Youths' Perception towards Credibility of News Channels in Cameroon: A Comparative Analysis of Radio and Social Media

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JUSTICE FOR ALL

CERTIFICATION

This is to certify that this research titled "**Youths' Perception towards Credibility of News Channels in Cameroon: A Comparative Analysis of Radio and Social Media**" was carried out by **HILDA NDAKWE ATEH   (SM17B961)** in the Department of Journalism and Mass Communication (JMC), Faculty of Social and Management Sciences, University of Buea, under the supervision of **DOMINIC E. FORCHA, PhD. (c)**.

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DEDICATION

This piece of research is dedicated to my father of blessed memory Mr William Ndakwe, and to the entire Ndakwe family.

ACKNOWLEDGEMENTS

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ABSTRACT

In our world today we can agree that the mass media is part and parcel of our everyday activities. Students as well as educational stakeholders have all welcome the use of mass media which in return has increased their educational, informational and entertainment needs, as well as providing them with information about what is happening around them and far away from them. However now with the evolution of more media outlets and the social media, doubts have emerged about the credibility of information people get from these media platforms. This research intended to find out if these media platforms are credible, to know if people can depend on them for credible information and also to know between Radio and Social media which is more credible.

In other to find out if the mass media is credible as well as to measure the credibility between radio and social media, the researcher used questionnaires and the respondents made up of students of the University of Buea filled the questionnaires. 100 questionnaires were given out randomly to respondents, out of the 100 questionnaires that were given out to the 100 respondents, 80% were of the view that the radio is more credible than the social media and 20 respondents representing 20% disagreed with this view. Based on the above analysis, we can then conclude that the mass media is very credible.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

News comprises all current activities which are of general human interest. The best news is that which interests most of the audience. It can be passed across through diverse media such as word of mouth, print, postal system, broadcast, electronic communication or through the testimony of observers and witnesses to events. The common topic for news report includes war, government, politics, economy, business, fashion, and entertainment and many more.

Humans exhibit a nearly universal desire to learn and share news, which they satisfy by talking to each other and sharing information. The English world "news" developed in the 14 century as a special use of the plural form of "new". The genre of news as we know it today is associated with the newspaper, which originated in china as a court bulletin and spread, with paper and printing press to Europe but before the invention of newspapers in the early 17th century, official government bulletins circulated at times in some centralized empires.

The first documented use of an organized courier service for the diffusion of written document was in Egypt in the year 2400bc, where pharaohs used couriers for the diffusion of their decrees in the territory. Town criers were a common means of conveying information to city-dwellers. In the thirteenth-century, town criers were also known as banditry, they arrived in the market to announce political news, to convoke public meetings and to call the populace to arms. As development increases, it got to Africa, from time immemorial; Africans have always had the propensity to communicate with each other. Ancient Africans developed several means of communication they include talking drums, town criers, drawing in curves of

southern Africa and the hieroglyphics of the ancient Egyptians. When Africa was colonized around the 1880s, the colonialist brought with them a more modern form of communication but it was not brought for the general use of the African people but primarily for the communication of colonial administration in the capital cities. (News –Wikipedia 09/02/2020).

The 1990s were highly significant in the transformation of African journalism, the media sector once dominated by the state, was finally opened to private enterprise. As a consequence, both the broadcast and print media sectors have since witnessed an unprecedented expansion with numerous radio and television stations. In Cameroon, the first radio station started in the

French sector of the country in the early 1940s; this was located in the main seaport city of Douala with just 150 watts, while television came to Cameroon in 1985. From 1966 to 1982 because of totalitarian rule, Cameroon witnessed the worst days in terms of political freedom, freedom of the press, freedom of association, religion worship under Ahidjo as president and in 1982 to 1993 president Paul Biya came to power, this was the time Cameroon experienced the highest degree of freedom though it came with a price. During the time of President Paul Biya, he changed the media land scape of Cameroon through the liberty law of 1990 granting the freedom of the press both public and private. In 2004 there were 20 private radio stations in the country, but they function without official licenses but back in 2003 there were 75 television stations in the country both public and private. In this change of scenario one would not be wrong in doubting the credibility of the news channels in Cameroon (News – Wikipedia 09/02/2020).

 Lee (2010) in an article titled ''why we don't Trust Media'' tests the idea that there is a positive association between political ideology, partisanship, political and personal cynicism. He also examined weather such an association may lead to increased perception of media bias.

Tsfati (2010) in an article titled ''Online News Exposure and Trust in the Mainstream Media'', explores the possible association between mistrust and mainstream news and consumption of online news. The author analyses the complex

relationship between media sceptics and exposure to mainstream and nonmainstream using secondary data from a public opinion poll.

Johnson and Kaye (2010) in their study 'Still Cruising and Believing' Analysis of online credibility across Three Presidential, examines the credibility of online information among politically interested web users. Their study was aimed to provide scholars with a better understanding of media credibility of online sources and its potential effect   on the political process using public opinion data gathering from online survey conducted two weeks before and after the 1966, 2000, and 2004 U.S presidential election.   Their study provides   mixed patterns in online users' assessments of online sources across the different election periods.

Golan (2010) in his work 'new   perspectives on media credibility research, analysis the current issue of the American Behavioral Scientist and present readers with up to date research on media credibility exploring media credibility across communication fields, including political communication, civic journalism and media convergence. The study specifically investigates some of the key audience-based variables that may influence the way audience evaluates and perceived media credibility. These variable might include; political ideology, trust in government news consumption, media exposure and media reliance. To give a most significant scholarship on the importance of media credibility, the author implied a variety of research method and theoretical construct.

1.2 Problem Statement

News is everywhere; one can access news through, newspapers, television, radio, magazines, internet, and many other means. With the presence of so many channels of information and how common it has become in this generation, the journalism profession has become opened to trained and untrained personnel's thus, this could easily create doubt on the credibility of the news which they disseminate. The presence of many channels means   news channels are now common in Cameroon. With trained and untrained   journalists in these channels, information can be sent without going through the thorough process of verification. As a result, rumours can

end up as news, and this affects the latter's credibility and believability. However, the news channels audience may not be able to differentiate facts from fiction, and they may accept all what they get from this news channels thus, it is important to examine their perceptions on the issue of credibility and trustworthiness of the news channels, and also investigate if the audience truly believe on the information they get from this news channels.

1.3 Research Questions

• What is the level of credibility of news channels in Cameroon?

• What aspects affect the credibility of news channels in Cameroon?

