Influence of Digital Media on Traditional Media Usage: A Study of Adults Residents in Osun state, Nigeria.

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Olaolu Olaruku Olaimolu
Bernice Oluwalanu Sanusi, Ph.D
Samuel Oluniyi Ogunwuyi
Henry Amos Daniel

Abstract

This study examined the Influence of digital media on traditional mass communication among adults in Osun State, Nigeria. Specifically, this study investigated the frequency and patterns of digital media usage among respondents, examine the perceived impact of digital media on traditional mass communication, analyse the relationship between digital media usage and traditional media consumption, and identify the factors influencing media consumption behaviour in the digital age. Using a quantitative research design and survey method, the study sampled 397 adults across three Local Government Areas through a multi-stage sampling. The study is grounded in the Uses and Gratifications Theory. The study's major findings include: high frequency of digital media usage (52.6% daily), dominance of social media (69.9%), significant impact of digital media on traditional mass communication (62.9%), varying levels of engagement with traditional media, and a shift in media consumption behaviour towards digital media (62.4% increase in digital media use and 31.1% decrease in traditional media use). This study concluded that digital media has influenced traditional media usage. The study's findings have implications for media organizations, advertisers, and communicators who need to adapt to the changing media landscape to effectively reach their target audience.

Keywords: Digital Media, Traditional Media, Media Consumption, Uses and Gratifications Theory, and Media Usage Patterns.

INTRODUCTION

Background to the Study

The advent of digital media has significantly altered the landscape of mass communication, bringing about rapid transformations in how information is disseminated, consumed, and interpreted. Digital media platforms, such as social media, blogs and podcasts, provide users with the ability to access news and other forms of information instantaneously, leading to a decline in the popularity of traditional media channels like television, radio, and print (Zhang, 2023). This shift has sparked a debate over the relevance of traditional mass communication theories, which were initially developed to explain the effects of media on audiences when the flow of information was largely unidirectional—from sender to receiver (Cohen & Fung, 2023). In contrast, digital media enable a bidirectional flow of information, fostering interaction between the content creator and the audience, which challenges the foundational principles of traditional media theories.

Traditional mass communication theories, including the hypodermic needle theory and agenda-setting theory, emphasised a top-down approach where media exerted considerable influence over passive audiences (Kleinnijenhuis, Van Hoof & Van Atteveldt, 2019). However, with the rise of digital platforms, audiences have gained greater liberty in choosing, interpreting, and even creating content. This shift necessitates a re-examination of traditional theories, which may no longer fully encapsulate the complexities of modern media ecosystems (Mobolaji, et al. 2023). For instance, while agenda-setting theory suggested that media could shape public priorities by highlighting certain issues, digital platforms, by contrast, allow users to influence the flow of information, effectively democratising content distribution (Ogunwuyi, 2024).

One significant area where digital media have impacted traditional mass communication theories is in the way content is consumed and shared. The "uses and gratifications" theory, which posits that audiences are active consumers of media, is arguably more relevant in the digital age, where users can select, customise, and interact with the content they prefer (Zhang, 2023). The rise of platforms like *X* (formerly *Twitter), Facebook* and *Instagram* has enhanced the participatory nature of media consumption, allowing users to not only engage with content but also to influence its creation and distribution (Hajdarmataj & Paksoy, 2023). This interaction challenges traditional views on the passive audience model, offering a new perspective on how media content is processed and used by audiences.

Furthermore, digital media have introduced a new dimension to media convergence, blurring the lines between different forms of media. Convergence theory, which initially focused on the merging of traditional media platforms like television and radio, has expanded to encompass digital platforms that incorporate text audio, and video in a single interface (Adeyeye & Nwaoboli, 2024). The integration of multimedia elements allows for a richer, more dynamic media experience, which traditional theories may not have fully anticipated. This integration has also transformed how mass communication functions, requiring an update to existing theories to account for the multiplicity of media formats and the interplay between them (Zafar, et al. 2024).

