



PERCEPTION OF SOCIAL MEDIA AS NEWS SOURCES AMONG RESIDENTS OF SOUTH-EAST NIGERIA

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Abstract

The study explored the perception of South-East residents regarding social media usage as news sources. The perception theory and the Technology Acceptance Model provided explanations for the study. The survey research method was used for the investigation while the questionnaire helped as the data collection instrument. Residents of South-East Nigeria constituted the population of the study from where 400 sample size was drawn using the Creative Research Systems online sample size calculator. The multi-stage sampling technique was used while tables and simple percentages were deployed to present and analyse the collected data. Based on the analysis of data, findings among others showed that residents of South-East Nigeria do not perceive the social media platforms as credible sources of news. Accordingly, the researcher recommends that proper checks should be done to ascertain the authenticity of the news got via social media.

Keywords: Social media, Perception, News sources, Media usage

INTRODUCTION

In this digital era, social networks like Facebook, Twitter, LinkedIn, Myspace and others are now used in producing and sharing information. Experts and other users of social media have come to refer to twitter as a medium for breaking news in such way that is close to omnipresent CCTV which helps for collective intelligence. Many breaking news are distributed on Twitter faster than other type of media. Bigger media such "Cable News Network", "New York Times", "Time" get to a lot of people via Twitter. In addition, the journalists as well as media columnists are highly popular; they have lots of people who follow them for the critical purpose of reading their reports. The Turkish Statistical Institute asserts that, access to social network sites and online news have significantly become two of cardinal reasons which propel people to go online (TUIK Data, 2004-2011, p.10). No evidence in this research particularly focused on uses and gratifications by Turkish users, some other research evidence unveils Twitter in particular to be utilised more for information needs than for gratifying the social needs of the people. While most journalists and columnists are followed by one fourth of Turkish users, it was evident that some are much more popular than even their media organisations (Sozeri, 2011, p.73).

Traditionally, when we talk about the meaning of news, we are referring to information about events taking place at the moment or something that took place recently. The emergence of new technologies including the social networks now makes it possible for news to become more current enabling the audience to be virtually transported to the location of the event. The emergence of Goggle, Twitter, Facebook, as well as other social networking platforms are as well redefining the face of journalism. It is now realistic to build customized news report from all the newsworthy information and articles read in probably in the morning to the many readers' social networks. A practical example is that Digg's web sites make available contents which have been carefully selected by lots of other users from prominent



news sources in line with the votes of Digg's members to give highlights. This is significantly changing the notion of professional journalist as a competent gatekeeper; hence, changes in the notion of traditional news values spark debate (Talabi, 2011).

Before the era of the internet, conventional media like television, radio and newspapers were the primary sources of news. Such scenario is changing as news websites, lots of which are hosted by the big media organisations, are currently competing sources of news. Other news sources on the Internet, like websites which also features user-generated content (UGC), blogs, social networking sites as well as wikis have as well come to prominence. Just as the conventional media, the social media platforms provide different types of news. Examples of news reports on the social media are protests, security, governance, etc which are posted by users. More so, there are commentaries on entertainment as well as news stories captured by the conventional media elsewhere. This formed the basis for citizen journalism which has gained prominence including blogs and social media that analyse and debate issues as well as stories transmitted via the conventional media. Those kinds of commentaries and debates generally make stories come alive longer than what was published by the original publishers. A number of researchers and experts assert that this is growing to become a very important function of citizen journalism (Chari, 2013, p.113) cited in (Okoro, Diri & Odii, 2013).

Nigeria is witnessing massive spread of social media across the six geopolitical zones of the country. Reports however reveal that Facebook is the most prevalent in Nigeria. Nigerians use Facebook more than other social media (Agbo, 2016). This is redefining the way and manner news is transmitted to the audience. This is based on the premise that media consumption pattern is changing.

Nigeria is not an exception in social media use for journalism practice. In recognition of capacity and usefulness of social media in the gathering and dissemination of information, journalists and media organisation have started utilising the platforms for the business of news gathering and transmission. They also use the platforms to verify facts, break news and receive audience feedback. Very prominent in this regard are broadcast stations such as Channels Television, African Independent Television (AIT), Premium Times Newspaper, Sahara Reporters and Wazobia FM.

