media are meant to disseminate information that emanate from the community as well as information from outside the community. The essence of community media is to get information across to the people at the grass root. Ate and Ikerodah (2012) posit that community media are community owned, people oriented and less profit driven. Community media thus have the potentials and ability to promote two-way communication within the community and beyond in some cases.

According to Moemeka (1981), community media, could serve as alternative media, to the community where they are located and which they are targeted to serve. In this sense, they help to facilitate development through the

dissemination of development news and other forms of information.

Community media are fundamentally meant to address developmental matters such as health, agriculture, innovation diffusion, family planning, and discharge of social and civic responsibilities, political participation, intra and inter communal peaceful co-existence, preservation, protection and propagation of cultural heritage, health matters, community participation in governance, management, operations, content production, income generation and feedback, etc (Opubor, 2000, Fairchild, 2001, Konkwo, 2010, Rankovic, 2010 and Light 2011)

Mhayama (2004) and Dijkstra (2010) are of the view that community media are closest to the people and they understand the language, aspiration, pains, needs and psychosocial characteristic of the people, thus they could be very potent in information dissemination. Unlike citizen journalism and social media, community media are organized and are location specific.

Ryan (2011) asserts that community media empower marginalized communities to define and manage their own development. He points out that community media spread local news and information directly to the affected communities. Baruah (2012) says social media are basically Internet social networking sites that connect people together for a variety of purposes ranging from friendship, chatting, courtship, commerce, education to mass communication. Examples of social media include Facebook, Twitter, YouTube, MySpace, Flickr. Zeevi (2013) explains that Facebook has become very powerful and popular that at least one out of every seven persons on earth is connected to Facebook. He attributes the growth and development to Mark Zuckerberg

and some of his fellow college roommates - Eduardo Saverin, Dustin Moskovitz, Andrew McCollum and Chris Hughes at Harvard University, Cambridge, USA who founded Facebook in 2004. He adds that subscribers use the social media for different reasons ranging from entertainment, e-commerce, journalism, and social relationship to political campaign and mobilization.

The social media have also become very powerful alternative media. Indeed, the social media perform the function of the mainstream media and sometimes, function side by side with the mainstream media. Browning, Gerlich and Westermann (2011) explain that the social media have virtually become part of activities of people who subscribe to them and the subscriber use them for purposes sometimes, significantly different from those of the mainstream media. For instance, Abdulahi (2014) posits that subscribers use social media for blogging, video streaming, watching television, sharing stories and opinions, commerce, text messaging, and several other activities, which are not usually associated with the mainstream media.

Smith (2014) adds that social media have become very prominent in the political arena as many political office seekers now carry out their campaigns on the social media instead of conventional media. Writing along similar line, Sweetser and Lariscy (2008), observe that some political office seekers prefer using them, instead of mainstream media, to them to disseminate their campaign messages to the electorate in order to get the votes of the electorate.

Leach (2009) observes that organization and coverage of the 2011 revolutions in North Africa and the Middle East (NAME), especially Tunisia, Egypt, Libya, Yemen, Bahrain and Syria illuminated how individual political beliefs and

the mass media goals now intersect with social media's tools.

MacMillan (2009) notes that social media encourage genuine feedback from the audience and connect the mass media to all parts of the world where social media subscribers actively exists. Subscribers report events in the social media and the mass media cull such reports after getting confirmation from reliable local sources, thus playing a role akin to that of the foreign correspondent.

Contrarily, Palfreman (2009) fears the growth and popularity of the social media and the likely effect on conventional mass media, including community media. He writes that the activities of the social media can have serious negative consequence on the financial fortune of the newspaper, including community media, as advertiser may prefer to advertise in them. Palfreman points out that many sources of the stories posted on the social media are unreliable, false and deceitful. Abdulahi, Samadi and Gharleghi (2014) point out social media writers do not observe the ethics of journalism and respect for the fundamental laws guiding journalism practice, such as defamation, the Official Secret Act, piracy, copyright, plagiarism, blasphemy, sedition, indecency and pornography. Ethically, they have no regard for personal privacy, taste, balance, fairness, objectivity and facts.

