The New Broadcasting Ethos and Motivations for Interactive Technology Use in a Nigerian Radio Station

'WALE ONI

University of Salford

ABSTRACT

I examine in this study what constitute the motivations/gratifications for the pervasiveness of interactive technology (mobile phone and Internet) use for participatory programming among broadcast journalists. A survey was modelled after similar studies on motivations for citizen journalism (Jack, 2009), against extant theoretical frameworks of technology adoption, including adaptive structuration and uses and gratification theories. A matrix was also constructed to pre-test what constitute the motivations/gratifications for the use of interactive technology in the production of dissemination of participatory programming. Hence, broadcast journalists in a purposively selected FM radio station in southwest Nigeria were sampled. Findings showed that broadcast journalists' motivation to use interactive technology for participatory programming is geared toward information dissemination. In achieving this, broadcast journalists rely more on text-based (quasi-synchronous) new media platforms rather than a more convenient but costlier voice call channel to act the social responsibility (information dissemination and mobilization) roles. Poor telecom connectivity is a significant threat. The study, while contributing to the current discourse on the convergence of radio, also practically advances the concept of participatory communication and newsroom technology adoption beyond the theoretical and speculative dimensions.

KEYWORDS

Radio, convergence, broadcasting, interactive media, participatory programming

Introduction

One of the notable ways through which the adoption of new media has affected the media sphere is in participatory programming facilitated by the pervasive use of interactive technology. Earlier considerations of the impact of technological innovation on journalism assumed a deterministic impact of technology on the role and working practices of journalists (Spyridou et al. 2014). The discussions reflect the perception that the technological potentialities of new media will usher a

shift that will make journalism more people centred. Technology will herald journalism into the societal function of serving the people by fostering increased accountability and transparency as well as by establishing dialogical and participatory models of communication (Kawamoto, 2003; O'Sullivan, 2005).

However, as more research took the centre stage in the past decade, a recent approach has rejected the promotion of digital utopias and favoured a well-grounded explanatory framework borne out of empirical and critical research rather than speculative and prescriptive dimension of earlier studies (Domingo, 2008). This is the social constructivist approach (Paterson, 2008; Steensen, 2011; Weiss and Domingo, 2010), which sees journalism as a social phenomenon rooted in and shaped by professional, organizational and economic factors (Fenton, 2009) and studied from extant sociological theoretical frameworks. While studies mostly in Europe and North America have reported on these trends of technology adoption in newsrooms, with the focus mainly on newspaper and online newsrooms, little or no study has been conducted in sub-Saharan Africa, and specifically Nigeria, on the motivations and gratifications felt by adopters of new media technologies in newsrooms, with a specific focus on the broadcast medium of radio; an acclaimed development friendly platform.

In fact, most studies on innovation and technology adoption in newsrooms have been undertaken from different disciplines and conceptualizations. In media studies, terms such as convergence and citizen or participatory journalism, but with focus on online and newspapering in the Americas, Europe and Asia are popular in the literature. Only a few instances (such as van Noort, 2007) study African news media adoption of technology or convergence. At the same time, the majority of these foreign studies emphasise the adoption of digital technology for news production and the dissemination of news through online platforms either as an aspect of the convergence phenomenon or independently through blogging and/or citizen journalism (e.g. Thurlow et al., 2004). In these studies, the focal point regarding digital technology in newsrooms revolves around the shift in media landscape as a result of the development of computers, the Internet and telecommunications. Despite this awareness, there is little or no mention of electronic media as a platform for digitalization. Only recently would a journal in *Telematics and Informatics* dedicate a special issue to broadcasting and more importantly radio, a vital medium in Africa. The guest editor writes this:

While convergence of media and communication technologies has been largely a characteristic of late modern society in North America and Europe, Africa has a slightly different experience. Radio remains at the very best traditional for most people who still receive it through the simple mode of traditional broadcasts. ...For example, a significant minority of radio stations and their publics have mainstreamed these technologies into their cultures and practices (Moyo, 2013b: 215)

This paper is borne out of a need to fill this important gap. It is an aspect of a wider exploratory study on interactive technology use for participatory programming by broadcast journalists in Nigeria. The wave of adoption and appropriation of computer-mediated systems by broadcast stations calls for a study on the new interactive technology use habits of broadcast journalists. Understanding the motivations to use, and gratifications derived from use, will, therefore, make

significant contributions to knowledge at this period when the institutional culture of media/news production is undergoing a shift in paradigm. Against this backdrop, this study hopes to find answers to the following questions: What motivations and gratifications do broadcasters really seek through the adoption of digital tools for participatory programming, and what roles do usages reflect? It is also important to know the threat militating against interactive technology adoption in a developing context, and which interactive medium yields better to participatory programming.