Digital media have also altered the power dynamics within the media landscape. Traditionally, large media corporations held the power to shape public discourse by controlling access to information. However, digital platforms have empowered individuals and smaller entities to reach a global audience, often bypassing traditional media gatekeepers (Khan & Khan, 2015). This decentralisation of media production has important implications for gatekeeping theory, which traditionally focused on how news editors and media owners influence what information reaches the public. In the digital era, gatekeeping is increasingly shaped by algorithms and user-generated content, further complicating the role of traditional media actors (Silva, 2019).

Moreover, the rise of digital media has introduced new challenges, such as the spread of misinformation and fake news. These challenges have called into question the applicability of traditional theories like the two-step flow of communication, which argued that opinion leaders serve as intermediaries between the media and the public. In the digital age, opinion leaders are no longer confined to elites; rather, anyone with a social media platform can influence public opinion (Zafar, et al. 2024). This shift raises concerns about the reliability of information and the role of digital media in shaping public perceptions (Xu, 2022).

Also, the augmentation of digital platforms has significantly altered the media landscape, prompting a re-evaluation of traditional media effects theories. The limited effects model, which suggested that media had minimal influence on individuals, is being reconsidered in light of the amplified reach and impact of digital media. According to Kleinnijenhuis, Van Hoof, & Van

Atteveldt, (2019) digital media can shape individuals' perceptions, attitudes, and behaviours through various

mechanisms. One key aspect is the dependency on media for information, entertainment, and social interaction, which can increase susceptibility to media influence. Prolonged exposure to media content can also cultivate certain perceptions of reality, aligning them with the media's portrayal. Furthermore, digital media's agenda-setting potential allows it to highlight specific issues and frame them in particular ways, influencing what people think about and how they think about it.

The role of social learning and uses and gratifications theories is also crucial in understanding digital media's impact. Individuals learn new behaviours and norms by observing others in the media, and they actively select media channels and content based on their individual needs. The influence of digital media on consumer behaviour is evident, with online advertisements, influencer endorsements, and product placements significantly shaping purchasing decisions (Swastiningsih, Aziz & Dharta, 2024). Hence, Kleinnijenhuis, Van Hoof, & Van Atteveldt, (2019) acknowledges the significant influence of digital media on individuals' behaviours, attitudes, and perceptions. They noted that as media continues to evolve, it's essential to recognize its impact and develop media literacy skills to effectively navigate the complexities of the modern media landscape.

There has been redefined the views toward journalists and news producers in Nigeria with the emergence of digital media. Once viewed as the traditional gatekeepers of information, journalists are now being challenged to remain the sole arbiters of the news content. Digital platforms have democratized the media, providing avenues for the common man to engage in news-making: blogging, posting on social media, and ensuring the work of citizen journalism. This kind of change poses a dilemma to the social responsibility theory, which stresses that it is the moral duty of journalists to give information that is accurate and balanced (Ogunwuyi, 2024).

The impact of digital media in relation to mass communication theories is noticeable in Nigeria. The country has seen a surge in digital media consumption in contrast to its youthful and ever-changing media industry. Online channels have provided Nigerians with more access to information, often side-lining traditional media outlets, which have been criticized for being state-controlled. This new digital ecology, however, raises issues regarding the credibility of information and the role of media ownership (Khan & Khan, 2015). The significant shift in media consumption patterns has also raised concerns about the potential erosion of traditional media's audience base and relevance. Despite the growing importance of digital media, there is a notable gap in understanding how users perceive the influence of digital media on their preference for traditional media. This lack of understanding hinders the development of effective strategies for traditional media to adapt and thrive in a rapidly changing media landscape. Thus, this study investigated the frequency and patterns of digital media usage among respondents, examine the perceived impact of digital media on traditional mass communication, analyse the relationship between digital media usage and traditional media consumption, and identify the factors influencing media consumption behaviour in the digital age.