Journalists and other media operators claim that the rapid adoption of the social media for media business is essentially sequel to the changing media exposure and consumption patterns of the audience. The rapidity and ubiquity of the social media in Nigeria is no doubt compelling media operators to accord much attention to such platforms. Digital Media Initiative (2017, p.17) asserts that "a lot of media audiences are now utilising the social media platforms for the consumption of media contents".

As the audience utilise social media platforms for the purpose of getting news across to the audience, perceptions of the platforms as news sources seem to differ from one audience to the other. Some audience seem to have favourable perception while others perceive unfavourably stating that the platforms are good for the reception of news. It is therefore very fundamental to assert here that audience perception of a media platform is very critical to the importance they attach to news from such medium. Perception could lead to rejection of the medium, rejection of the messages from such media and even de-marketing of such medium.

STATEMENT OF THE RESEARCH PROBLEM



The emergence of the social media platforms has redefined the way media audience access news. These platforms have brought a new dimension to audience reception of news. They (the platforms) have continued to expand the sources or channels from where news is transmitted to the audience.

As earlier stated, perceptions of the platforms as news sources seem to differ from one audience to the other. Some audience seem to have favourable perception while others perceive unfavourably stating that the platforms are good for the reception of news. It is therefore very fundamental to assert here that audience perception of a media platform is very critical to the importance they attach to news from such medium. Perception could lead to rejection of the medium, rejection of the messages from such media and even de-marketing of such medium.

Sequel to the need to provide current empirical data in this area of knowledge, this study was carried out. The researcher therefore investigated the perception of social media as news sources among residents of South-East Nigeria.

OBJECTIVES OF STUDY

The main aim of this study had to do with an investigation of the perception of social media as news sources among residents of South-East Nigeria. However, the researcher specifically sought to:

1. Find out the frequency at which residents of South-East Nigeria use the social media as news sources.
2. Ascertain the perception of South-East residents regarding the use of social media as news sources.
3. Find out South-East residents' perception on the use of social media for breaking news
4. Ascertain South-East residents' perception of social media usage for audience feedback.

RESEARCH QUESTIONS

Sequel to the study objectives, the following research questions were handled in the study

1. What is the frequency at which residents of South-East Nigeria use the social media as sources of news?
2. How do residents of South-East Nigeria perceive the utilisation of social media as news sources?
3. What is the perception of South-East residents on the use of social media for breaking news?
4. How do South-East residents perceive social media usage for audience feedback?

SIGNIFICANCE OF THE STUDY

This study serves as valuable literature for future researchers in this area of knowledge. This implies that those who would want to engage in further studies in this area of knowledge will find this study very helpful especially in the area of literature review.

Media organisations and individuals who use the social media to transmit news shall benefit from this study because it will show how the platforms are perceived as news sources among the audience.



Also, tertiary and research institutions shall find this study relevant in the teaching and learning of online journalism.

SCOPE AND LIMITATIONS OF THE STUDY

Since the study focused on South-East Nigeria, the residents of the five states in the geopolitical zone constituted the scope of the study. The study was however, restricted to only those who use the social media as news sources.

LITERATURE REVIEW

The process of news conception, gathering, production, and dissemination or consumption is now redefined based on the emergence of new communication technologies. Previous studies on how new media technologies are impacting journalism practice seemed to have focused essentially on the reconfiguration of news production, dissemination and consumption as occasioned by technologies to help media practitioners in the gathering of news all over the world and send to their news rooms as much with relative ease as possible. Others show how the internet helps media practitioners to gain unlimited access to critical and relevant information on any cardinal subject, and how email newsgroups enable practitioners to "... gain access into the collective brain, wit and wisdom of so many knowledgeable professional journalists as well as non-journalists" (Berger, 1997, p.124) cited in (Chari, 2013, p.113). The new technologies have brought new world of opportunities to the practice of journalism as well as the modes of producing news. Additionally, the project called the citizen journalism projects, "pro-am" (professional-amateur) actors and crowd sourcing are now veritable sources of information for many independent media alternatively the conventional media (Croteau & Hoynes 2006) cited in (Sozeri, 2011).