Technology acceptance and new broadcasting ethos: a theoretical and empirical review

Acceptance and use of technology in newsrooms have always been an interesting subject of discussion among scholars in information systems, educational technology and, specifically, among scholars focusing on the sociology of newsrooms. Among the latter, there is a shifting landscape attributed to technological convergence. Not like before has technology acceptance and use been both a source of threat and blessing to media practices, radio broadcasting specifically. The internet and mobile phones are changing the face of broadcasting, taking away the power to break news which was well thought useful during disasters and *coups d'états* and replacing it with interactivity which makes the once passive audience to be active contributors in newsroom tasks. Their adoption and/or appropriation across the three tiers of broadcasting (private, public and community) is transforming broadcasting and thus making it at least in principle more accessible through mobility and multiplatform deliveries. For one, the geographical limitation of the FM band has been circumvented through webcasting and mobile streaming, while feedback comes through the appropriation of synchronous and quasi-synchronous social media platforms. Radio is now a virtual space, network space, mobile space, while at the same time remaining a physical space when conceptualized in its studio format where citizens can participate in public debate (Moyo, 2013b: 214). These situations have impacted on the institutional practices and culture especially in the production, dissemination and eventual consumption of broadcast content. Digital technologies like the Internet and mobile phones have arguably multiplied and pluralized radio spaces (Moyo, 2013b), with promises of democratizing and increased participation.

Given this development, media scholars have developed interests in the new confluence and come out with divergent critiques along the deterministic and social constructivist dimensions. The associated problem with the deterministic and social constructivist schools of thought is that they obviously lack sophistication in grappling with the complex question of the dialectical relationship between technology, agency and structure (Moyo, 2013a: 211). A meaningful critique of the emerging digital cultures and practices must, therefore, always be grounded on the social, political, and economic contexts that acknowledge the social shaping of the new technologies used by media practitioners, with a new look at what is termed “critical theory of convergence” (Moyo, 2013a: 212). Though sharing its background in constructivist approach, the dimension remains critical as it perceives the questions of ideology and hegemony as tightly interwoven with new media and their platforms that are increasingly part of traditional broadcasting through convergence.

Recently, scholars have attempted this purview focusing on Actor-network theory rather than through the extant theories of technology adoption and their various extensions. However, a number of studies have gone into understanding individual and organizational processes of technology adoption, including motivations for use, attitude to, and behavioural changes after, acceptance (Sun and Bhattacharjee, 2014). The studies were not just in response to the wide availability of technology in recent times, as it has also been established in the literature that the ubiquity of technology sums up to nothing other than its widespread acceptance and uses. Hence, contributions to “routinely explain over 40 percent of the variance in individual intention to use technology” (e.g. Davis et al. 1989; Taylor and Todd 1995; Venkatesh et al. 2003) have so far been made. An in-depth review of the extant models of technology acceptance, such as the Technology Acceptance Model (TAM) (Davis 1986), Motivational Model (MM) and Diffusion of Innovation Theory (DIT) (Rogers 1995), as well as how they have contributed to studies on the sociology of newswork and the more recent studies on convergence in newsrooms, have been established. The recent focus is the extended models of the unified theory of acceptance and use of technology (UTAUT) to further understand cultural, economic, and infrastructural variables that affect technology adoption in different organizational settings (Nistor et al. 2014; Mico, et al. 2014; Sun and Bachlerjee, 2014).

While both TAM and DIT have been drawn upon by scholars of sociology of newswork under rubrics such as newsroom technology adoption and/or convergence (Forte Duhe, 2004; Greenwood and Reinardy, 2011; Garrison, 2001), various other research, on newsroom technology adoption with a focus on convergence phenomenon, have reported divergent views on changing practices in newswork, and attitudinal change or perceptions of newsworkers on technology adoption (Singer, 2004). Hence, convergence and adoption of technology are integral aspects of innovation in newsrooms to which the scholars have fruitfully used DIT (Garrison, 2001; Singer, 2004). Other research projects have proposed approaches based on the social construction of technology (Boczkowski, 2004; Cottle and Ashton, 1999), with different models trying to typify and characterize the convergence process in terms of the degree of integration of technology and journalistic practices, attitude and roles (Gordon, 2003; Dailey et al, 2005; Singer, 2004, 2006; Dupagne and Garrison, 2006; Garcial Aviles et al. 2009; Mico, et al. 2014). Their modelling efforts revealed the vast diversity of solutions that different media companies adopted to address the same innovation, as the concept remains emerging and ‘a moving target for scholars’ (Infotendencias Group, 2012; Quandt and Singer, 2009). The other theoretical frameworks that equally speak to studies in line with the direction of this study are briefly mentioned in the next section.