LITERATURE REVIEW

Digital Media

Digital media refers to content that is created, distributed, and consumed through electronic devices and platforms, including the internet, social media and mobile applications. According to Almakaty (2024), digital media encompasses a wide range of formats, including text, audio, and video, which can be accessed on-demand and interactively. This flexibility contrasts sharply with traditional media, where content is typically static and unidirectional. Empirical literature has highlighted how digital media enable a more dynamic and participatory media environment, where users can engage with and influence content (Ogunwuyi, 2024; Mobolaji et al. 2023). This shift has fundamentally altered the media landscape, challenging traditional notions of media consumption and interaction.

The rise of digital media has also brought about significant changes in how information is processed and shared. According to Cohen & Fung (2023), digital platforms facilitate the rapid dissemination of information, allowing for immediate feedback and interaction between content creators and consumers. This immediacy and interactivity have created new opportunities and challenges for media theorists, who must now account for the multifaceted nature of digital media interactions (Zafar, 2024). The proliferation of digital content has thus necessitated a re-evaluation of traditional mass communication theories, which were initially developed for more linear and less interactive media environments.

Social Media

Social media platforms, such as *Facebook*, *X* (formerly *Twitter)*, and *Instagram*, represent a significant subset of digital media, characterised by user-generated content

and interactive features. Ogunwuyi, (2024) define social media as online platforms that facilitate the creation, sharing, and consumption of user-generated content, fostering both social interaction and information exchange. These platforms have transformed traditional media dynamics by enabling users to actively participate in the content creation process, rather than passively consuming information (Yang, 2024). The interactive nature of social media challenges traditional media theories, which often assumed a more passive audience.

Social media shifted the dissemination and consumption of information such that now people arrive at and interact with information differently. These platforms have changed the dynamics of the sharing process, allowing for fast dissemination while also incorporating multiple viewpoints. The inversion of the traditional information flow undermines the means through which people consume, interpret and apply information. According to Singh et al. (2023), social media platforms facilitate a more democratic flow of information, where users can both consume and produce content. This shift has significant implications for traditional theories of media effects, which were originally developed in contexts where media influence was more unidirectional and less interactive (Kleinnijenhuis, Van Hoof & Van Atteveldt, 2019). The rise of social media has thus necessitated an updated understanding of media influence and audience behaviour.

Media Convergence

Media convergence refers to the integration of different media forms and technologies, allowing for a seamless blend of content across various platforms. Breen, Tyler and Greenhill (2019) describe media convergence as the merging of distinct media types, such as print, broadcast and digital media into a unified experience facilitated by digital technologies. This phenomenon has been driven by advancements in digital technology, which enable content to be accessed and interacted with across multiple devices and platforms (Adeyeye & Nwaoboli, 2024).

The concept of media convergence has important implications for traditional mass communication theories. According to Yang (2024), media convergence challenges the boundaries between different media formats, creating new opportunities for content delivery and consumption. The convergence of media formats has revolutionized audience interaction with information. The blurring of boundaries between different media forms has created new dynamics, transforming how audiences engage with and process information in a multimedia-rich environment.

Impact of Digital Media on Traditional Theories

Traditional theories, such as the hypodermic needle theory and the two-step flow model, were developed in an era when media consumption was more passive and unidirectional (Singh, et al. 2023). However, the rise of digital media has introduced a more interactive and participatory media environment, challenging these traditional notions.

For example, the hypodermic needle theory, which posits that media messages are directly injected into the minds of passive audiences, is increasingly questioned in the context of digital media (Khan & Khan, 2015). In the digital age, audiences are not merely passive recipients but active participants who engage with and influence media content (Almakaty, 2024). The interactive nature of digital platforms allows users to contribute to content creation and dissemination, thus challenging the linear model of media influence.