This rapid rate at which people now attach importance to social media is not a thing of surprise at all especially when one considers the the fact that editors of mainstream media outlets are seriously talking to their reporters to start using blogs as information sources. In 2013 for instance, Peter Horrocks, who was serving as the Director of the BBC World Service, urged the news reporters in the service to utilise social media as a "primary source" through which they could source for information. While social media platforms are now significantly useful as a source of information to information seekers, scholars assert that the platforms may not really replace more conventional information sources. This is because a tweet does not have the capacity to replace a face-to-face engagement with a relevant person or CEO. Of course, the face-to-face engagement will always be more impactful on the angle of a story. However, surveys carried out by Gunn and MacDonald (2011, p.59) reveal that posts on sites such as Facebook as well as LinkedIn, blogs, and tweets do arouseinitial interest in a story. It also adds clarity as well as something new to developing stories. Consequently, journalists in mainstream media do rely on them for news worthy information.

The emergence of the social media platforms has significantly redefined the way media professionals carry out their duties. It is therefore not a thing of surprise to notice that 40% of U.S. journalists indicated that the social media platforms are good and helpful to their work. The relevance of the platforms to media practitioners is based on the fact that one-third (34.6%) of U.S. practitioners spent between 30 to 60 minutes every day making use of the social networking sites. The study also shows that more than half (53.8%) of all U.S. media practitioners often make use of microblogs like Twitter for the gathering of information and the reportage/coverage of stories. Other social media platforms were deployed much less often, including blogs operated by other practitioners (used by 23.6%), crowd sourcing sites like Wikipedia (22.2%), audio-visual sites like YouTube (20.2%), as well as professional



sites like LinkedIn (10.6%). It was also revealed that practitioners were least likely to deploy citizen blogs in the performance of their duties (7.1%). U.S. media practitioners use social media platforms in the reportage of events for several other purposes.

The most frequent purpose for the utilisation of the social media platforms was to check for breaking news (78.5%) and to know what similar news outfits are doing (73.1%). Social media platforms are deployed also by U.S. media practitioners for the identification of story ideas (59.8%), for interaction with audiences (59.7%), for finding more information (56.2%), and for finding news sources (54.1%). Social media platforms are least often utilised for verifying information (24.7%), for meeting or coming in contact with new people in the field (21.9%), or for the interview of news sources (20%) (Willnat & Weaver, 2014, p.18-19).

Talabi (2011) did a study on “The Internet and Journalism Practice in Nigeria”. The purpose of the paper was to appraise the impact of internet on journalism practice in Nigeria with the aim of bringing to limelight the factors that underline the poor usage of new communication technology in the Nigerian journalism profession. The study also explored the power of current modern technology as well as how such technology is redefining conventional journalism practice. The researcher used library research to get secondary data which were very helpful for the study. The study found that a new media ecosystem is emerging. This is a situation where online communities engage in discussions as well as the extension of the stories created by the conventional media. The study also found that the online communities engage in participatory journalism, grassroots reporting, annotative reporting, commentary as well as fact-checking which the conventional media rely on and develop as pool of news tips, sources as well as usage as story ideas (Talabi, 2011).

Findings from the study carried out by Olorede and Oyewole, (2013) showed that internet facilities are provided in the newsrooms of broadcast stations in Nigeria As shown in the responses of 222 respondents which represent 74% of the sample and that the audiences have favourable perception of social media usage as news sources.

Paulussen and Harder carried out a study entitled “Social Media References in Newspapers: Facebook, Twitter and YouTube as Sources in Newspaper Journalism.” The study was an exploratory one providing an initial insight on how the social media platforms are utilised as news sources in Belgian newspaper journalism. Data from the study showed that in the two selected Flemish quality newspapers, De Standaard and De Morgen, there were references to social media which have become commonplace. As such, these findings lend credence to assumptions that for lots of today’s newspaper journalists, monitoring the social media platforms has grown to become a part of their everyday newsgathering routines. It is interesting to however note that this does not in anyway mean that social media platforms dominate the newspaper content as an information source. Articles that cite the social media platforms as news sources seem to be on the low side. Both Flemish quality newspapers on an average per day publish just five articles which refer to Facebook, Twitter and/or YouTube, as (part of) subject or as a source, or both. In 7 out of 10 articles published, the social media sites function as a source of information. It also shows that Facebook and Twitter are more prominent/popular as information source in the newspapers than YouTube (Paulussen & Harder, 2014).