• Between radio and social media which is more credible?

1.4 Objectives of the Study

• To determine the level of credibility of news channels in Cameroon.

• To determine the aspect affecting the news credibility of news channels in Cameroon.

• To find out between radio and social media which one is more credible

1.5 Research Hypothesis

• News Channels in Cameroon are generally credible

• Lack of proper verification and investigation are some of the dominant aspects that affect news credibility in Cameroon.

• Radio information is more credible than information from the social media

1.6 Significance of the study

This study will help the profession a lot because journalists will know how youths perceived credibility of information which will help them to write more credibly, factual, balance, fair, and accurate.

With this study the academic sector will improve as it will provide more literature on the aspect of news credibility

It will help youths know which kind of news media they should rely on for credible information

It will make the youths have a better understanding about news channels, that before anything is being send to the public it must be credible

The study will go a long way to close the gap between youth and news channels and even effective communication

1. 7 Scope of the Study

The scope of the study is in Buea the South West region of Cameroon, on youth perception towards the credibility of news channels here in Cameroon and such research access to information will not be a problem. My main focus will be the youths specially the students of the University of Buea to know their take on credibility of the news channels in Cameroon.

1.8 Definition of Key Terms

News: news is accurate, biased account of the significant that of a timely happening that is of interest to the readers Maulsbyl (2015). News is the timely report of facts or opinions that hold interest of importance Charntey (1996).

News credibility: news credibility refers to the perceived credibility of communicated message itself such as information quality, accuracy, and currency. Source credibility focuses on the expertise or trustworthiness of the source fairness as well as balance Hong, Wilson, Leong, Age and Hong (2015).

Credibility: credibility is the believability of an organization intention at a particular moment in time. The more believable the message source the more likely it is to influence the receptor. Herbig and Milewicz (1995:7)

Channels: Shannon (1948) in his work 'A mathematical theory of communication' Defines a channel as a physical transmission medium such as wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunication and computer networking. A channel is a brand of radio wave on which radio messages can be sent or received, it is a system or organization that u use to achieve your aims or to communicate Collins English Dictionary.

Perception: Cambridge English Dictionary (2014), defines perception as a belief or opinion often held by many people and based on how things seem, or it's someone's ability to notice and understand things that are not obvious to other people. The ability to see, hears, or become aware of something through the senses. Perception is a way of regarding, understanding, or interpreting something mentally Lexicon (2020).

CHAPTER TWO

LITERATURE REVIEW

2.1   Chapter Overview

News channel is an extension and explosion of traditional word of mouth network (Sajithra et al, (2013). In this chapter, the literature review regarding youth's perception toward the credibility of news channels and how important credible news is, its uses to be reviewed as well as to provide a theoretical framework for the study.

We are living in a mediated society where many of our ideas about the world knowledge of what is happening and perhaps most importantly values come from beyond our individual daily or immediate experience, usually via the media. Nath (2001). Media becomes the more central to our lives; so many people want to know how to use the media information.

Saxsena (2003) notes that, mass media plays a very significant role in our societies today, without the use of mass media people in our societies will be isolated, not only from the rest of the world but also from government, lawmakers and most of all information. Beside all these advantages complaints about the mass media are also commonplace. To begin with, there is the low quality of many of the programs. Most of the mass media gives more attention to crime, death, disaster and war. Mass media by their nature gives power to a few and offer little scope for participation by vast majority.

2.2. The different forms of Mass media

2.2.1 Print

Simply stated, print media is the printed version of telling the news, primarily through newspaper and magazines. Before the invention and widespread use of printing presses, printed materials had to be written by hand. At first, news was chiselled in stone. Later, it was handwritten and posted in a public area much like today posters or read from a scroll by a town crier. As early as 131 B.C, the ancient Roman government produced daily news, sheets and informed the public in this way. Eden (2006). Through the years, print media evolved around 932, Chinese printer adopted wood block, which had been used to print small amounts of text book but it was not too successful in China because Chinese alphabets characters are large which makes it difficult to put to put on movable types. His ideas spread all over the world, however, others adopted it using other materials such as wood, tin, and copper. Still the process was too cumbersome to mass produce a newspaper for the public. About 100 years later, China's Bi Sheng invented this movable types, but his invention was limited. In 1440, Johnnes Gutenbery introduced his invention of movable types printing press with types that was much easier to change, making the mass production of news pages possible. The invention spread throughout Europe, and printing and distributing sheets of news became popular. By 1900, newspapers were very popular because more people were literate and papers were affordable. They included the features we recognize today, including attention – grabbing headlines, news, society pages, sport, comic and the occasional use of spot colon in special instances. Bean and Mellinger (2018).

Until the arrival of broadcasting with radio in 19922, newspapers and magazines dominated national advertising planning and played early and prominent roles in ushering in the age of mass communication and magazines still are important media, though their place in the advertising landscape have been altered significantly by the economic, social and technological changes of the last 120years Tolley and Goett (1971). Many magazines also spring between 1970s and 80s. Among them are The

Drum magazine published by the Daily Time. The main focus of the Drum was mainly on entertainment until 1986 when the trio of Dele Giwa, Ekpu and Yakubu formed the Newswatch magazine. The Newswatch marked the beginning of investigative and aggressive journalism. Apart from the Newswactch, many newspaper industries also established their own magazines to supplement their newspapers. In 1992 and 1993, there existed many soft sell magazines which introduced another dimension into journalism, this magazine featured stories ranging from non-fictions, human interest stories to pure fiction Jika A (1991), MacBride, et al (1981), Drucker J (1999) In his work 'Beyond the information revolution''. Atlantic Monthly.

Newspaper is a printed publication that provides up to date information on local, state, provincial and world affairs: the most current analysis and criticism are exclusive and legislative decision making. Cheyney (1992). For centuries newspapers have delivered news to the reading public informing them of important events of the day. In the past 15years newspapers appear to have changed in content design and writing, newspapers are becoming like news magazine offering lengthy analysis of evolving events of the world and featuring news worthy people, corporation and social strength and at the same time displaying layout that increasingly prioritised photo graphics. Franklin (2005).

Newspaper still strive to retain their identity, many articles that are intended to supply readers with background, perspectives and interpretation about important public events may contain references to related events that most recently happened the day before the publication of the article to add a touch of newsiness Fink and Suhudson (2014).