Similarly, the two-step flow model, which suggests that media effects are mediated by opinion leaders, is less applicable in the digital age. With the rise of social media, information can spread rapidly through multiple channels without the need for traditional gatekeepers (Egede & Chuks-Nwosu, 2013). This rapid dissemination of information highlights the need for new theories that account for the complex and multifaceted nature of digital media interactions.

Relevance of Traditional Theories in the Digital Age

While traditional mass communication theories face challenges in the digital age, they remain relevant in certain contexts. For instance, the agenda-setting theory, which posits that media can influence public priorities by highlighting specific issues, still holds significance despite the rise of digital media (Almakaty, 2024). Digital platforms have not eliminated the role of media in shaping public discourse but have instead introduced new dynamics that complement traditional media effects.

Digital media have amplified the reach and impact of media content, allowing for more immediate and widespread influence on public opinion (Xu, 2022). For example, social media platforms can rapidly disseminate information and shape public perceptions on various issues, reflecting the continued relevance of agenda-setting theory. However, the ways in which digital

media interact with traditional media effects require further exploration to understand the full implications of these changes.

Moreover, the uses and gratifications theory, which focuses on how audiences actively select and use media to satisfy specific needs, is particularly relevant in the digital context (Silva, 2019). Digital media platforms offer users a wide range of content options, allowing them to tailor their media consumption to their preferences and needs. This active engagement with media supports the on-going relevance of uses and gratifications theory in understanding audience behaviour in the digital age.

Digital Media's Impact on Audience Engagement

The shift to digital media has significant implications for audience behaviour and media effects. Digital platforms have transformed how audiences interact with media content, leading to changes in consumption patterns and media influence. For example, the rise of social media has facilitated greater user participation and content creation, allowing audiences to play an active role in shaping media narratives (Zafar et al., 2024)

The immediacy and interactivity of digital media have also introduced new challenges for media effects research. The rapid spread of information through digital platforms can amplify the impact of media messages, leading to both positive and negative consequences for public opinion (Swastiningsih et al., 2024). This dynamic environment necessitates a re-evaluation of traditional media effects theories to account for the complexities of digital media interactions.

Furthermore, the democratisation of content creation and dissemination through digital platforms has empowered individuals and smaller entities to influence public discourse (Cohen & Fung, 2023). This shift challenges traditional media gatekeeping roles and requires a new understanding of how media influence operates in a more decentralised and participatory media landscape.

From the empirical literature, Zhang (2023) e sought to analyse the association between new media attributes and user engagement in the formation of news consumption styles. For data collection and analysis, the study used a mixed-method approach, combining and quantifying the methods with a questionnaire on a Likert scale answered by 500 respondents and semi-structured interviews with selected participants. The results showed that factors attributable to new media, such as communication, collaboration, and community, significantly impact user engagement, which in turn alters news consumption and dissemination practices. The study further asserted that user engagement had a mediating role to play and the joining of social media platforms with news promotion was integral for fostering online communities and thus changing the news dissemination practices.

A study by Ogunwuyi (2024) investigated the effects of social media on audience engagement and participation in theatre and film events in Nigeria's Nollywood industry. The study's primary objective was to understand how social media influences audience experiences in this context. Using the Uses and Gratification theory, the study employed a quantitative research methodology through a survey approach, administering a diverse questionnaire to social media users engaged with theatre and film content in Nigeria. The findings revealed that social media serves as a vital source of information for individuals interested in theatre and film events, and the study concludes by recommending that artists and producers leverage social media as a marketing tool and a means to engage with their audiences effectively.

A study by Adeyeye & Nwaoboli, (2024) explored the use and effectiveness of social media marketing among filmmakers in Benin City, Nigeria. The researchers employed a qualitative approach, conducting semi-structured interviews with 25 participants from the Film and Video Producers and Marketers Association of Nigeria. The findings revealed that social media has revolutionized film marketing strategies, providing opportunities for audience engagement, brand awareness, and revenue generation. However, challenges such as competition for audience attention and limited digital literacy were also identified. The study concludes that social media is an indispensable tool for filmmakers, but comprehensive, data-driven strategies are needed to maximize its potential.

