**AN INVESTIGATION INTO THE IMPACT OF PODCASTS ON THE CURRENT MEDIA CONSUMPTION HABITS OF NIGERIAN TERTIARY INSTITUTION STUDENTS: A STUDY OF LAGOS STATE UNIVERSITY STUDENTS**

**ABSTRACT**

The objective of this study was to examine how podcasts affect the media consumption habits of students in Nigerian tertiary institutions. The focus was specifically on students attending Lagos State University. The study aimed to examine students' awareness of Podcast media, analyse the motivations behind students' consumption of Podcast programmes, compare students' preferences for Podcasts with other types of programmes, and evaluate the influence of Podcasts on contemporary media consumption patterns. To achieve our objectives, we implemented a survey research design and utilised the convenience sampling method to recruit a total of 200 students. The recruitment process consisted of selecting students who were both available and willing to participate in the survey. The findings of the study suggest that students at Lagos State University possess a significant level of understanding regarding podcasts. Students are motivated to participate in podcasts for several reasons. Firstly, they are able to connect with the topics being discussed, finding them relatable and relevant to their own lives. Additionally, they may be drawn to podcasts due to their admiration for the host or guest, appreciating their expertise or unique perspective. Furthermore, the influence of their peers can play a role, as students may be encouraged to listen to podcasts that their friends recommend. Lastly, the engaging presentation style of a podcast can captivate students, making it an appealing medium for learning and entertainment. The findings also revealed that students at Lagos State University have a strong preference for Podcasts over other available media options. The podcast medium has greatly influenced how students consume media. This is mainly because of its exceptional flexibility in delivering information and education, convenient accessibility, and wide variety of content.

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**CHAPTER ONE**

**INTRODUCTION**

**1.0. Background of the study**

The development of internet technology in Nigeria has led to the emergence of digital media. The utilisation of digital media has significantly impacted several aspects of individuals' life, encompassing alterations in media consumption patterns, media tastes, and the inclination towards creating independent media material (Berry, 2020). In the present day, individuals frequently utilise different platforms to access digital media. However, they occasionally turn to the radio while travelling to obtain traffic-related information. Despite television being the preferred choice for families, they also consume content from various digital media platforms. The primary advantage of digital media, which contributes to its widespread popularity and extensive usage, is its accessibility for content creation by individuals equipped with digital technology equipment (Chou et al., 2022). Hence, viewers of digital media have the ability to not only consume the available content, but also actively participate in the process of creating content based on their own ideas and preferences. This empowers users to have influence over the selection and creation of material in an independent manner.

Unlike traditional media platforms such as television and radio, where the material is solely controlled by the respective media managers. Over time, it has become evident that the widespread use of digital media in society has created significant opportunities for various platforms to market their content to individuals who have access to advanced information and communication technology (Tufan, 2020). This includes both professionally and personally produced content. Podcasts, a form of digital media, are experiencing a significant increase in popularity and will be the main topic of discussion in this project. A podcast is a form of digital media that mostly consists of audio-based information, similar to radio. However, there are notable distinctions between the two. In order to access the radio broadcast programme, consumers must first be aware of the radio frequency's coverage range and the schedule of the on-air announcer programme, unless the radio has transitioned to an internet streaming system (Lundström & Lundström, 2021). Conversely, podcasts provide the convenience of being accessible at any time and from any location, as long as we have an internet connection. According to the data survey conducted by Edison and Nielsen, there are currently over 850,000 active podcasts, comprising over 30 million podcast episodes in 100 different languages, which are already accessible on digital platforms. The podcast categories that are most widely favoured by Nigerians are social and cultural, news and politics, business, and comedy (Vartakavi & Garg, 2020). In Nigeria, the millennial group dominates the categorization of podcast users. The millennial generation, being the largest consumer of podcasts, holds a significant position in the realms of both audio and video due to their familiarity with communication, media, and digital technology, as well as their inclination towards novelty. The emergence of podcasts in Nigeria has had a profound impact on the way Nigerians consume media, particularly in terms of their tastes and conduct while consuming new forms of media (Benton et al., 2020).