2.2.2. Radio

Radio technology started in 1864 when James Clerk Maxwell, a Scottish mathematician and physicist, theorised that when electricity passes through a wire, it gives off invisible waves under certain conditions. The Italian inventor, Guglielmo Marconi successfully transmitted wireless signals in his radiotelegraphy experiment, which began in 1895 and continued through 1899. His wireless transmissions were

first sent across distance of two miles on his father's Italian estate, then increased to eight miles or more. By 1915, the vacuum-tube transmitter was developed using inventions from Lee de Forest and John Ambrose Fleming.

In the USA, the number of radio stations grew rapidly from 30 broadcasting stations authorised by the U. S Department of commerce in January 1922, to 218 by May 1922, 556 by March 1923, increasing to 765 by 1940. With the evolution of radio, the idea of connecting radio stations from simultaneous broadcasting called 'chain broadcasting' started. The first such successful attempts were typically one-time events, such as remote coverage of a sporting event sent telephone line Denny (1941), Soley L (1999). In 1957, Sony introduced the TR-63, the first mass produced transistor radio, leading to the mass-market penetration of transistor radio. In the early 21 centuries it faced yet more competitive pressures from digital satellite and internet based audio service.

Radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds. More readily and in a more widespread fashion than any other medium, radio can soothe listeners with comforting dialogue or background music, or it can jar them back into reality with polemics and breaking news. Since the birth of this medium, commercial broadcast companies as well as government organs have made conscious use of its unique attributes to create programmess that attract and hold listener's attention.

Radio drama remains popular in much of the world, though most material is now available through internet download rather than heard over terrestrial or satellite radio. The relatively low cost of producing a radio play enables them to take chance with works by unknown writers. Radio can be a good training ground for beginning drama writers as the words written form a much greater part of the finished product: bad line cannot be obscured with stage business De Lee de forest (1950), Lichty Lawerence and Topping Malachi (1975).

Radio acts as a multiplier of change, it is a powerful medium to speed up information, to exchange ideas and to make discussions, through the new knowledge that is introduced within the community, radio can help to change mentalities

Souleymane and Kadiatou (2006). Radio is an aural medium, a great advantages of anural medium over print lies in the sound of the human voice –the warmth, the compassion, the anger, the pain and the laughter Mcleish (2007). Radio broadcasters are virtually taken as not only the sources of information, knowledge and wisdom but also the givers while audiences are considered as takers Jemal (2012).

In Africa, 80 percent of its population listen to radio because of its geographical distribution, cost effectiveness, portability and communal living Patten Myers (2005). While television is a medium of choice by politicians in the developed world, radio is dominantly used in many developing countries McChesney (2015), Myers (2008). Through radio, indigenous communication is offered which enhance opportunities for local participation in development efforts Oyesomi, Oyero, Omole, Adedeji (2016), they believed that the radio is a tool for the promotion of economic development, a stimulus for political participation and initiator for national consciousness and unity.

2.2.3. Television

The invention of television was the work of many individuals in the late 19 centuries and early 20 centuries. The first practical transmissions of moving images over a radio system used mechanical rotating perforated disk to scan a scene into a time-varying signal that could be reconstructed at a receiver back into an approximation of the original image. Development of television was interrupted by the second world war. After the end of the war, all-electronic method of scanning and displaying images became standard. Several different standards for addition of colour to transmitted images were developed, with different region using technically incompatible signal standards. Television broadcasting expanded rapidly after world war 2, becoming an important mass medium for advertising, propaganda, and entertainment Stephens, Mitchell (2015).

Television broadcasts can be distributed over the air and radio signals from terrestrial transmitting station, by microwave signals from earth orbiting satellites, or by wired

transmission to individual consumers by cable. Many countries analogy radio transmission methods and now use digital television standards, providing additional operating features and conserving radio spectrum bandwidth for more profitable uses. Television programming can also be distributed over the internet. In the last 1980s and 1990s, with increase competition brought on by the proliferation of cable network, talk shows and tabloid news shows seemed to broaden further frank or sensational on-air discussion on sex. In response to government pressure, the television industry decided to display ratings of its programs in 1996. In 1998 it was already possible to view video on the world wide web and to see and search television broadcasts on s computer. As computer become more powerful, they are able to handle video as easily as they handle text. Television system changers were by viewers are able to watch digitally stored and distributed programs or segment of programs whenever they want. It was only in 1990 that the spread of television transmitters, television sets, and electricity made it possible for half of the individuals in the world to watch television. However, television attraction globally is strong. People having television sets watch it, for an average of two-and-a half hours a day. Stephens, Mitchell (1996).

Television has converted the world into a small global village as far as its concerned with the change of ideas and thoughts. Gordon (1965). The mass media has subtle effects on audiences who, unknowingly, absorb the dominant symbols, images and messages of media. Gerbner (1967) mentioned that a long and persistent exposure to television is capable of cultivating common belief about the world. Gerbner was of the view that messages from television do not portray reality in society; repeated exposure to such distortion leads to development of belief about the world. Muurgan (1990) opined that television is one of the most revolutionary inventions of modern times which shaped the way billions of people look at life in different countries across the globe.

Television is a medium which has the ability and potential to influence every individual life in a big way. Media have the ability to influence our behaviour, our culture, it can affect our thinking and attitude towards different issues in our life Gupta (2006). There is a strong relationship between the messages broadcasted at

the television and the daily life reality. Television has influence on the everyday life of its audience. Television influences and shapes the culture of the audience, Fiske et al (1994).

2.2.4. Social Media

In the late 70s and early 80s; computers were a far rarer commodity. Machine languages were bewildering, and their potential seemingly limited. BBS short for Bulletin Bord System, these online meeting place which allowed users to communicate. Before the coming of the internet, there existed CompuServe, in 1970 a business oriented mainframes computer communication solution, but expanded into the public domain in the last 1985 Sagib Shah (2016). Many social site were created in the 1990s. Some example includes six, Degrees, Black planet, Asian Avenue, and Move On. These have been the social site where people can interact, including sites for public policy advocacy and a social network based on web of contacts model. In addition, blogging services such as Blogger and Epinions were created. Epinion is a site where consumers can read or create reviews of products. Third Voice and Napster were two software application created in the 90s that have since been removed from the market. Third Voice was a free plug –in that allowed users to post comments on webpage. Opponents of the software argued that comments were often vulgar or slanderous. Share music files bypassing normal distribution method, which in the end was determined to be a violation of copyright law Ritholz (2010).