Mobolaji et al. (2023) examined the intersection of radio broadcasting and social media in driving national discourse among Nigerian youth. Using a combined survey and Focus Group Discussion (FGD) approach, the study found that radio remains a popular news medium among youth, while social media has enhanced radio's significance through its wide reach, cost-effectiveness, and multimodality. The study concludes that synergy between social media and radio is essential for better youth participation in national discourse, highlighting the potential for collaborative efforts to drive national reawakening and cohesion.

Theoretical Review

The study is anchored on the **Uses and Gratifications Theory (UGT)**, originally proposed by **Elihu Katz** (1973). UGT posits that media consumers actively seek out media content to satisfy specific needs, such as information, personal identity, and social interaction. This theory emphasises the active role of audiences in selecting media that align with their preferences and needs, thereby influencing media consumption patterns and effects.

UGT has been supported by various scholars who highlight its relevance in understanding media consumption in the digital age. For instance, Egede & Chuks-Nwosu (2013) noted that UGT provides valuable insights into why audiences choose particular media and how these choices impact their media experience. Additionally, Hajdarmataj & Paksoy (2023) argue that UGT is particularly applicable in the context of digital media, where users have greater control over their media consumption and interactions.

However, UGT has faced criticism for its focus on individual media choices without fully addressing the influence of broader social and cultural factors. Critics argue that UGT may overlook the impact of external factors, such as media convergence and technological advancements, on media consumption patterns (Khan & Khan, 2015). The **Uses and Gratifications Theory** is instrumental in understanding the impact of digital media on traditional mass communication theories. UGT helps explain why audiences increasingly turn to digital platforms for information and interaction, highlighting the active role of users in media consumption (Hajdarmataj & Paksoy, 2023). The theory's focus on audience needs and preferences aligns with the dynamic nature of digital media, where users have greater control over their media experiences.

In the context of the digital media landscape, UGT provides valuable insights into how audiences actively select and use digital platforms to meet specific needs, such as entertainment, information, and social interaction. The theory highlights the agency of users in navigating a highly interactive and participatory media environment, where they are not passive consumers but active participants. Digital media platforms like social media offer tailored content and experiences, allowing users to curate their media consumption based on personal preferences. This active engagement makes UGT especially relevant, as it underscores the dynamic relationship between users and media, where gratification is pursued through a combination of personal choice and digital affordances.

METHOD

This study employed a quantitative research design using a survey research method to investigate the impact of digital media on traditional mass communication among adults in Osun State, Nigeria. The study population consisted of adults residing in three Local Government Areas (LGAs): Osogbo, Ife East, and Ayedire LGAs. According to the 2006 National Population and Housing Census, the population figures for the selected LGAs were Osogbo LGA: 156,694, Ife East LGA: 188,027, and Ayedire LGA: 76,309. However, for the purpose of this study, the population was based on the number of registered voters in specific wards, as provided by the Independent National Electoral Commission (INEC) IREV. This approach was adopted to ensure that the study focused on adults who are likely to be engaged in the political and social processes, and therefore, more likely to be aware of the impact of digital media on traditional mass communication. The selected wards and their corresponding registered voter figures were: Osogbo LGA (Ward 03: Ataoja 'C' = 9,349 and Ward 09: Jagun 'A' = 4,660), Ayedire LGA (Ward 04: Oke-Osun = 4,877 and Ward 05: Ileogbo I = 3,739), and Ife East LGA (Ward 08: Modakeke I = 20,352 and Ward 04: Okerewe I = 11,231). The total population based on the registered voter figures for the selected wards was 54,208.