Uses and gratification theory and adaptive structuration theory

Uses and gratification theory (U>) provides a theoretical framework that complements the limitations of TAM (Park, Lee and Cheong, 2007). By focusing on the motivation explained as ‘a general disposition that influences the actions people take to fulfil a need or want’ (Rubin, 1993) and as a factor that accounts for their selective choice and subjective interpretation of media messages (Park et al. 2007), the approach prioritizes motivations as ‘driven by felt needs and individual differences’ (Rosengren, 1974), which is equally pivotal in increasing people’s

behavioural intention and actual use of media technology (Park et al. 2007). U> is therefore a popular approach that has been adopted in media studies (see Oni, 2013; Park et al. 2007).

DeSanctis and Poole (1994) conducted much of the early theoretical work regarding appropriation of new information communication technologies. They propose the use of adaptive structuration theory (AST) as a method for examining process change resulting from the use of advanced information communication technologies (ICTs) (see Carroll et al. 2002; Bar Pisani and Weber, 2007; Oni 2013). AST stipulates that change can be examined by focusing on the structures that are created inherent to the technology and the structures that then result from human interaction with the technology. Thus, as defined by DeSanctis and Poole, “appropriation of technology” is an ongoing practice whereby people interact with technology and then actively select structures of use from a larger set of possibilities (Carroll et al. 2002; Bar, Pisani and Weber, 2007). By this definition, appropriation occurs at the intersection of technical design and social structures. As a view of appropriation this treats the relationship between production of technology and use in action as a production of socio-technical systems (Hiltz and Johnson, 1990). Some of the notable studies in this regard are CheNeau-Loquay (2000) and Horst (2006).

Method

This research was conducted as a pre-test to a study exploring technology adoption for participatory programming in Nigeria’s broadcast sector. This aspect seeks to determine the motivations for the adoption of interactive technology being used for ubiquitous participatory programming focusing on a radio station. In order to gain insight into this perspective, a survey design was employed. The survey research method remains the most empirically appropriate means of eliciting information relating to humans’ knowledge, attitude and perception. Thus a conventional survey using a questionnaire as an instrument for data gathering was found to be very adequate for the size of the population. Thus, the subjects for this study were the radio presenters/producers of participatory programmes in the station. The population (N 17), comprise relatively younger staffers with mix gender ratio m5 : f12. The sampling technique and rationale behind this radio station is more of purposive sampling than convenience since the researcher is resident in this city.

The station which broadcast on FM band 105.5 is adjudged as one of the most listened to in southwest Nigeria with a huge listenership and social media fan followership across major social media platforms. Its major audience base comprises residents of Nigeria’s most populous city of Ibadan. However, through its webcasting of programming (syndication) web/live-streaming technology listenership has increased beyond the geographic bounds of Ibadan, Nigeria. Apart from this, the station is a leading force among the fifty-six private radio stations operating in south-west Nigeria, which is actively engaging in the broad concept of convergence and/or participatory programming. A significant percentage of the programmes being aired are participatory-driven through mobile telephoning, social network sites and an interactive web-site for live streaming available at www.radio.org.ng/. There is an observed intention of democratizing its listening public by engaging them in the process of programme content production, even when no reward is promised. This claim is further affirmed by the radio station’s over 70, 000 fan followership on FacebookTM.

For data gathering, a structured questionnaire was developed based on insights from Jack's (2009) matrix of motivation and an informal interview with the station's Director of Programme. As part of the procedure for data collection, a preliminary observation of the radio station was carried out. The radio station was routinely listened to for two consecutive quarters January-March 2011 and April-June 2011. During this period, programmes with audience participation were identified and followed. Through this procedure the researcher was able to identify the presenters, the programme types, language of presentation, time of presentation and the platforms for audience participation. This informal observation assisted a great deal in constructing questionnaire items used in eliciting information from the subjects. A 3-part 27-item questionnaire was developed to assess the demography of broadcasters in the Station as well as to determine the motivation/gratification for their adoption of interactive technology for programme presentation. With the assistance of one of the presenters, questionnaires were administered to presenters and programme directors and they were retrieved just after completion.