Podcasts are essentially audio or video files that are placed onto a network of websites, allowing others to access them. These files can be listened to or seen by individuals, whether they are subscribed to the podcast or not. They can be accessed via a computer or a portable digital media device. Podcasts emerged in the early 2000s and have gained global recognition in the past decade. Over the last three years, podcasts have also gained popularity among Nigerian users through multinational platforms that provide music services and podcast recording capabilities (Wei & Ram, 2016).

Currently, there are multiple music streaming sites and podcasts that enjoy popularity in Nigerian society, including Spotify, Soundcloud, Google Podcasts, and Apple Music. In recent times, podcasts have garnered significant interest and have become particularly popular among users, particularly due to the emergence of Nigerian podcasters who provide captivating and innovative content across various genres. This content is well-suited to the preferences of the millennial generation, which constitutes the largest user base. In 2022, Nigeria was recognised as the country with the growing number of podcast consumers, even in West Africa (Yang & Tasi, 2023). Podcasts offer a variety of information, providing users with the advantages of low bandwidth requirements and flexibility. They allow users to access the content at any time and from any location, catering to their individual needs. This is a significant factor contributing to the growing popularity of podcasts throughout global society. The audio on demand content is believed to have the potential to create a fresh ambiance for digital media users in Nigeria. In addition to serving as a platform for disseminating information, entertainment, and education, podcasts also provide content creators from many industries the chance to leverage the medium's success to meet the interests and demands of their stakeholders, including those in the business sector.

**1.2. Statement of research problem**

In contemporary times, media convergence has made it possible to combine various media outlets into a single device or platform. This convergence is enabling a more efficient and improved delivery of information to news consumers today. The utilisation of online news media has steadily grown among media audiences. University students rely on the media to access information, entertainment, and educational content. Podcasts are a type of programme that also offers these benefits. Many students utilise their laptops to download podcast files and various forms of entertainment content from the Internet. Many people enjoy watching football matches and staying updated on sports, particularly when it comes to their favourite teams or clubs, often through podcasts hosted by their favourite personalities. It appears that students find it easier to use media today compared to their parents, thanks to digitalization and new communication technologies. According to Aririguzoh, Sobowale, and Usaini (2016), students can use their mobile phones to access educational podcast shows and listen to audio content on a wide range of topics.

According to Hassan (2013), the mass media audience has shown a willingness to consume podcast content through the Internet, indicating their response to the evolving nature of society. Even the elite individuals have displayed a strong interest in podcasts, as they have started using the internet to find content that satisfies their thirst for information. Students actively engage in learning to stay updated on important information in their environment and the world at large. Therefore, there is an increasing audience for podcasts, which is having a significant impact on the way people consume media in today's society. This study was conducted to investigate the impact of podcasts on the media consumption habits of students in tertiary institutions in Nigeria. The aim was to understand how podcasts influence contemporary media consumption patterns among students.

**1.3. Objectives of the study**

The primary objective of this study is to explore ways through which Podcast has affected contemporary media consumption pattern of students. Specifically, this study seek to:

1. Examine students awareness level of Podcast media.
2. Evaluate the rationale behind Podcast program consumption by students.
3. Compare the extent of students preference for Podcast to other forms of programs.
4. Determine how Podcast has affected modern media consumption pattern.

**1.4. Research questions**

This study will provide answers to the following questions:

1. What is the level of students awareness of Podcast media?
2. What is the rationale behind Podcast media consumption by students?
3. To what extent do students prefer Podcast to other forms of media by students?
4. In what ways has Podcast affected modern media consumption?

**1.5. Research hypothesis**

The following null hypotheses have been formulated for testing in this study.

**H01:** There is no significant preference of Podcast media to other forms of modern media.

**H02:** Podcast has not affected modern media consumption pattern.

**1.6. Significance of the study**

The study's findings will raise awareness about the level of acceptance and usage of podcasts among young individuals. The study will provide valuable insights into the impact of Podcasts on young people, including students. The study's findings will provide media regulatory bodies with the necessary data to consider exploring the potential positive influence of podcasts. In conclusion, the results of this study will offer dependable data that can be used by future researchers to pursue further academic investigations. This study will make a significant contribution to the existing literature.