In 2000 social media received a great boost with the witnessing of many social networking site spring up. This highly boosted and transformed the interaction of individual and organizations who share common interest in music, education, movies, and friendship, based on social networking. Among those that were launched included LunarStorm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were launched, and in 2003, Myspace, Linkedln, lastFM, tribe net, Hi5 etc. In 2004, popular names like Facebook Harvard, Dogster and Mixi evolved. During 2005, bid names like Yahoo, YouTube, cyword, and Black planet all emerged Junc, Heibergert, and Loken (2011).

The social_media has been defined as websites which allow profile creation and visibility of relationship between users Boyd and Ellison (2008). According to Daniel Nations (2010) social media is a two –way street that gives you the ability to communicate.

The mass media platform is a service that focus on building relationships amongst people who share interests or activities in one way or the other. Social network sites are those that allow people who have accounts with them to communicate among themselves. Awake (2010) notes that, most mass media platforms are web-based and provide means for users to interact via the internet such as e-mail and instant messaging, facilitating communication between people with similar interests. Some of them include Radio, Television, Print, and the Internet.

2.3. Credibility of Traditional vs. Online News Media

Journalism and the new media are built on credibility. With the appearance of online news websites, journalism in the traditional news media gained competitors in the news offer. There is a generally a negative attitude towards the internet. There are concerns with source credibility, information reliability, and difficulties in verifying facts in the online world (Garrison 2000, Weise 1997).

Credibility of the news media and sources is very important to audience Faufman et al (1999).
Source credibility considers the trustworthiness of the individual who constructs the message
(Hovland and Weiss, 1951) while news medium credibility evaluates the overall credibility of a larger entity, such as local television news station, newspaper, Graziano and McGrath (1986) or of courses an online news company.

Much of the internet credibility research has compared online news to traditional news. Studies have produced mixed results with some research indicating that online news media are more credible than traditional news media (Television, Radio, and Newspapers), while other research has suggested that online media are less credible. Johnson and Kaye (1998) examined how individuals who used the internet for political information and purchase candidate paraphernalia, judged the credibility of

several news media, including the internet. They found out that online news was judged as highly credible as traditional media. Credibility was more associated with reliance on the web than with how much an individual is using the medium, Johnson and Kaye (1998). According to Flanagin and Metzger (2000), the internet is deemed to be credible as most other media, with the exception of newspapers. Koiusis (2001) found that people were sceptical of online news sources. His survey showed that that newspaper was found the most credible medium. International studies have also confirmed that the traditional news media were regarded as more credible than the online news media. Park (2005), considered traditional media more credible than online media. Schweiger's (2000) found that consumers relate more to traditional media as being credible to that of online media. At the time the study was conducted, the web was relatively new to consumers and the majority of participants were non-internet users. While newspapers were generally considered to be the most credible medium, the line between television and online news media were blurred. Television was considered as more serious.

Research has shown that age affects how audience rate credibility. Bucy (2003) discovered that college youths found television news and online news more credible than older consumers. Older participants, however, found online news to be more credible than television news, whereas students found television news to be more credible.

2.4. Television and Internet

Audience members seek information for various purpose, especially, for comfort, empowerment, learn, and knowledge to act. But all information is not useful and credible to them. Then they filter out useless information and retaining only that which is useful and believable. Credibility is one of the criteria used to filter unbelievable in-formation (Wathen and Burkell 2002). Credibility is defined as judgment made by perceiver. But others believe that the definition should also include institution as well as person as communicators Gass and

Seiter (2007). In general, the scholarly examination of credibility is perhaps among the oldest lines in communication research, Liu (2003). On the other hand, Garrison

(2003) maintains that the investigation of perceived credibility and component of audience's attitude have begun as new mass communication technologies appeared.

During the 1950s, competition from television provoked the industry to look at the various news media credibility in the eyes of the public. During the 1960s, then reliance on television climbed so steadily that by 1968 television news had attained confidence from twice as many people as the newspapers (Erskine 1970). In today's media environment, advent of the internet as a new and widely used medium for the delivery of information raises the question of how to assess credibility of this medium (Wathen and Burkell 2002). So, the focus of the media credibility research is now more about media effects such as differences between newspaper, television and online media (Newbagan and Nass 1989).

Before traditional media became established in online environment, internet research credibility was examined Johnson and Kaye (2004). While Fogg et al (2002) argue that online users are becoming increasingly sceptical of the online information and as a result those who offer online information need to increase the credibility of information, but most studies found web information more credible than traditional media counterparts Johnson and Kaye (1998). However, the internet helps with information flow and freedom, also it introduces an increased potential for error or exploitation on information. But credibility of online information may derive from the capability of mutual interaction between users and sources.

Media credibility, due to the deep penetration of the internet, has received renewed attention in recent years Wathen and Burkell (2002). However, interest in newspaper credibility reached the highest point in the 1980s, but the media credibility issue has recently been revived with the involvement of traditional media. Garrison (2003) in some recent studies focus on examining the credibility of the internet with traditional media counterparts. For example, the result of the study on ''perceptions of internet information credibility '', conducted by Flanagin and Metzger (2000), shows that the internet information was as credible as television, they also conducted the credibility among different types of information sought by audience, such as news and entertainment, varied by media channels.

However, the relationship between media use and perceived media credibility has been investigated for several decades but the findings of the study conducted by Rimmer and Weaver (1987) indicates that the rate of media use needs to be clearly distinguished from levels of preference for various media. They also note that the questions that ask which medium people choose for different news or where people habitually obtain the majority of their news are not a proper question to determine frequency of media use. Studies of media use have consistently shown that online media are as a compliment to traditional media more complementary than competitive media Bucy (2003). Based on this finding the online media are as a complement to traditional media, it can be deducted that credibility is something a medium cannot earn it by its own but it also should be obtained by other media

Numerous researchers found out that a lot of reasons influence perception of media credibility, with media reliance and media use being frequently inspected Mingxin (2006). When people have a purpose of gaining information on required of the day, they will become more rely on the mass media Wanta and Hu (1994). The findings of a study by Rimmer and Weaver (1987) showed that media use and media reliance are different. While media use tap behavioural measures of frequency of use of various media, but media reliance use of measures of preference for the various media. Past research studies investigated the impact of media reliance on the perception of media credibility Johnson and Kaye (2004). Some research findings also suggested that credibility of a medium or source of information is strongly association with reliance on a medium or source of information Johnson and Kaye (2002, 2004). On the other hand, other researcher such as Mingxin (2006) discovered that media reliance has less effect on media credibility. A long history of research finds out that credibility is a multifaceted concept with two primary dimensions' expertise and trust worthiness, secondary factors affect credibility perception as well, including source attractiveness and dynamism O'Keeffe (2002). It is to understand the credibility of source of a source or message is a receiver –based judgement which involves objectivity, accuracy as well as subjective perception of the source trust worthiness expertise, and attractiveness Freeman and Spyridakos (2004).