Though community media and social media could play important role in the society, socio-demographic variables could be determinant in people's usage of these media. For instance, Abdulahi, Samadi and Gharleghi (2014).The use of either community media or social media could be affected by socio-demographic variables such as level of education, gender, age, income level, religion and place of residence. Brady, Holcomb and Smith (2010) explain that there is significant correlation

between social media usage and socio-demographic variable. Higgins (1999) also asserts that gender could in many cases determine to a large extent the use of community media, as men may be more predisposed to reading community newspapers while women are more like to be more disposed to watching community television programmes. Shafique, Anwar and Bushra (2010) found separately, educational status as a significant correlate of social media usage.

The foregoing literature has shown that though the social media play significant role in the society, they have also gradually displaced the modus operandi of conventional journalism, including community media. In essence, unlike community media that unite the people and promote peace and development in the community, social media tend to deviate at times from the ethics of professional journalism. Community issues are no longer confined to the community because social media externalize them.

Theoretical framework

The study adopted the Uses and Gratification theory, which according to West and Turner (2004), is an extension of Needs and Motivation Theory in which Abraham Maslow posited that people actively seek to satisfy a hierarchy of needs. The theory which was

propounded by Elihu Katz, Blumler Jay G. and Gurenvitch in 1974 explains the reason people use the media and the gratification they derive from the usage. According to Folarin (2001) the theory answers the question of who uses the media, which content, under which conditions and for what reason? The theory is concerned with what media the people use, how they use them and what gratifications they expect from the usage.

Methodology

Survey and questionnaire were used as method and instrument respectively to collect data. Information Hood Global Exposer (2016) estimates the population of Delta State at 4,098,291. A sample size of 1260 was drawn from the three senatorial districts that make up Delta State. Three towns and three villages were selected from each of the senatorial districts. The towns and villages were sampled to provide opportunity for residents of both urban and rural areas in the state to be equally included in the study. 65 respondents were randomly selected from each of the towns and villages. A total of 1161 copies of the instrument were retrieved which amounted to 92.14%. The data were analyzed with tables and percentages while regression analysis was used to test the hypothesis. The SPSS version 20.0 was used to test the data.

Table 1: The preferential level of exposure to community media and social media among Delta State residents

| Exposure to community media | Frequency | Percent | Exposure to social media | Frequency | Percent |
|------------------------------------|-----------|---------|---------------------------------|-----------|---------|
| Unexposed | 817 | 70.37 | Unexposed | 153 | 13.18 |
| Exposed | 344 | 29.63 | Exposed | 1008 | 86.82 |
| Total | 1161 | 100.0 | Total | 1161 | 100.0 |

Results and Discussion

The finding shows that 70.37% preferred getting exposed to social media while 29.63% preferred not being exposed to the social media. On the other hand, 13.18% of the respondents preferred getting exposed to community media, while 86.82% preferred not getting exposed to community media. The results indicate that more respondents

preferred getting exposed to the social media than they preferred getting exposed to community media. The findings are in tandem with those of Hong (2010), Liu, (2010), Ikiebe, (2011), Ikeroda (2012) and Jiang and Huang (2013) who found that more people prefer getting exposed to the social media than they prefer getting exposed to community media.

Table 2: The preferential usage level of community and social media among Delta State residents

| Social media usage | Frequency | Percent | Community media usage | Frequency | Percent |
|---------------------------|-------------|--------------|------------------------------|-------------|--------------|
| No usage | 60 | 5.17 | No usage | 874 | 75.28 |
| Usage | 1101 | 94.83 | Usage | 287 | 24.72 |
| Total | 1161 | 100.0 | Total | 1161 | 100.0 |

The data on table 2 show that 94.83% of the respondents prefer to use the social media as against 5.17% that does not prefer to use the social media. On the other hand, 24.72 % of the respondents prefer to use the community media, while 75.28% does not prefer to use

community media. The implication of the findings is that more respondents prefer to use the social media than community media. The finding agrees with those of Sweetser and Lariscy (2008), Ross (2008), Palfreman (2009), Konkwo (2010), Huang (2011), Zeevi (2013)