Findings

Variable Measurement

Motivations for Participatory Programming

First, the study administered the questionnaire to the programme presenters on Splash FM 105.5 seeking to rate their gratifications and/or motivations for participatory programming. Drawing upon Jack's (2009) categorization of motivations for engaging in citizen journalism, a 27-item questionnaire was constructed and used to ask respondents to indicate their level of agreement, ranging from (0) undecided, (1) strongly disagree to (5) strongly agree.¹

Threats/Challenges to Adoption of Mobile phone's 2 channels and other New Media for Participatory programming

The second aspect of the study is in two parts: *Part A* focuses on an assessment of the relevance of audience-participants' contribution through the associated 5 media of mobile phones (the 2 channels), Facebook, Twitter and RSS feedback/comment on the Station's website. Thus, presenters were asked to rate where contributions are most relevant to their programmes, using a 4-point scale starting from (0) not relevant to (3) very relevant. *Part B* seeks to assess what constitute as threats and challenges to the adoption of participatory programming, especially during the April 2011 elections. Eleven (11) statements, borne out of observations from previous studies (Banda, 2010) on citizen journalism were used to rank, from (0) Not Important to 3 (Very Important)², what presenters consider as threats and/or challenges to participatory programming.

¹ Jack's (2009) categorization of gratifications for citizen journalism: (1) Personal Gain (2) Individual Growth (3) Societal Interaction (4) Information Dissemination and (5) Collective Change. The questionnaire statements were drawn to specifically focus on motivation for participatory programming through the 5 media of mobile phones (text and voice calls), social network sites of Facebook and Twitter and, lastly, RSS feedback comment on the radio station's website.

² See APPENDIX for the questionnaire items.

Radio and Participatory Programming as Election Indices

The third and the last aspect of this study focuses on interactive technology use for participatory programming as a contributing factor to polling results, judging from broadcasters' experience and perception of audience contributions to some of the special interactive programmes aired during the April, 2011 elections. Two (2) statements were used to rate respondents' level of agreement, following the Likert scale: (0) undecided, (1) strongly disagree to (5) strongly agree³.

Data analysis

Considering the small size of the sample population, being a pilot study, descriptive statistics were employed in this study. The univariate nature of the study further lends credence to the appropriateness of this approach to numeric data analysis. For the first research question, frequencies were calculated (using *SPSS v.15 for Windows*) for all categories representing gratifications for radio presenters' adoption of participatory programming as part of their programming against a 27-statement questionnaire. The percentage distribution and mean value for each of the categorized motivations were identified, sorted and summed to arrive at cumulative mean values for each of the block of gratifications against the motivations' statements. The results were used to predict what the radio presenters considered most as their motivations and/or gratification for the inclusion of participatory programming in their programme presentations.

Following the same analytical procedure, the percentage frequencies and mean values were derived from the 11 statements seeking to elicit information from the respondents (i.e. radio programme presenters) on **A**: what constitute threats and challenges in the course of adopting participatory programming, especially in view of the April 2011 elections in Nigeria, were sorted to determine the statement with the highest distributions; and **B**: the interactive media technology most relevant to participatory programming among the 2 channels of mobile phones, *Twitter*, *Facebook* and RSS feedback/comments on the Radio Station's website. This, of course, would mean what the radio presenters conclude to be the most significant threat/challenges to participatory programming and the most relevant technological platform for audience participation in radio programming.

Results

Respondents Profile

Respondents are radio presenters of Splash FM 105.5 in Ibadan, Nigeria. The total number (N) is seventeen (17) consisting of 5 male and 12 female presenters within the age bracket 21-40. Three of the presenters are dedicated Yoruba language presenters, while others present their programmes mainly in the English language. Other minor varieties of the English language include Nigerian and Jamaican Pidgin English.

Motivations for Adopting Participatory Programming

³ See APPENDIX for the questionnaire items.

The first research question asked the motivations for adopting participatory programming in radio programme presentation. Drawing on the reviewed typologies in a related study using the uses and gratifications approach, there was a pattern of five gratifications; namely, *personal gain*, *individual growth*, *societal interaction*, *information dissemination* and *collective change*.

To gain insight into motivations for participatory programming, statements were constructed to assess the most significant gratification for adopting participatory programming by programme presenters and producers (see Appendix). Overwhelmingly, the items located in the category of gratification for information dissemination showed to be the most important motivations for engaging audiences in participatory programming. The statement: “to inform others about news events”, had its mean at 3.88 on the motivations spectrum. On the other side, the least important motivation for the respondents was to “mobilize citizens for support or protest” at a mean of 2.06 on the motivations spectrum. This perhaps indicates knowledge of the ethical responsibility in Nigerian broadcasting as provided in the National Broadcasting Commission’s code of conduct (NBC Code, 2010: Section 0.3.1. paragraph 5, pg. 7). This also fairly attests to the proposition that the role of social media in social change depends not on technological merits (e.g. access to the hardware or software of new media *per se*), but on the attitude, interest and skills of those who use media as a means for social change (Lemish and Caringer, 2012).