The public continues to express scepticism about what they see, hear, and read in the media. No major news outlet-whether broadcast or cable, print or online –stands out as particularly credible. There has been little change in public perception of the credibility of most major news organizations, Pew research centre (2008).

Mackay and Lowrey (2007), Gaziano and McGraths (1986) use their news credibility scale to measure the credibility of the press. 13 aspects which include; fairness, bias, accuracy invading privacy, telling the whole story, watching after the readers' interest, concern for community wellbeing, separation of facts and opinion, trust, concern for the public interest factual and well trained journalists were some of the aspect used in the scale to measure the credibility of news.

Langin (2008) in his work titled 'Digital media, youth and credibility' Explain that it is clear youths increasingly take advantage of media offering and its diversity of information which can be difficult to determine the issue of credibility. Because it's very important to consider the credibility as well determine how best to teach children to navigate vast ocean of information now available through digital technologies.

2.5. Credibility of the Internet and Television

Mebrabi, Hassan and Shakat (2009), in their study 'media credibility of internet and television' used a survey design to determine the factors influencing the perception of media credibility in order to decipher how respondents perceive the internet and television in terms of credibility for news information. The results of the study reveal that television is more credible and has a significant relationship between issue like salience, on how people depend on the media and how they use the media will bring doubt on the its credibility.

2.6. Media credibility –experience or image

Schweiger (1999) in his work 'media credibility experience and images, 'out a survey on the credibility of the World Wide Web in Germany in comparison to other medium of mass communication. In the survey it was found that 17.7 per cent population used web and other online service. This study focused on users and non –users of the web and how credible the world wide web is for them. A survey of 540 responded carried out in summers of 1998 found that German users and non-users rate credibility of the web as remarkably similar to television and newspapers.

2.7. The Credibility of Print, Broadcast and Online News

Abdulla and Garrison (2002), in their work 'the credibility of newspaper, television and online news,' analyzed the components of credibility of news from print, broadcast and online sites. A national telephone survey of 536 adults was conducted in February 2002. Respondents evaluated the credibility of print, broadcast and online news using the variation of Gaziano and McGrath 12-iterm like-type news credibility scale. Respondents judged all three news media most positively in terms of current, up –to –date, and timely and most negatively in terms of bias and completeness. However online users were less negative than newspaper readers and television viewers. Factors analyses yielded somewhat different dimensions, print media credibility was found to have balance, honestly and currency dimension, broadcast media credibility was found to have two main components based on fairness and currency. Online news however was built upon trustworthiness, timeless and bias factors.

During the 1950s competition from television provoked the industry to look at the various news media credibility in the eyes of the public. During the 1960s, the reliance on television climbed so steadily that by 1968 television news had attained confidence from twice as many people as the newspapers (Erskine, 1970; Self, 1996). In today's media environment, advent of the internet as a new and widely used medium for the delivery of information raises the question of how to assess credibility of this medium (Wathen and Burkell 2002), so the focus of media credibility research is now more about medium affects such as differences between newspapers, television and online media (Newhagen and Nass (1989).

Before traditional media became established in online environment, internet research credibility was examined (Johnson and Kaye 2004). While (Fogg et al 2002) argue that users are becoming increasingly sceptical of the online information and as a result those who offer online information need to increase the credibility of information, most studies found web information more credible than traditional media counterparts (Johnson and Kaye 1998). However, the internet helps with

information flow and freedom, also introduces an increased potential for error or exploitation on information. But credibility of online information may derive from the capability of mutual interaction between users and source.

Media credibility due to the deep penetration of the internet, has received renewed attention in recent years (Wathen and Burkell 2002). However, interest in newspaper credibility reached in the highest point in the 1980s but the media credibility issue has recently been revived with the involvement of traditional media (television and newspaper) in the internet (Garrison 2003). In sum, recent studies mostly focus on examining the credibility of internet with traditional media counterparts. For example, the result of the youths ''perception of interment information credibility '', conducted by (Flanagin and Metzger 2000), shows that the internet information was un credible as television (Flanagin and Metzger 2000) also concluded that credibility among different types of information sought by audience members, such as news and entertainment varied by media channels. Respondents reported that they did not verify internet –based information. However, this finding varied by the type of information needed. Level of experience of the internet and how an audience perceived the information were related with whether they made to verify information found on the internet.

However, the relationship between media use and perceived media credibility has been investigated for several decades but the findings of a study conducted by (Rimmer and Weaver
1987) indicated that the rate of media use need to be clearly distinguished from level of preference for various media. They also try to find out the different type of medium people choose for different news or where people habitually obtain the majority of their news are not a proper question to determine frequency of media use. Studies of media use have consistently showed that online media are as a complement to traditional media more complementary than competitive media (Buey 2003). Based on this find that online media are as a complement to traditional media, it can be deducted that credibility is something a medium cannot earn it by its own but it also should be obtained by other media.

Numerous research found out that a lot of reasons influence perception of media credibility, with media reliance and media use being frequently inspected (Mingxin 2006). When people have a purpose of gaining information on required issue of the day, they will become more reliant on the media (Wanta and Hu 1994). The findings of the study accomplished by (Rimmer and Weaver 1987) show that media use and media reliance are different, while media use taps behavioural measure of frequency of use of various media, media reliance use of measures of preferences for various media. Past research studies investigated the impact of the media reliance on the perception of media credibility (Johnson and Kaye 2004).

Some research findings also suggest that credibility of the medium or source of information is strongly associated with reliance on a medium or source of information (Johnson and Kaye 2002). On the other hand, other researchers such as (Mingxin 2006) discovered that media reliance has less effect on media credibility. Jonson and Kaye (2004) also provided evidence that those who rely little on traditional media were more likely to view weblogs as credible. Johnson et al (2008) did a study on the perception of blog credibility also identified media reliance as a strong predictor of media credibility. This finding is expected because when audiences rely on a medium to meet their needs, they may influence the judgment of media credibility.

The believability of several major news organisations has also declined since the mid-1980s for example in 2002, only 65 % of American surveyed rated ABC news and CBS news. In addition, believability for daily newspaper declined from 80 % in 1985 to 59 % in 2002 and from 81 % for television news in 1985 to 45percent in 2002 (pew research centre 2002).