Table 3: The preferential usage pattern of community media and social media by Delta state residents

| Social media usage pattern | Frequency | % | Community media usage pattern | Frequency | % |
|-----------------------------------|-------------|--------------|--------------------------------------|-------------|--------------|
| Development news | 41 | 3.5 | Development news | 437 | 37.6 |
| Community news | 22 | 1.9 | Community news | 297 | 25.6 |
| Political participation | 47 | 4.0 | Political participation | 192 | 16.5 |
| Gossip | 115 | 9.9 | Gossip | 16 | 1.4 |
| Education | 108 | 9.3 | Education | 50 | 4.3 |
| Finding friends | 118 | 10.2 | Finding friends | 4 | .3 |
| Making friend | 61 | 5.3 | Making friend | 7 | .6 |
| Flirting | 102 | 8.8 | Flirting | 00 | 00 |
| Spreading rumours | 160 | 13.8 | Spreading rumours | 14 | 1.2 |
| Self-promotion | 33 | 2.8 | Self-promotion | 27 | 2.3 |
| Impersonation | 74 | 6.4 | Impersonation | 00 | 00 |
| Commerce | 56 | 4.8 | Commerce | 89 | 7.7 |
| Entertainment | 179 | 15.4 | Entertainment | 23 | 2.0 |
| Blackmail | 45 | 3.9 | Blackmail | 5 | .4 |
| Total | 1161 | 100.0 | Total | 1161 | 100.0 |

and Smith (2014) that people prefer the use of social media to community media. The result shows that the respondents use community and social media for different purposes. The highest uses of the social media are for entertainment (15.4%), spreading rumours (13.8%), finding friends (10.2%), gossip (9.9%) and education (9.3%). The least usage patterns of the social media are for community news (1.9%), self-promotion (2.8%), commerce (4.8%) and blackmail (3.9%). The respondents use the community media mostly for development news (37.6%), community news (25.6), political participation (16.5%) and commerce (7.7%). The least uses of the community media are finding friends

(.3%), blackmail (.4%), making friend (.6%) and spreading rumours. The respondents do not use the community media for flirting (00%) and impersonation (00%). The findings suggest that the residents of Delta state use the social media and community media in different ways and directions. The usage pattern of the social media and community media tend to be in conflict with each other. The result is in line with views of Palfreman (2009), Gerlich and Westermann (2011), Baruah (2012), and Abdulahi, Samadi and Gharleghi (2014) who postulate that people's usage pattern of community media and social media differ significantly, as people use them for different purposes.

Table 5: Hypothesis 1: Education, Urban/Rural Residency, Gender and Age are not significant correlate of Community and Social Media Usage among Residents of Delta State, Nigeria.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change in R Square | Change Statistics | | | F | Sig. | T | Sig. |
|-------|-------------------|----------|-------------------|----------------------------|--------------------|-------------------|-----|-----------------|--------|-------------------|-------|------|
| | | | | | | F Change | df1 | df2 | | | | |
| 1 | .928 ^a | .861 | .842 | .31298 | .861 | 46.460 | 4 | 30 ^a | 46.460 | .000 ^b | 4.662 | .000 |

a. Dependent Variable: community and social media usage
 b. Predictors: (Constant), education, rural/urban residency, gender, age

The table 5 shows a correlation output of 0.928 which indicates a positive and significant correlation between education, rural/urban residency, gender and age and community and social media usage. The computed F value of 46.460 > critical .000 level of significance also indicated a significant correlation between the dependent variable and independent variables. The null hypothesis which states that education, urban/rural residency, gender and age are not significant correlates of community and social media usage among residents of Delta State, Nigeria, was rejected while the alternative hypothesis was accepted. The R² value of .842 shows that 80% of the

variation in community and social media usage was accounted for by education, rural/urban residency, and gender and age variables which are significant, while the unexplained variation is 20% i.e. (1-80). This is the effect size of the antecedent variable on criterion. The Beta weight for job motivation was found significant because t calculated (4.662) is greater than the critical .000 level of significance. This implies that education, rural/urban residency, gender and age are significant correlates of community and social media use among Delta State residents. The finding is in tandem with positions of Brennan, Barnett and Baugh (2007), Andolina, Jenkins, Keeter and Zukin (2002), Nakano, Yu,

Sakakibara, Kitahara, Ariga, Hayashi, and Tanaka, (2014), Qihao, Louisa and Ulla (2014), Lennon, Rentfro and Curran (2011), Madden and Zickuhr (2011), Hoffman (2008), and Hampton, Goulet, Rainie and Purcell (2011) which hold that socio-demographic variables are significant correlates of community media and social media preference and usage.