In addition, respondents also indicated a high level of importance to motivations such as “to co-create and share knowledge with audience participants”, while 88.2% also agreed they use participatory programming “to know participants’ first-hand experience of events about/around them”; all as part of the gratification for information dissemination.

Another interesting aspect of motivations for respondents’ use of participatory programming is in the gratification for societal interaction, with an average cumulative mean score of 3.37. In the spectrum of motivations regarding societal interaction, respondents placed 3.59 on mean value for “to take part in an interactive community”, while 64.7% (3.35) placed their motivation on “to take a role in a community of new participatory programming”. Thus, the interactive technologies being used for participatory programming have opened a new platform in broadcasting, where “appropriation moves” are made (Bar Pisani and Weber, 2007) as a novel approach to the “information dissemination” responsibility of media personnel with potential for engendering social change.

Furthermore, respondents claimed their “individual growth” is next to societal interaction in their order of gratification for engaging interactive technologies for participatory programming (mean 3.32). A number of the respondents placed their motivation on “to have sense of responsibility”, with 3.71 mean. Next in the spectrum of motivations along individual growth of the broadcasters was “to develop an identity”, with mean 3.59. However, the majority of the respondents, representing 64.7% (3.53), placed their motivation on the “display of passion for broadcasting through participatory programming.” Therefore, apart from the information dissemination and its inclination to the social responsibility role of broadcaster, the interactivity of new media equally offers to broadcasters a personal developmental platform; putting “sense of responsibility” first before “personal identity”.

It is equally interesting to know that the majority of the broadcast respondents considered “personal gain” as gratification for audience engagement. In line with this, 3.59 (64.7%) claimed they do personally look forward to hearing/reading certain participants’ contributions. A remarkable proportion (52.9%) of the respondents also placed their motivation on “to watch and gauge audience reactions to their programmes” (3.35). However, with a 2.82 mean, “collective change” ranks as the lowest drive to participatory programming. In the spectrum of motivations, some 3.24 (representing 76.5%) of the respondents admitted using interactivity “to set an agenda about a particular issue”. Also in the block of collective change, with a mean of 3.18, respondents show their motivation for “to reject the ordinary and offer alternative ideas to society”. While it seems respondents, to some level, have grappled with participatory programming as a concept for collective change, motivations along this direction are not too impressive if compared to what obtains under information dissemination. It is important to note that motivations in this segment follow directly from Jack’s (2009) typologies; however, their outcomes are different.

Threats/Challenges to adoption of participatory programming

Respondents were to rate what they consider as threats and challenges to participatory programming along a 4-point scale of importance: (0) not important to (3) very important. And an 11-item questionnaire, containing statements of perceived threats/challenges as reflected in Banda’s (2010) exploration of citizen journalism in Africa, was analysed.

Overwhelmingly, respondents representing 76.5% (mean 2.53), considered poor mobile phone networks and connectivity problems, especially during radio programme presentations, as *very important* threat/challenges to participatory programming, with 58.8 percent representation. Inadequate electricity supply followed with mean 2.53. However, with percentage representation of 41.2%, electricity as a threat ranked among the likes of perceived low literacy level of the public (41.2%) and “political” threat (41.2%). The perception of insufficient audience access to enabling ICTs (such as Blackberry, I-pads, Modems, Laptops, Internet-phones, etc.) was also convincingly considered as a threat to effective audience engagement or participatory programming. 47.1 percent of the respondents indicated perceived audience’s poor understanding of radio programme motif or theme as a very important threat, while 41.2% claim broadcasting ethics is “somewhat” a threat to participatory programming. Interestingly, the perceived low income status of the audience (public) was also considered “somewhat important” as a threat, with 64.7% representation and mean value of 1.76.

It is interesting, however, to know that broadcasters’ “perceived low income status of the public” (11.8%), “ethno-religious sentiments” and “party politics” do not significantly constitute threats to participatory programming in a highly polarized state in Southwest Nigeria. Broadcasters seem not to consider low income status, with mean score of 1.76, “very important” as a threat to using technology for participatory programming.