Using the formula: $n = N / (1 + N(e)^2)$

Where:

n = Sample Size

N = Population (54,208.)

e = Tolerable Error (0.05 or 5%)

Calculation:

$n = 54,208 / (1 + 54,208(0.05)^2)$

$n = 54,208 / (1 + 54,208(0.0025))$

$n = 54,208 / (1 + 135.52)$

$n = 54,208 / 136.52$

$n \approx 397$

The calculated sample size is approximately 397. Consequently, based on the population proportion, each ward would get:

- Osogbo LGA (Ward 03: Ataoja 'C'): 68 respondents (17.2% of 397)

- Osogbo LGA (Ward 09: Jagun 'A'): 34 respondents (8.6% of 397)

- Ayedire LGA (Ward 04: Oke-Osun): 36 respondents (9% of 397)

- Ayedire LGA (Ward 05: Ileogbo I): 27 respondents (6.9% of 397)

- Ife East LGA (Ward 08: Modakeke I): 149 respondents (37.5% of 397)

- Ife East LGA (Ward 04: Okerewe I): 82 respondents (20.7% of 397)

This sample size will be used to represent the population of adults in the selected wards of Osun State, Nigeria. A multi-stage sampling technique was used, combining cluster sampling and simple random sampling, where three LGAs were selected from Osun State's three senatorial districts, and two wards were selected from each LGA through balloting, to gather data from respondents using a questionnaire. The use of registered voter figures as the population for this study is justified because it provides a clear and accessible sampling frame, allowing for a more focused investigation of the impact of digital media on traditional mass communication among adults who are likely to be engaged in the political and social processes. Also, the sampling technique employed in this study ensured that the sample was representative of the population, and the use of balloting to select wards from each LGA added an element of randomness to the sampling process. This approach enabled the researcher to gather data from a diverse group of respondents, providing a comprehensive understanding of the impact of digital media on traditional mass communication in Osun State, Nigeria.

The instrument for this study was a self-developed questionnaire and consisted of four constructs with items. To assess the internal consistency of the scales, a pilot test was conducted with 39 respondents, accounting for 10% of the population. The Cronbach's alpha values were calculated using SPSS, and the results are as follows:

- Scale 1: Digital Media Usage: $\alpha = 0.65$ (acceptable internal consistency)

- Scale 3: Perceived Impact of Digital Media on Traditional Mass Communication: $\alpha = 0.82$ (good internal consistency)

- Scale 4: Frequency of Engaging with Traditional Media: $\alpha = 0.68$ (acceptable internal consistency)

- Scale 5: Influence of Digital Media on Media Consumption Behaviour: $\alpha = 0.72$ (acceptable internal consistency)

The pilot test results indicate that the scales have acceptable to good internal consistency, suggesting that the items within each scale are measuring the same underlying construct. The Perceived Impact of Digital

Media on Traditional Mass Communication scale demonstrated excellent internal consistency ($\alpha = 0.82$), while the other scales showed acceptable internal consistency ($\alpha = 0.65$-0.72). The implications of these results are that the questionnaire is reliable and can be

used for further research. Thus, the pilot test results provide support for the use of this questionnaire in investigating the impact of digital media on traditional mass communication.

This study employed both descriptive statistics to analyse the data. Out of the 397 respondents sampled, a total of 386 respondents, representing a response rate of 97.2%, accurately completed and returned their questionnaires, forming the basis of the data analysis for this study.

Result

The data analysis using SPSS version 25 revealed the following demographic characteristics of the respondents. In terms of gender, 204 (52.8%) of the respondents were female, while 182 (47.2%) were male. The age distribution showed that 120 (31.1%) of the respondents fell within the 18-27 age range, 100 (25.9%) were between 28-37 years, 80 (20.7%) were between 38-47 years, 50 (13%) were between 48-57 years, and 36 (9.3%) were 58 years and above. Regarding educational attainment, the majority of the respondents (200, 51.8%) had tertiary education, followed by those with secondary education (100, 25.9%). A small proportion of respondents had primary education (20, 5.2%) or no formal education (3, 0.8%). In terms of marital status, 150 (38.9%) of the respondents were single, 180

(46.6%) were married, and 56 (14.5%) were divorced or separated. The respondents were also distributed across six wards, with the majority coming from Ward 08: Modakeke I (145, 37.6%), followed by Ward 04: Okerewe I (84, 21.8%), Ward 03: Ataoja 'C' (65, 16.8%), Ward 04: Oke-Osun (35, 9.1%), Ward 09: Jagun 'A' (32, 8.3%), and Ward 05: Ileogbo I (25, 6.5%).