Nonetheless, a February 2006 study suggests that the public's trust in the media may be on the rise. Fifty-nine percent of Americans reported having a favourable view of the press- up from 43percent in December 2004 (pew research centre 2006). Similarly, 42 percent of Americans gave the media high marks for coverage of the 2006 election, up from 33percent for the 2004 election (pew research centre 2006). A factor that affects the credibility of news information some suggestion filed by students appears that media channels work under pressure and this pressure decrease

the credibility of news channels. Even student suggests that big corporations also pressurized media for their own interest. As of now, students are agreeing that paid news decrease the credibility of news channels. These are the factors which affects the credibility of news information.

2.8. Theoretical framework

This study will be carried out under the framework of two major theories; The Uses and

Gratification Theory and Cognitive dissonance theory

2.8.1 Uses and Gratification Theory by Elihu Katz and Jay Blumler (1974)

Uses and Gratifications. This study like any other scientific study is based on media theory, as

Ohaja (2003:63-64) argues that knowledge does not exist in a vacuum. This theory is applicable to this work because the theory stressed on how and why the audiences make use of the different channels (Klapper 1963) as cited by Haridakis and Hanson (2009:7). Also, expatiating on the theory, Mcquail (2010:423) stated that ''the central question posed is, why do people use different channels and what do they use them for?''. Blumler and Gurevitch were the first scholars to write on the Uses and Gratification theory in 1974 this in turn, presupposes that individuals also use these channels for related purposes such as personal guidance, relaxation, adjustment, information and identity.

The theory recognises and maintains that the audience has various needs that prompt them to expose themselves to any media content. However, Mcquail (2010) avert that the theory could be traced from the early 1940s when researchers started investigating why people listen to popular radio programs and why they read newspapers daily. From this background, it can be seen that, the theory emerged in response to the need to explain why people use different news channels and the benefits they derive from them. The basic assumption of this theory is that people use different news channels for different reasons and seek to derive various gratifications (Galion 2010, Wimmer and Dominick cited in Asemah 2011).

However, the emergence of many news channels has drastically changed the way people perceive its credibility or the content of the information.

On the other hand, studying youth's perceptions of the credibility of news channels is very relevant even though they doubt the credibility, but the fact remains that they favour these communication form over other more traditional means as they offer direct contact (Olas-Bravo et al 2013).

2.8.2 Cognitive Dissonance theory by Leon Festinger (1951)

Also, the Cognitive Response theory on the other hand deals with the processing of information and emphasis on the importance of initial opinion. Message receivers having attitude to new information may have strong opinion stored in long-term memory to make counterarguments. Nonetheless, if the source of information is highly credible, the retrieval of counterargument is hindered. If the source is less credible, the retrieval of supporting argument takes not explain the origin of initial opinion (Sterrithal et al 1978)

To the exposure theory, it suggested that people choose what information they want to hear; read or view and individual have the tendency to avoid information contrary to their own belief (Severin and Tankard 1988). In some instance, individual seem to prefer information supportive of their views, but likewise seek information contrary to their views (Sear and Freedman 1967). Again, source credibility theory suggest that, people belief more in sources that are presented or presents itself as credible (Hovland, Janis, and Kelley 1953).

CHAPTER THREE

METHODOLOGY

In this chapter, the researcher shall examine the research design to be used, the research method, the population under study and the characteristics, the sampling technique, sample size of the population, the instrument for data collection, specification of conditions and procedures of observation or administration of fieldwork, and the specification of methods and techniques of data analysis.

3.1 Research Method

This study makes use of the quantitative method of research. The quantitative method deals with the analysis of numerical data. This method is used because the researcher wishes to sample youths perception towards the credibility of news channels and also to make the research attain a concrete and representative data at the end. Here, is instrument for data collection was questionnaire which have open and closed ended questions. With the closed ended questions, respondents had limited response options while with the open ended, they had the opportunity to write what they had which is related to the topic under study.

3.2 Research Design

A research design is a plan for a study, providing the overall framework for collecting data. Macmillan and Schumacher (2001) defines a research design as a plan for selecting subjects, research sits and data collecting procedures to answer research question. They also indicated that the main goal of a research design is to provide results that are credible. Research design is a strategic framework for action that serves as a bridge between research questions and execution Durtheim (2004). Descriptive and quantitative research design will be used for this study. A survey comprises of district characteristics which relate to the way in which information

about the object of study is gathered. Odoh and Chinedum (2014). One advantage of this type of research is that the researcher has no control over the phenomena or activities being investigated; he or she can only report what has happened or what is happening and perhaps provide an explanation or justification of such occurrences. A survey is also advantageous base on the fact that data collection can be done over a short period of time than personal interviews. This sample survey will mostly use the level 400 students from the department of journalism and mass communication and that of women and gender and all this will be generalized under the department of social and management sciences. The design survey will make it possible for every student in the sample population to be able to answer the questions in the given questionnaires.

3.3 Sampling Plan

A sampling plan is a detailed outline of which measurements will be taken at what time, on which material, in which manner, and by whom. Sample plan provide an outline on basis of which research are carried out. It equally tells which category is to be surveyed, what is to be the sample size and how the respondents should be chosen out of the population.

3.4 Sample Population

A population is an entire group about which some information is required to be ascertained Baneryee (2010). A population is the entire pool from which a statistical sample is drawn. A population is also said to be an aggregate observation of subjects grouped together by a common feature Kenton (2020). The population under study will be all the students in the university of Buea.

3.5.1 Sampling Unit

A sampling unit represent the population to be covered Ullah (2013). In this study the sample unit to used will be the level 400 students of the departments of

Journalism and Mass Communication and Women and Gender Studies of the faculty of Social and Management Sciences.

3.5.2 Sampling Size

A sample size is a very significant feature of any empirical study in which the goal is to make inferences about a population from a sample. In order to generalize from a random sample and avoid sampling errors or biases, a random sample need to be of adequate size Erdoost (2017). Two departments will be used from the faculty of social and management sciences. The sample size will be level 400 students of both departments.

Departments	Sample Population Unit	Sample Size According to Krejcice and Morgan
J.M.C	130	97
WOMEN AND GENDER	110	86

Total=183

3.6 Sampling Procedure

Sample procedure refers to choosing parts of a population to use to test hypothesis about the entire population. The procedure for selecting participants in this study is the random sampling technique. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen.