Another aspect of this study seeks to determine from the respondents which technological platform yields itself the most to participatory programming, especially in a developing economy exemplified in a state in Nigeria. The degree of relevance of the enabling interactive media of the mobile phones and social media networks were rated along a 4-point scale measuring relevance, with (3) very relevant to (0) not relevant.

Table 1*Matrix of threats and challenges to participatory programming*

Threats/Challenges	(3) very important – (0) not important				Mean	S.D.	Total
	3	2	1	0			
Internet connectivity during presentation.	10(58.8)	3(17.6)	2(11.8)	2(11.8)	2.24	1.091	17(100)
Mobile phone network and connectivity during presentations	13(76.5)	2(11.8)	0(0)	2(11.8)	2.53	1.007	17(100)
Electricity supply in the neighbourhoods of audience-participants.	7(41.2)	8(47.1)	0(0)	2(11.8)	2.18	.951	17(100)
Insufficient access to enabling ICTs such as Blackberry, I-pads, Modems Laptops, Internet-phones, etc. by the audience-participants.	4(23.5)	7(41.2)	2(11.8)	4(23.5)	1.65	1.115	17(100)
Low literacy level of the public	7(41.2)	5(29.4)	2(11.8)	3(17.6)	1.94	1.144	17(100)
Low income status of the public	2(11.8)	11(64.7)	2(11.8)	2(11.8)	1.76	.831	17(100)
Religion/Ethnicity and Party politics	5(29.4)	8(47.1)	2(11.8)	2(11.8)	1.94	.966	17(100)
Poor understanding of radio programme motif/theme	8(47.1)	4(23.5)	3(17.6)	2(11.8)	2.06	1.088	17(100)
Irrelevant contributions from audience-participants	3(17.6)	4(23.5)	4(23.5)	6(35.3)	1.24	1.147	17(100)
Political threats	7(41.2)	4(23.5)	4(23.5)	2(11.8)	1.94	1.088	17(100)
Broadcasting ethics	6(35.3)	7(41.2)	4(23.5)	0(0)	1.88	1.166	17(100)

Overwhelmingly, respondents (88.2%) indicated that mobile phones' short message service (SMS) was the most enabling platform for participatory programming (mean 2.88). Interestingly, next to this highly significant value is the use of the social media network of Facebook (mean 2.76), which 76.5% of the respondents claimed was "very relevant" to participatory programming. On the contrary, one would have thought the voice call which, of course, is the easiest to integrate into the content of radio programming – being audio-based – would receive a majority vote from the respondents. However, with 76.5% representation and mean of 2.65, it only ranked after the text-based platforms of Facebook and SMS as a very relevant technological platform for participatory programming. A significant percentage of the respondents (52.9%) also saw the social media network of Twitter (mean 2.47) as another text-based quasi-synchronous interactive medium. The respondents claimed the RSS feed on their radio station's website received the least attention for participatory programming with mean value of 2.24.

Discussion and conclusion

The importance of the uses and gratifications approach to new media studies, especially to gain an understanding of motivations for accessing the Internet, has been stressed further in this study. The ubiquity of mobile phones, and the convergence of the interactive media of the Internet with radio, have increased the potential of radio as a medium of mass communication. This concept has been explored in this study by expanding a study which used a profile of weblog users and its typologies to assess the motivations for audience participating in radio programming. However, because of the heterogeneous nature of the radio audience, which makes identifying an appropriate sample of the large population a bigger task, the study has focused on radio presenters of participatory programmes, and examined their gratifications and motivations for the inclusion of user generated content in radio programming. Uses and gratifications research has demonstrated that different types of media may generate new types of activity and also gratify different needs (Kim and Rubin, 1997; Perse and Dunn, 1998). More importantly, the interactive nature of Internet technology is believed to create new types of gratifications, which are quite different from those of traditional media (Charney and Greenberg, 2001; Eighmey and McCord, 1998). Therefore, it is worth examining the motivations of radio presenters as they create the nexus between radio, social media technologies and mobile phones through voice calls and text-based systems of new media.

Based on the findings from the spectrum of motivations created against five different gratifications for citizen journalism – namely, personal gain, individual growth, societal interaction, information dissemination and collective change (Jack 2009) – it was found that presenters in their majority identified with information dissemination as the most important drive for participatory programming. To inform others about news and events, and to know participants' first-hand experience of events around and/or about them, are the greatest motivations.