Summary

The results also indicate that more respondents preferred getting exposed to the social media than they do to community media. The finding shows that more respondents prefer to use the social media than those who prefer to use the community media.

The study indicates further the respondents use the social media for gossips, findings friends, making new friends, flirting, and spreading rumour as against the majority of the community media. Only an insignificant proportion uses it for journalistic, community and general developmental purposes. Significant proportion of the respondents uses the social media for vices such as impersonation, blackmail and fraud and flirting. The study shows further that small proportion of the respondents use the media community as against those that use the social media. However, among those who use the community media; use them mainly for development purposes.

Conclusion

Conclusion could be drawn that Delta State residents prefer using the social media to using community media. They also use the social media and community media for different purposes but the main purpose for which majority of the respondents use the social media is not pro-development as against the tenets of community media. However, it is

worrying that the ideals of the social media are not significantly pro-community development. Therefore, the gradual extinction of the community media by the social media portends danger to noble ideals and role of community media in the society.

Recommendations

- Relevant authorities and bodies should fashion out modalities to Delta State residents patronize community media and to discourage people from using the social media for negative activities.
- Communities in Delta State should establish and operate community media outfits in order to bring information on development initiatives and activities closer to the people.

References

- Abdulahi, A., Samadi, B., and Gharleghi, B. (2014). A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia. *International Journal of Business and Social Science* (5),10, 133-145
- Ate, A.A. and Ikeroda, J.O. (2012). *Community Journalism in Nigeria: Global Technological Reflections*. *New Media and Mass Communication*. (2), 52-60
- Baruah, T.D. (2012). Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research*. (2), 5, 1-10.
- Brady, K. Holcomb, L. & Smith, B. (2010). The Use of Alternative Social Networking Sites in Higher Education Settings: A Case Study of e-learning Benefits of Ning in Education, *Journal of Interactive Online Learning*, 9(2),

- Browning, L., Gerlich, R., & Westermann, L. (2011). The new HD classroom: A "Hyper Diverse" Approach to Engaging with Students. *Journal of Instructional Pedagogies*, 1-10.
- Dedanne, S.J. (2009). The Social Media in the Mass Media. Paper presented at a seminar in University of South Florida (08/11/09)
- Dijkstra, W. (2010). "Civic Media, Community Media, Citizen Media, Citizen Journalism". Retrieved February 13, 2016 from: www.ict4accountability.wordpress.com.
- Fairchild, C. (2001). *Community radio and public culture: Being an examination of media access and equity in the nations of North America*. Cresskill, NJ: Hampton Press.
- Folarin, B. (2001). *Theories of Mass Communication: An Introductory Text*. Abeokuta: link publications.
- Hagerty, V. (2009). Reporting Relies on Questions: Now they Come From Readers. Retrieved February 20, 2016 from: <http://www.niemam.harvard.edu/reportsitem.aspen>.
- Hendricks, D. (2013). Complete History of Social Media: Then And Now. Retrieved 20 May, 2015 from: <http://smallbiztrends.com/2013/05/the-complete-history-of-social-media-infographic.html>
- Higgins, J. W. (1999). Community Television and the Vision of Media Literacy, Social Action, and Empowerment. *Journal of Broadcasting & Electronic Media*, (43), 4
- Hong, H. (2010). Participating communication: Development communication and its Chinese value. *Journalism and Communication Studies*. (4). 1.40-9.
- Huang, K. (2011). Chinese boxes: Audience participation among Chinese Reality TV, Unpublished Ph.D. thesis, Macquarie University, Sydney.
- Ikiebe, R.O. (2011). The Future of Media Business in Nigeria: Holding ourselves Accountable. Paper presented at the National Media Leaders Forum on Excellence and National Development at Govt. House, Alagbaka, Akure on December 21, 2011
- Information Hood Global Exposer (2016). Nigeria States Population Ranking List 2016. Retrieved 12 August, 2016 from: <http://www.informationhood.com/nigeria-states-population-ranking/>
- Jiang, F. and Huang, K. (2013). Community media in China: Communication, digitalization, and relocation, *Journal of International Communication*, (19), 1, 59- 68.
- Konkwo, D.E (2010) Trends and challenges of Community Radio Broadcasting in Nigeria. *Journal of Communication and Media Research*, Vol (2) 1, 16-28.
- Leach, J. (2009) "Creating Ethical Bridges from Journalism to Digital News". Retrieved February 21, 2016 from: <http://www.niemam.harvard.edu/reportsitem.aspen>.
- Lerner, A., Roberts, S. & Matlala, C. (2009). Race and migration in the community media: Local stories, common stereotypes. *Media Monitoring Africa*. Retrieved February 21, 2016 from: http://www.mediamonitoringafrica.org/images/uploads/MDDA_report_final.pdf
- Light, E. (2011). From Pirates to Partners: The Legalization of Community Radio in Uruguay. *Canadian Journal of Communication*, Vol 36, (2011), 51-67.
- Liu, R. (2010). The influence of television on Western rural social mobility: An ethnography investigation of Shilan Village, Enshi Autonomous Prefecture. *Journalism and Communication Studies*, (1), 3, 89-99.
- MacMillan, J. (2009). *A Photographer's Journey: From Newspaper to Social Media*. Retrieved 20 February, 2016 from:

- <http://www.niemam.harvard.edu/reportsitem.aspen>
- Megwa, E. (2011). Hybrised Media & Development: A conceptual framework. Paper presented at ACCE Conference held at Covenant University, Ota, Nigeria.
- Mhayama, P.M. (2004). "The Role of Community Media in Development". Retrieved 22 February, 2016 from : <http://ccms.ulzn.ac.za>
- Moemeka, A (1981). Local Radio: Community Education for Development. Zaria: ABU Press.
- Nwanne, B.U. (2013). Perspectives on Community Media and Rural Development in Nigeria. Global Journal of Arts, Humanities and Social Sciences, Vol. (1), 4, 53-60.
- Opubor, A. E. (2000). If Community Media is the Answer, What is the Question? In Kwame Boafo, S.T. Promoting Community Media in Africa. Paris: UNESCO
- Palfreman, J. (2009). Dealing with Disruption. Retrieved 20 December, 2015 from: <http://www.niemam.harvard.edu/reportsitem.aspen>.
- Picard, R. (2009). Blogs, Tweets, Social Media, and the News Business. Retrieved November 23, 2015 from : <http://www.niemam.harvard.edu/reportsitem.aspen>.
- Rankovic, L. (2010). The Role of Community Media in Development. Retrieved November 23, 2015 from: www.eu/the_role_of_community_media.
- Ross, B. (2008). One village, one surname, and China's oldest family tree, Retrieved 20 May, 2015 from : <http://benross.net/wordpress/onevillage-one-surname-and-chinas-oldest-family-tree/2008/07/04/>.
- Ryan, S. (2011). The Importance of Community in Social Media. Retrieved March 11, 2016 from: <http://sarahryanblog.com/>
- Shafique, F, Anwar, M and Bushra, M. (2010). Exploitation of social media among university students: A case study. Webology 7 (2), 34-47
- Smith, A. (2009). The Internet's Role in Campaign 2008. Retrieved February 11, 2016 from: <http://www.pewinternet.org/2009/04/15/the-internets-role-in-campaign-2008/>
- Smith, A. (2014). 6 New Facts about Facebook. Retrieved on February 11, 2016 from: <http://www.pewresearch.org/fact-tank/2014/02/03/6-new-facts-about-facebook/>
- Sundén, J. (2003). Material Virtualities. New York: Peter Lang
- Sweetser, K. D., & Lariscy, R. W. (2008). Candidates make good Friends: An Analysis of Candidates' Use of Face-book. International Journal of Strategic Communication, 2(3), 28-39.
- UNESCO (2008). The Role of Community Media World Press Freedom Day 2008
- West, R. and Turner, LB (2004). Introducing Communication Theory: Analysis and Application. Boston: McGraw Hill.
- Zeevi, D. (2013). The Ultimate History of Facebook [INFOGRAPHIC] | Social Media Today. Socialmediatoday.com. Retrieved 13 February, 2016, from : <http://socialmediatoday.com/daniel-zeevi/1251026/ultimate-history-facebook-infographic>