Sozeri (2011) found in a study that Twitter has been considered good and credible alternative news/information source to corporate news journalism or conventional media. The contributions of followers such as comments, questions and criticism as well as the



opportunity to reach enormous information sources of information have enriched the social media capacity to serve as news sources. It was also found that many journalists' motivations to use twitter for journalism practice is to diversify their sources of information, confirm information as well as follow different critical issues and agenda across the globe (Sozeri, 2011, p.87).

THEORETICAL FRAMEWORK

The Perception theory and the Technology Acceptance Model were used to explain the study.

Perception Theory

Bovee, Thill, Dovel and Wood (1995) described perception as the process of being exposed to a stimulus, paying attention to some degree, and then interpreting the received message. Hence, perception involves the process of exposure, attention and interpretation. In other words, for perception to take place there must be exposure to stimuli with certain level of attention paid to the stimuli and finally the stimuli are interpreted by the audience (Ezinwa, 2015).

Perception theory helps to explain the process by which individual selects, organizes and evaluates stimuli from the environment to provide meaningful experiences for him or her. This means that people focus on certain features of their environment to the exclusion of others. The audience automatically chooses which information to notice and this kind of selection is dependent on varied filter of perception that is premised on the initial experiences of the consumer (Smith, 2011). The theory provides explanation on why a particular message is perceived differently by the audience. This implies that the way a particular audience views a given message may differ from the perception of the message by another audience. This theory relates with this current study on the basis that it is a perception study. It looked at how the audience perceive the utilisation of social media as sources of news.

Technology Acceptance Model

Technology Acceptance Model (TAM) was developed by Fred Davis and Richard Bagozzi in 1989. It is an information system theory which explains how users come to accept and use a technology. TAM postulates that the acceptance and use of a particular technology by an individual depends on how the individual perceives that technology to be useful to him. Factors such as Perceived Usefulness (PU), which include relative advantage, attached prestige and cost effectiveness, and Perceived-Ease-of-Use (PEOU), are significant in user's choice of acceptance of technology (Olorede and Oyewole, 2013, p.4).

Giving his views on the postulations of TAM, Bagozzi (2007, p.248) cited in Olorede and Oyewole, (2013, p.4) explains that people could be reluctant to accept new technologies because of the technologies' complexity and element of uncertainty which exist in the minds of decision makers with respect to the successful adoption of the technology. Therefore, the reluctance to accept new technologies because of the technologies' complexity and element of uncertainty which exist in the minds of decision makers with respect to the successful adoption of the technology may inform how the audiences perceive social media usage as news sources.

METHODOLOGY

The researcher used the survey research method to carry out study and used the questionnaire as data collection instrument. A projected population of 21,602,533 residents of South-East Nigeria constituted the population of the study. A sample of 400 was drawn from the



population using the Taro Yamane's formula. The multi stage sampling technique was used to select the States, LGAs, communities and individuals whose perceptions were ascertained regarding the subject of investigation.

In line with the above, the stages of sampling technique used for this study are presented below:

Stage one: Since the study focused on the five states that constituted the South-East zone of Nigeria, all the states in geopolitical zone were first of all selected. The states are Abia, Anambra, Ebonyi, Enugu and Imo States. These five states were therefore categorized as five clusters.

Stage two: Here, the researcher purposively selected four local government areas in each of the five states. This was based on two crucial factors which are high media concentration and internet penetration. Therefore, in Abia State, Umuahia-North, Umuahia-South, Aba-North, and Aba-South, LGAs were chosen; in Anambra State, Awka-North, Awka-South, Onitsha-North and Onitsha-South LGAs were selected; LGAs that were selected in Ebonyi State are Abakaliki, Afikpo-North, Afikpo-South, and Ebonyi. In Enugu State, Enugu-North, Enugu-South and Enugu-East and Nsukka LGAs were selected; while in Imo State, Owerri-North, Owerri-South, Owerri-Municipal, and Okigwe LGAs were selected for the study.