It is remarkable to find this tallying with Jack's (2009) motivations for audience participation in citizen journalism through the blogosphere. This means that information dissemination is the most crucial aspect of media practitioners' motivation for airing participatory programmes, which has since leveraged on the existing technologies for the inclusion of user generated content in their programmes. Thus, by giving citizens the necessary platform to create, express and share information, they are assisting the media practitioners to finally get the opportunity to fulfil this motivation. This seems to have invalidated the linear model of information dissemination through the mainstream media, especially of radio. Therefore, to determine what is news is no more the traditional prerogative of the field journalists/news correspondents and editors in newsrooms; the audience are now active participants in confirming and telling the news through participatory programming.

Given that the least important motivation for the respondents was to mobilize citizens for support or protest is, perhaps, an indication of the consciousness of the radio presenters not to use the medium to incite the public, thereby leading to mass protests. It is also an indication that ethical broadcasting is being engaged by the respondents and that they are adhering strictly to the

provision of the National Broadcasting Commission's Code (NBC Code, 2010: Section 0.3.1. paragraph 5, pg. 7).

This study also yielded important findings on what constitute threats and challenges to participatory culture in broadcasting, considering the inadequate infrastructure and unfavourable socio-economic climate in a Nigerian state. The majority of the respondents, therefore, considered mobile phones, Internet connectivity and electricity supply in the neighbourhoods of audience-participants, respectively, as the most obvious obstacles to participatory programming. The low income status may have resulted in insufficient access to the enabling technologies/gadgets, which respondents also considered as part of the challenges to participatory programming. However, the low income status of the public, ethno-religious sentiments and partisan politics, as perceived by broadcast journalists, do not significantly constitute challenges to participatory programming, at least in Nigeria. Apart from this, the study also explored which of the technological platforms is prominently appropriated for participatory programming. It was found that the short message service of the mobile phones is mostly adopted by audience participants. This further lends credence to the claim that mobile phone networks challenge participatory programming, and in order to circumvent the impedance of voice calls, audiences became "producers" by texting (through SMS).

In Nigeria, mobile phones became the public's technology for communication in 2001, but more than two decades ago, a sizeable portion of the elitist Nigerian publics had been engaging NITEL's (Nigeria Telecommunications) highly priced land-line for participatory programming through phone-in programmes. It is obvious that mobility, recordability, synchronicity and affordability, among other new affordances of the digital media, have democratized audience participation in radio broadcasting from the very few elite (early) adopters of the 1990s to the general public of the contemporary time. Other reasons which may have made short message service (and by extension, text-based CMC, or computer mediated communication) a preferred choice over voice calls could be the cost of maintaining voice calls in Nigeria. For instance, the billing system for inter-network calls is different from that for intra-network calls, and there are no free calls within any network. Since participation in radio programmes is often at the expense of the audience-participants (zero reward), participants will naturally prefer the channel that will be most financially affordable. We may also see another reason for this in that SMS is an asynchronous, revisable and recordable CMC system. These affordances of the technology will make participatory programming easier to embark on. However, the shortcoming of SMS, apart from its limited (160-character length) writing space, which compels 'abbronymisation' (cf. Odebunmi, 1996; Shoki and Oni, 2008) is that it is only a literacy-friendly channel of mobile phone technology, offering the opportunity of contributing to a radio programme only to the urban elites.

Limitations and suggestion for future research

In the first instance, the data of this study were based on the self-selectivity of a radio station, which was the only private radio station (in 2011) and one of the four FM radio stations in Ibadan. Although purposive sampling of its programme presenters was done, this may affect the generalizability of the results to the entire country, while it is representative of the situation in

Ibadan, Nigeria. However, since the study focuses on the radio broadcasters rather than the heterogeneous audience, it can only give insights to gratifications and motivations felt by radio broadcasters towards participatory programming.

Therefore, it was hoped that this study may contribute to a more thorough understanding of the concept and of how and why presenters engaged audiences in programming, including the political motivations for such. In addition, open-ended questions could also be an alternative for future study. Finally, as mentioned earlier, this study does not provide a clear picture of motivations from the perspectives of audience-participants. Thus, future study should examine the relationship of audience contributions to political radio programmes and the motivations for such by the media, for a more in-depth understanding of the developmental potentials of participatory programming. Of particular interest is to see how agenda-setting, priming and framing could affect audience political orientation and reinforcement of effects of audience-participating in radio programmes on people's attitudes and knowledge towards politics.