The population to be selected is made up of students from the departments of Journalism and Mass Communication, and Women and Gender Studies of the faculty of Social and Management Sciences in the University of Buea. This population was chosen because of proximity to the source of information, to get an unbiased picture and for the researcher to be able to manage limited financial resources. The technique used for the study was the simple random sampling technique where by students of the said departments were randomly selected to

sample their view on youth's perception towards news credibility in Cameroon: a comparative analysis of traditional media and the internet. The reason for using this technique is to make sure that youths as well as University students from every faculty have the chance of being surveyed.

3.7   Instruments for Data Collection

The instrument used for collection of data for this study was the questionnaire. Locker (1998), describes a questionnaire as the easiest way to acquire the desired information from respondents in every survey research. The questionnaire used for this study had 20 question and three different sections. Section one featured questions on audience's exposure to the mass media, section two was based on their perception of such mass media platforms as a tool to engage youths and students with credible information while section three was for the demographic characteristics of the respondent. The questionnaire made use of both nominal, interval and ratio scales. It also makes use of tables to help the respondents quickly answer questions where necessary.

3.8 Data Analysis

Data analysis lays emphasis on answering the research question as well as testing the hypothesis that was mentioned in chapter one of the study. The hypothesis will be proven with the help of some specific questions that are in the questionnaire. Frequency table will be used to do the data analysis so as to enhance clarity and understanding of the findings.

After data entry and cleaning, data analysis was done in a bid to answer the research questions as well as to test the hypothesis. The data was analysed using SPSS. Questions from the questionnaire were answered in the process and this helped in answering the research questions in chapter one.

3.9 Reliability of the Study

According to Hamed Taher (2016) in his work '' validity and reliability of the research instrument'', reliability concerns the extent to which a measurement of a phenomenon provides stable and consist result. Reliability is also concerned with repeatability. For example, a test is said to be reliable if repeated measurement made will give the same result.

Testing for reliability is important as it refers to the consistency across the part of a measuring instrument. A scale is said to have high internal consistency reliability if the items of the scale hang together and measure the same construct.

The reliability of the work was reliant on the instrument of data collection which was the questionnaire. It was pretested in the area of study and were checked and corrected before actual data collection.

3.10 Study Validity

Validity refers to the degree to which a study accurately reflects the specific concepts that the researcher is attempting to measure. In other word it refer to the extent an empirical measurement adequately reflects the real meaning of the concept under consideration.

Thus it encompasses the entire experimental concept and establishes whether the results obtained meet all the requirements of the scientific research. In this study the concept under measurement was ''youth's perception towards the credibility of news channels in Cameroon ''. This implies that the measures youths perception when it comes to the credibility of news channels in Cameroon

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSIONS

Here the researcher analysis all the data collected in the field, to draw necessary conclusion and recommendations. It brings out the entire outcome, assessing and answering the research questions and hypotheses. Furthermore, in this chapter will see the research results will be gotten through the help of SPSS. In order to enhance proper comprehension, tables and charts will be used where necessary to illustrate data coming from the field.

4.1 Demographic Description

One hundred questionnaires were taken out to the field for data collection and all were filled, implying that one hundred respondents took part in the study, this gave the researcher a response rate of 100%. Of the 100 respondents in the study, 36 of them were male giving a male participation rate of 36% while 64 of them were females, leaving a female participation rate of 64%. Following this trend, one can therefore conclude that more females than males took part in the study.

Also the target population of the study was students from the University of Buea, of 100 students who participated in the study, a majority of them were undergraduate students. Of the 100 students who took part in the study, 100 of them were undergraduate giving the sum up percentage of 100.

A majority of the respondents were Christians. This is evident from the fact that out of 100 respondents 94% of them were Christians while 5% of them were Muslim and 1% did not declare his/her religion.

From the above demographic description, one can therefore conclude that a majority of the respondents who took part in the study were female Christians who were also undergraduate students in the University of Buea.

4.2 Testing the Hypotheses

Here, the researcher is interested in testing the hypothesis in order to come out with trustworthy results. This will be done using data collected from the field and analysed using the Statistical Package for Social Sciences (SPSS). The following are the hypothesis to be tested.

H1 News channels in Cameroon are generally credible?

H2 Lack of proper verification and investigation are some of the dominant aspects that affect news credibility in Cameroon?

H3 Radio information is more credible than information from social media?

H1 T0 test the first hypothesis which seeks to know if news channels in Cameroon are generally credible, question 6 on the questionnaire will be used which is ''On the scale of five, where 5 is the highest and one the lowest, rate the credibility of these media channels'' this question is to find out which of these channels is more credible

Table 1. Credibility of media channels

Newspaper

RESPONSE ATEGORY	FREQUENCY	PERCENTAGE
5/5	17	17%
4/5	35	35%
3/5	31	31%
2/5	10	10%
1/5	7	7%
TOTAL	**100**	**100%**

Radio

Responses	Frequency	Percentage

5/5	10	10%
4/5	47	47%
3/5	35	35%
2/5	6	6%
1/5	2	2%
TOTAL	**100**	**100%**

Television

Responses	Frequency	Percentage
5/5	27	27%
4/5	44	44%
3/5	21	21%
2/5	6	6%
1/5	2	2%
TOTAL	**100**	**100%**

Social media

Response	Frequency	Percentage
5/5	14	14%
4/5	11	11%
3/5	20	20%
2/5	34	34%
1/5	21	21%
TOTAL	**100**	**100%**

Looking at statistics analysed using the SPSS, it was revealed that out of the questionnaires and the respondents and their response, it is evident that on the scale of five in terms of credibility, newspaper is 17%, radio 10%, television 27%, and social media 14%. The result above is very clear, one can therefore conclude that television is more credible as compared to radio, newspaper and social media. One

can conclude that hypotheses one is true because a majority of the respondents agree to the fact that most channels are generally credible, with television scoring the highest percentage, on the base of 5/5 television is having 27% which is higher than the others.

H2: Research question 2 which reads ''what aspects affects the credibility of news channels in Cameroon? will be answered using question seven of the questionnaire which reads'' which of these aspect of credibility apply to the following media'', A critical study of the response gotten from the field one will see that 100 respondents, representing 100% of the responses showed that they use the mass media. The question seven on the questionnaire shows how the respondents feel toward news and   aspect of credibility in the media. It was subdivided into four parts for easy coding and data entry.