Stage three: In the local government areas are wards. To give all the wards equal chances of been selected, simple random sampling technique was employed to select the number of wards that were studied in the chosen local government areas. Selected wards in Umuahia-North are Afugiri, Umuhu, Isingwu, Ndume, Umuahia II, and Ibeku-East I; selected wards in Umuahia-South are Nsirimo, Amakama, Ubakala "B", Ohiaocha, and Amiaukwu II; selected wards in Aba-North are Uratta, Ogbor I, Industrial Area, Umuogor, Ariaria Market, and Osusu II; selected wards in Aba-South are Asa, Eziukwu, Enyiama, Igwebuikwe, Ekeoha, and Ngw. Wards that were selected in Awka-North are Isu-Aniocha, Ugbenu, Achalla III, Ebenebe II, Urum, Amanuke, and Ugbene; Awka-South are Okpuno, Nise II, Nibo III, Mbaukwu, Awka V, Awka I, Umuawulu, Agu-Oka, Amawbia III, and Ezinato Isiagu; Onitsha-North are Woluwo Layout, Inland Town II, Trans Nkisi, Inland Town V, Water Central II, Ogbe Umuonicha, and Inland Town VIII; chosen wards in Onitsha-South are Odoakpu VIII, Fegge II, Bridge Head I, Fegge V, Odoakpu V, Odoakpu, Bridge Head III, and Odoakpu II.

In Abakaliki LGA, the following wards were selected Edda, Ndiagu, Izzi Unuhu, Abakpa, Okpoitumo Ndiegu, Amagu Unuhu, and Azumini/Azugwu Layout; Afikpo-North are Unwana-Afikpo I, Amata-Akpoha, Ohaisu-Afikpo 'B', Itim-Afikpo, Popere-Amasiri, and Nkpoghoru Afikpo; Afikpo-South are Nguzu Edda, Amiri Ekoli, Ebumwana, Oso-Eda, and Owutu-Edda; selected wards in Ebonyi are Onuenyim, Agalegu, Egwu Dinagu, Mbeke, Ndiebo, and Enyibichiri II; selected wards in Enugu-North are Asata Township, GRA, China Town, Ogui Township, New Haven, and Independence Layout; Enugu-South are Maryland, Uwani -East, Ugwuaji, Akwuke, Amechi, and Awkunanaw; Enugu-East are Amorji, Abakpa II, Trans -Ekulu, Ugwugo-Nike, Mbuluiyiukwu, and Umuenwene; Nsukka are Ihe, Ibeku, Ede-Ukwu, Eha-Uno, Akalite, Nnu, Alor-Uno, Obukpa, Akpa/Ozzi, and Obimo/Ikwoka;

In Owerri-North, selected wards were Naze, Obibiezena, Orji, Emmi, Egbu, and Ihitte Oha; Owerri-West are Obinze, Nekede, Okuku, Eziobodo, and Ihiagwa; Owerri-Municipal are



Ikenegbu, Azuzi IV, Aladinma II, New Owerri I, G.R.A. and Azuzi I; Okigwe are Umulolo, Amuro, Okigwe II, Ihube, and Ezinachi

Stage four: The individuals who responded to the questionnaire were randomly selected to ensure they had equal chances of selection.

DATA PRESENTATION AND ANALYSIS

The collected data were collated, presented and analysed using tables and simple percentages. After the administration of the questionnaire, 391 copies were properly filled and returned while 7 copies were not returned. The researcher therefore analysed the returned 391 copies for the study.

Table 1: Frequency at which residents of social media use social media as sources of news

How frequent do you use the social media as news sources?	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid Regularly	8	2.2 . 5	2.2 . 5	2.2 . 5
Occasionally	297	76 . 0	76 . 0	98 . 5
Don't use as news sources	0	0	0	
Not sure	61	15 . 5	15 . 5	100 . 0
Total	391	100 . 0	100 . 0	

Table one above shows that majority of the respondents (297) representing 76.0% occasionally use the social media as news sources.

Table 2: Perception of the use of social media as news sources

How do you perceive the use of social media as news sources?	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid Credible	119	30 . 4	30 . 4	30 . 4
Not credible	264	67 . 5	67 . 5	98 . 0
Don't use as news sources	0	0	0	
Can't say	82	21 . 0	21 . 0	100 . 0
Total	391	100 . 0	100 . 0	

Table two above shows that most of the respondents (264) representing 67.5% perceive social media as news sources without credibility.

Table 3: Perception of social media usage for breaking of news

What is your perception on social media usage for breaking of news	Frequency	Per cent	Valid Percent	Cumulative Percent
Valid Effective	114	29 . 2	29 . 2	29 . 2
Not Effective	271	69 . 3	69 . 3	98 . 5
Not sure	61	15 . 5	15 . 5	100 . 0
Total	391	100 . 0	100 . 0	



Table three above shows that most of the respondents (271) representing 69.3% perceive social media usage for breaking of news as ineffective.