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'Wale Oni is a postgraduate student in the School of Arts and Media (MediaCityUK), University of Salford, Manchester

Email: o.oni1@edu.salford.ac.uk

Appendix

Table 2

Motivation for adopting participatory programming

	Motivation (4) strongly agree – (0) undecided					Mean	Sd	Total
	4	3	2	1	0			
Personal Gain								
I enjoy speaking to audience and reading their content (Tweet and Facebook comments/postings)	6(35.3)	9(52.9)	1(5.9)	0(0)	1(5.9)	3.12	.993	17(100)
To pass (air) time during radio programme presentation.	4(23.5)	3(17.6)	5(29.4)	2(11.8)	3(17.6)	2.18	1.425	17(100)
To watch and gauge audience reactions to my radio presentations.	9(52.9)	5(29.4)	3(17.6)	0(0)	0(0)	3.35	.786	17(100)
I personally look forward to hearing/reading certain participant's contribution.	11(64.7)	5(29.4)	1(5.9)	0(0)	0(0)	3.59	.618	17(100)
To influence audience-participant's attitude/behavior.	4(23.5)	14(76.5)	0(0)	0(0)	0(0)	3.24	.437	17(100)
To generate income/revenue	7(41.2)	4(23.5)	2(11.8)	4(23.5)	0(0)	2.82	1.237	17(100)
To compete with fellow presenters	3(17.6)	5(29.4)	4(23.5)	5(29.4)	0(0)	2.35	1.115	17(100)
Individual Growth								
	4	3	2	1	0	Mean	Sd	Total
To find answers to some personal issues	6(35.3)	6(35.3)	3(17.6)	0(0)	2(11.8)	2.82	1.286	17(100)
To gain status and build my reputation	4(23.5)	6(35.3)	7(41.2)	0(0)	0(0)	2.82	.809	17(100)
I have a sense of responsibility	14(82.4)	2(11.8)	0(0)	1(5.9)	0(0)	3.71	.772	17(100)
To develop an identity.	10(58.8)	7(41.2)	0(0)	0(0)	0(0)	3.59	.507	17(100)
To display my passion.	11(64.7)	5(29.4)	0(0)	1(5.9)	0(0)	3.53	.800	17(100)
To articulate my own ideas.	8(47.1)	9(52.9)	0(0)	0(0)	0(0)	3.47	.514	17(100)
Societal Interaction								
	4	3	2	1	0	Mean	Sd	Total
To develop connections with other people	7(41.2)	10(58.8)	0(0)	0(0)	0(0)	3.41	.507	17(100)
To debate on societal issues	5(29.4)	9(52.9)	0(0)	3(17.6)	0(0)	3.12	.697	17(100)
To take a role in the democratization through radio programme presentation.	10(58.8)	6(35.8)	0(0)	0(0)	1(5.9)	3.41	1.004	17(100)
To take part in an interactive community.	10(58.8)	7(41.2)	0(0)	0(0)	0(0)	3.59	.507	17(100)
To take a role in a community of new participatory journalists.	11(64.7)	6(35.3)	0(0)	0(0)	0(0)	3.35	.493	17(100)
Information Dissemination								

	4	3	2	1	0	Mean	Sd	Total
To inform others about news and events.	15(88.2)	2(11.8)	0(0)	0(0)	0(0)	3.88	.332	17(100)
To know participants' first-hand experience of events around and/or about them.	2(11.8)	15(88.2)	0(0)	0(0)	0(0)	3.12	.332	17(100)
To co-create and share knowledge with audience-participants.	9(52.9)	8(47.1)	0(0)	0(0)	0(0)	3.53	.514	17(100)
To exercise my right of freedom of expression	7(41.2)	8(47.1)	2(11.8)	0(0)	0(0)	3.29	.686	17(100)
Collective Change								Total
	4	3	2	1	0	Mean	Sd	
To set an agenda about a particular issue.	4(23.5)	13(76.5)	0(0)	0(0)	0(0)	3.24	.437	17(100)
To support/protest about issue.	5(29.4)	10(58.8)	0(0)	0(0)	2(11.8)	2.94	1.197	17(100)
To mobilize citizens for support or protest.	3(17.6)	7(41.2)	0(0)	2(11.8)	5(29.4)	2.06	1.600	17(100)
To change the old notion of "entertainment-only" FM broadcasting.	5(29.4)	8(47.1)	2(11.8)	2(11.8)	0(0)	2.71	1.359	17(100)
To reject the ordinary and offer alternative ideas to society.	8(47.1)	7(41.2)	0(0)	1(5.9)	1(5.9)	3.18	1.131	
TOTALS	GRATIFICATION		Mean					
	Personal Gain		2.95					
	Individual Growth		3.32					
	Societal Interaction		3.37					
	Information Dissemination		3.45					
	Collective Change		2.82					