Table 1: Frequency Distribution of Digital Media Usage

Usage Frequency	Number of Respondents	Percentage (%)
Daily	203	52.6
Weekly	109	28.2
Monthly	54	14.0
Rarely	20	5.2
Never	0	0.0
Total	**386**	**100.0**

The frequency distribution of digital media usage among the 386 respondents shows that 203 (52.6%) use digital media daily, indicating a high level of engagement with digital media. Additionally, 109 respondents (28.2%) reported using digital media on a weekly basis, while 54 (14%) use it monthly. A smaller proportion of respondents, 20 (5.2%), reported rare usage of digital media. This implies that traditional mass communication methods may need to adapt to the changing media landscape to remain relevant.

The high frequency of digital media usage (52.6% daily) is consistent with the Uses and Gratifications Theory, which posits that media consumers actively seek out media content to satisfy specific needs. This finding supports Zhang's (2023) study, which found that new media attributes significantly impact user engagement.

Table 2:

Preferred Digital Media Platforms

Platform	Number of Respondents	Percentage (%)
Social Media	270	69.9
News Websites	54	14.0
Streaming Services	41	10.6
Blogs	14	3.6
Podcasts	8	2.1
Total	**386**	**100.0**

The preferred digital media platforms among the 386 respondents show that social media is the most popular platform, with 270 (69.9%) respondents preferring it. News websites are the second most preferred platform, with 54 (14.0%) respondents, followed by streaming services (41, 10.6%), blogs (14, 3.6%), and podcasts (8, 2.1%). The dominance of social media implies that organizations and individuals seeking to reach their target audience should prioritize social media platforms. The findings also suggest that news websites and streaming services are also important platforms to consider. The relatively low preference for blogs and podcasts may indicate that these platforms are more niche or specialized.

The dominance of social media (69.9%) is consistent with Ogunwuyi's (2024) study, which found that social media serves as a vital source of information for individuals interested in theatre and film events. This finding also supports the Uses and Gratifications Theory, which suggests that audiences choose media that align with their preferences and needs.

Table 3:

Perceived Impact of Digital Media on Traditional Mass Communication

Impact	Number of Respondents	Percentage (%)
Significant	243	62.9
Moderate	108	28.0
Minimal	27	7.0
No Impact	8	2.1
Total	**386**	**100.0**

The perceived impact of digital media on traditional mass communication among the 386 respondents shows that 243 (62.9%) respondents believe that digital media has had a significant impact. Another 108 (28.0%) respondents perceive a moderate impact, while 27 (7.0%) respondents think the impact is minimal. Only 8 (2.1%) respondents believe that digital media has had no impact on traditional mass communication. The findings suggest that the majority of respondents recognize the significant impact of digital media on traditional mass communication, implying that digital media has disrupted traditional communication channels. This has implications for media organizations, advertisers, and communicators who need to adapt to the changing media landscape to remain effective.

The perceived significant impact of digital media on traditional mass communication (62.9%) is consistent with Adeyeye & Nwaoboli's (2024) study, which found that social media has revolutionized film marketing strategies. This finding also supports the idea that digital media is changing the media landscape.