Table 4: Perception of social media usage for Audience Feedback

What is your perception of social media usage for audience feedback?	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Efficient	109	27.9	27.9	27.9
Not Efficient	278	71.1	71.1	99.0
Can't say	4	1.0	1.0	100.0
Total	391	100.0	100.0	

Table four above shows that most of the respondents (278) representing 71.9% perceive social media usage for audience feedback as ineffective.

DISCUSSION OF FINDINGS

The revelations of the study were discussed with reference to related empirical literature.

Research Question One: What is the frequency at which South-East of Nigeria use the social media as sources of news?

This research question was put forward to establish the frequency at which residents of South-East Nigeria use social media as news sources. To answer this research question, data collected and presented on table 1 above were utilised. Table one above shows the frequency at which the respondents use the social media as news sources. Data on the table indicate that 88 respondents constituting 22.5% regularly use the social media as news sources, 297 respondents representing 76.0% occasionally use the social media as news sources, no respondent indicate the “don’t use as news sources” option while 6 respondents constituting 1.5% indicated that they were not sure of the frequency at which they use the social media as sources of news. This shows that significant number of respondents occasionally use the platforms as sources of news. Giving credence to this finding, Newman (2015) found in his study that Accra residents regularly use the social media for various purposes but not regular when it comes to accessing news via the platforms.

Research Question Two: How do residents of South-East Nigeria perceive the utilisation of social media as news sources?

This research question was posed by the researcher to ascertain how residents of South-East Nigeria perceive the use social media platforms as news sources. Table two above shows how the respondents perceive the use of social media as news sources. Data on the table show that 119 respondents constituting 30.4% perceive the social media as credible news sources, 264 respondents representing 67.5% perceive social media as not credible sources of news, no respondent indicate the “don’t use as news sources” option while 8 respondents constituting 2.0% indicated that they can’t exactly say how they perceive the use social media as news sources. The indication is that a lot of those who responded perceive social media as not credible news sources of news. This finding is in line with Tellen (2015) who found that citizens of Pretoria do not perceive social media as credible news sources.

Research Question Three: How do residents of South-East Nigeria perceive the use of social media for breaking news?



This research question was raised to find out how residents of South-East Nigeria perceive social media usage for breaking of news. The data presented on table three above were used to address this research question. From the table, 114 respondents constituting 29.2% indicated effective, 271 respondents representing 69.3% indicated not effective while 6 respondents constituting 1.5% could not tell if its effective or not. It can be said from the above that most of the more of those who responded perceive social media usage for breaking of news as not effective. In a related study, Talabi (2017) found that Oyo residents do not see social media as effective in breaking news to them based on the perception that social media platforms are flooded with fake news.

Research Question Four: How do South-East residents perceive social media for audience feedback?

The essence of this research question was to ascertain how residents of South-East Nigeria perceive social media usage for audience feedback. Data as presented on table four above were used to answer this research question. From the table, 109 respondents constituting 27.9% indicated efficient, 278 respondents constituting 71.1% indicated not efficient while 4 respondents representing 1.0% could not say if it is efficient or not efficient. It can be drawn from the above that significant number among those who responded perceives social media usage for audience feedback as not efficient. Accordingly, Olorede and Oyewole (2013) indicated that Osun State residents perceive social media as ineffective for audience feedback.

SUMMARY OF FINDINGS

The outcomes of data analysis reveal that:

- Residents of South-East Nigeria occasionally use social media as news sources
- Residents of South-East Nigeria do not perceive social media as credible news sources.
- South-East residents do not perceive social media as not effective in receiving breaking news
- Residents of South-East Nigeria do not perceive social media as inefficient in sending feedback to the media.

CONCLUSION

Following the revelations made by the study, the researcher therefore concludes that social media platforms are not seen as worthy sources where the audience can seriously rely for news. This implies that the platforms have credibility problem which has heralded the negative perception among the respondents.

RECOMMENDATIONS

In line with the revelations of the study, the researcher made the following findings:

1. The audience should always double check the information they get from social media sources to ensure they have the correct information.
2. Factual and verifiable reports should be disseminated via the social media to gain audience confidence.



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