Table 2. Aspects of Credibility

Newspapers

Response	Frequency	Percentage
Rumours	1%	1%
Unverified news	14	14%
Fake news	4	4%
Balance news	38	38%
Verified and accurate news	43	43%
TOTAL	**100**	**100%**

Radio

RESPONSE	Frequency	Percentage
Rumours	4	4%
Unverified news	7	7%
Fake news	9	9%
Balance news	50	50%
Verified and accurate news	30	30%

TOTAL	100	100%

Television

Response	Frequency	Percentage
Rumours	3	3%
Unverified news	8	8%
Fake news	4	4%
Balance news	35	35%
Verified and accurate news	50	50%
TOTAL	100	100%

Social media

Response	Frequency	Percentage
Rumours	26	26%
Unverified news	33	33%
Fake news	30	30%
Balance news	7	7%
Verified and accurate news	4	4%
TOTAL	100	100%

The table above shows that the 100 respondents have different views on the issue of credibility of the media. Looking at the above result the newspaper has 38% for balance news, 43% for verified and accurate news, radio on the other hand has 50% for balance news and 30% for verified and accurate news, television having 35% on balance and 50% on verified and accurate news and the social media having 7% for balance news and 4% for verified and accurate news. Based on the research findings we can therefore agree with our research question that most news media in Cameroon are credible. The result also that the conventional media, Newspaper,

Radio, Television are more credible than the social media. The latter is the least credible mass media with a high rate of fake news, rumours and unverified news.

H3: To test hypothesis three which reads'' radio information is more credible than information from social media'' question 8 on the questionnaire which reads '' between radio and social media which is more credible'' will be used. Out of 100 questionnaires answered 80 making up 80% responded with the view that radio is more credible than the social media.

Table 3. Credibility between radio and social media

Responses	Frequency	Percentage
Radio	80	80%
Social media	20	20%
Total	**100**	**100%**

4.3 Other Findings

- The study carried out revealed that most students make use of the mass media for many reasons, some use the mass media because it provided them with information that is credible of about 47% in both Newspaper and Television.
- The research also found that 66% of student in the University of Buea prefer using the social media to the others followed by Television with 30% as seen in the illustration below.

Table 4. Channel Preference

Response	Frequency	Percentage
Radio	3	3%
Television	30	30%
Newspapers	1	1%
Social media	66	66%

- The study also shows that the students in the University of Buea responded that the radio is more credible than the social media with the percentage of 80% and social media with the percentage of 20%, question 8 on the questionnaire and table 6 in the research analyzed work.

4.4 Liaising Theories with Findings

The theory that used in this research is the Uses and Gratifications theory by Blumler and Katz.

The Uses and gratification theory explains how audiences use the media to gratify their needs.

This is to say that people use the mass media to get what they need. The Uses and gratification theory basically stress how and why the audience use the mass media Klapper (1993).

However with emergence of the mass media, the notion of Uses and Gratification theory has changed. Li (2005) stated that people use the mass media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs. As a result, mass media has become a fertile research field demonstrating the direct relevance of the Uses and Gratification theory and its participants Matei (2010). In the review of the related studies, the researcher synthesised and examined the works of Asemah (2011), Gallion (2010) and Whiting and William (2013). According to these scholars, majority of the people use the media for interaction, killing time, entertainment, seeking and sharing of information, socialisation, self-expression, education and communication.

Thus the main reason people use the media is because they want information of things happening around and far away from them. The use of the mass media for chatting through text messages, audio, videos calls, and the audience are able to visualized what is been broadcast to them and even more, audio files can equally be sent through this medium.

Finally it is fast and more accurate, thus audiences use the mass media to gratify their needs for accurate, fast and trustworthy information.

CHAPTER FIVE

CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.1 Conclusion

From the research that was carried out to examine youth's perception towards the credibility of news channels in Cameroon, it shows that students make use of the mass media as a means of having information and also for other reasons. The study was carried out was to know the level of credibility of news channels in Cameroon, and from the results gathered, it shows that the mass media provides information that is credible according to 47% of the respondents in both Newspaper and Television.

It was discovered that 66% of students in the University of Buea prefer the social media to others followed by Television with 30%. Thus the research on media credibility shows most students prefer mass according to the finding it was then clear that students prefer the social media.

This study also enlightens us that the Radio is more credible than the social media, with Radio having 80% of credibility and social media 20%. From findings it shows that student look up to the Radio for credible information as they say the social media is full of rumours and fake news, the research was to know between Radio and Social media which is more credible? At the end of the research it was clear that Radio is more credible than Social media.

5.2 Limitation

Sample size: As a researcher it was necessary to understand youth's perception towards the credibility of news channels in Cameroon, what their take was on the issue but my sample size was a limitation since the study was conducted with only 100 participants. Considering that Cameroon population is more than twenty

million, so we can't generalize, that the results based on only 100 respondents were fully representative. Looking at the sample size in relation to the population of the study we will see that it is limited.

Sample profile: for a long time, students have been doing projects as a requirement in school, many academic studies have used student sampling. There are many advantages for this, such as easy access and low costs for data collection. Nonetheless, using purely student sampling was limiting because students have almost the same mentality when it come to some topics , for example my sample profile were final year journalism and gender student having almost the same mentality on some issues and the answers were almost the same.

Time constraints: As a student, there was the issue of deadline to submit our work. Therefore the time available to carry out the research problem and to measure change over time is constrained by the deadline. The research would have been better if there was more time for us to study to produce a perfect result.

Limited access to data: Some may think since your respondents are students it will be easy, but it's not that easy as you think, especially for those that their research involved surveying certain people or organisations. The limitation of this study was the unwillingness of participants to take part in the study. Most of the respondents that were approached to fill the questionnaires did not have a smart phone, they equally refused ever buying a newspaper or listening to the radio. To overcome this problem, the researcher had to convince them that the fact that they are not having any of these cannot still stop them from answering the questionnaire.

5.3 Recommendations

The topic was a vast one which needed a wide audience meaning as many respondents as possible, it should not just be limited to university students but other people in the society where the research is carried out. The questionnaires should be increased to about 200, doing this will increase the credibility of the research.

There is equally the problem of time, student are given deadline to hand over their work forcing most of them to rush through it. More time should be given to students

to study their material since it's their first time to work on such heavy project. If more time is given to them, they will provide outstanding results.

The problem of limited access to data, students have to beg respondents before they can fill their questionnaires, in this light, the school should intervene by encouraging students (respondents) to fill the questionnaires presented as part of academic studies

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