Table 4:

Frequency of Engaging with Traditional Media

Media Type	Daily	Weekly	Monthly	Rarely	Percentage (%)
Television	135	20	5	5	**165**
Radio	35	85	25	15	**160**
Newspapers	2	18	53	17	**90**
Magazines	0	6	9	56	**71**
Total	**170**	**140**	**85**	**91**	**100.0**

The frequency of engaging with traditional media reveals interesting patterns. Television appears to be the most popular traditional medium, with 135 respondents engaging with it daily, and a total of 165 respondents participating in the survey indicating a strong viewership. Radio also has a significant following, with 35 respondents listening daily and 85 respondents engaging weekly, totalling 160 respondents. Newspapers seem to have a more niche audience, with 53 respondents reading them monthly, and a total of 90 respondents participating. Magazines, on the other hand, have limited engagement, with 56 respondents rarely reading them, and a total of 71 respondents. The varying levels of engagement with different traditional media

suggest that digital media may be influencing users' preferences for traditional media in distinct ways. For instance, the high daily engagement with television may indicate that digital media has not significantly impacted television viewership, whereas the limited engagement with magazines could suggest that digital media has disrupted the magazine industry.

The varying levels of engagement with different traditional media support Mobolaji et al.'s (2023) study, which found that radio remains a popular news medium among youth, while social media has enhanced radio's significance. This finding also supports the Uses and Gratifications Theory, which suggests that audiences choose media that align with their preferences and needs.

Table 5:

Influence of Digital Media on Media Consumption Behaviour

Behaviour Change	**Number of Respondents**	**Percentage (%)**
Increased Use of Digital Media	241	62.4
Decreased Use of Traditional Media	120	31.1
No Change	25	6.5
Total	**386**	**100.0**

The influence of digital media on media consumption behaviour among the 386 respondents shows that approximately 241 (62.4%) respondents have increased their use of digital media. About 120 (31.1%) respondents have decreased their use of traditional media, while 25 (7.0%) respondents have reported no change. The findings suggest that digital media has had a significant impact on media consumption behaviour, with a majority of respondents increasing their use of digital media. The decrease in traditional media use also implies a shift in audience preferences. The findings have implications for media organizations and advertisers who need to adapt to the changing media landscape to effectively reach their target audience.

The increase in digital media use (62.4%) and decrease in traditional media use (31.1%) support the idea that digital media is changing media consumption behaviour. This finding is consistent with the Uses and Gratifications Theory, which posits that audiences actively seek out media content to satisfy specific needs, and that digital media is meeting these needs. This finding is consistent with the Diffusion of Innovation theory, which suggests that new technologies can lead to changes in behaviour.

Recommendations

1. Media organizations should prioritize digital media platforms to reach their target audience effectively.
2. Organizations should focus on social media marketing strategies to engage with their audience and increase brand awareness.
3. Traditional media outlets should adapt to the changing media landscape by incorporating digital media elements into their strategies.
4. Media organizations should conduct audience research to understand their target audience's media preferences and tailor their content accordingly.
5. Media organizations should develop comprehensive digital media strategies to effectively reach and engage with their target audience.

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Authors' Bio

Olaolu Olaruku Olaimolu is a lecturer in the Department of Communication Studies at Bamidele Olumilua University of Education, Science and Technology, Ikere Ekiti (BOUESTI). He is currently pursuing a PhD in Mass Communication. His research interests include Public Relations, Community Relations, and Media Effect Studies.

Bernice Oluwalanu Sanusi is an associate professor in the department of Mass Communication at Redeemer's University,Ede, Osun State. Her research primarily revolves around educational broadcasting, broadcast media effects, and behavioral change communication.

Samuel Oluniyi Ogunwuyi is a lecturer of Mass Communication at Bamidele Olumilua University of Education, Science and Technology, Ikere Ekiti, Ekiti State. He is currently pursuing his Ph.D In Communication and Media Studies at Redeemers University, Ede, Osun State. He is a member of Association of Communication Scholars and Professional of Nigeria (ACSPN). His research interest is in the field of political communication.

Henry Amos Daniel is a broadcast instructor at Bowen University (Bowen Radio). His research interests include Broadcasting, Digital Culture, Health, and Gender Communication. Currently, he is pursuing his PhD studies.