**1.7. Scope of the study**

The focus of this study will be on Podcast media as a standalone programme. Moreover, it is important to note that the opinions gathered in this study are limited to students from Lagos State University.

**1.8. Limitations of the study**

This scholarly inquiry is constrained by three limitations. Initially, conducting an extensive and comprehensive analysis was not feasible in order to evaluate the preference for Podcast programmes with other programmes. Furthermore, the sole available facts to form a judgement were the opinions of the students. Although this study may be applicable to its own context, the results may not be extrapolated for students at different universities. Furthermore, the inclusion of additional participants from various demographics, rather than solely focusing on students, could have provided more robust data. However, these limitations do not impact the findings of this study; instead, they have opened up opportunities for future research.

**1.9. Operational definition of terms**

**Podcast:** A podcast is a digital programme that is distributed over the Internet and can be downloaded.

**Media:** Media, in the context of communication, refer to the channels or instruments employed for the storage and dissemination of content. The phrase often encompasses many sectors of the mass media communications industry, including print media, publishing, news media, photography, cinema, broadcasting, digital media, and advertising.

**Consumption:** Consumption refers to the utilisation of resources to fulfil immediate desires and requirements.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.0. Introduction**

Podcasts have experienced a surge in popularity as an alternative form of media. They offer content in the form of episodes and programmes, which are presented through audio and video recordings via internet channels. Podcasts featuring broadcasters with a relaxed storytelling style utilise language that is easily comprehensible for listeners, effectively conveying the messages within the chosen topics. The popularity of podcasts is increasing among young people, largely influenced by their preference for watching and listening rather than reading. The chapter is structured into three sections which include the conceptual underpinnings, the theoretical framework, and the empirical review.

**2.1. Conceptual Underpinning**

**Podcasts in the Digital Age as Modern Broadcast Media**

In the modern era of digital media, podcasts serve as an alternative form of media that delivers content through episodes presented in both audio and video formats via internet channels. This allows individuals to access information in a digitalized manner. According to Khan (2017), podcasts, as an audio medium, also possess characteristics similar to radio media. Podcasts offer a greater range of content compared to radio. They not only provide informative and scientifically valuable information but also offer entertaining content. It is not surprising that many audiences prefer podcasts as an alternative medium for obtaining the necessary information. Currently, podcasts can be enjoyed not only in audio format but also in audio-visual format, just like many podcasts that are uploaded to the YouTube platform. The popularity of podcasts is growing steadily as a modern alternative for broadcasting in the digital age. One reason why podcasts are advantageous is their flexibility. Audiences have the opportunity to enjoy podcast content while engaging in a wide range of activities. Furthermore, podcasts serve as a medium that offers valuable information, encourages new perspectives and ideas, allows for personalised content creation, serves as an alternative platform for sharing audio content, complements traditional radio and video-based platforms, and provides easy, secure, and convenient access. Furthermore, podcasts typically offer content that is both novel and widely discussed by the public. This includes topics such as politics, social issues, education, and opinions. Moreover, podcasts are conveniently accessible at any time through internet-connected devices, often accompanied by audio-visual elements. It is not surprising that more and more people are turning to podcasts as their preferred form of media consumption, as opposed to traditional radio broadcasting (Karnowski & Jandura, 2014). In this digital era, podcasts are emerging as a popular broadcast medium, serving as a significant social communication technology in society. Podcasts are emerging as a popular alternative to traditional mainstream media for communication purposes. In fact, there are many alternative media outlets that utilise podcast platforms as a means of broadcasting popular and trending topics. Chude Jideonwo, a renowned podcaster in the country, presents a wide range of engaging and highly debated content through his YouTube channel in the form of audio-visual uploads. Digital technology has significantly transformed media communication patterns, particularly in the transition from conventional media to digital media. This shift is evident in the replacement of broadcast media with podcasts. The current popularity of podcasts suggests that they are widely recognised as an effective form of modern broadcasting media. Podcasts offer a similar content experience to radio, but what sets them apart is their flexibility. Podcasts are commonly recognised as a form of modern broadcasting media. However, it is important to note that podcasts are not officially regulated as part of the broadcasting media, unlike radio, which is subject to legal regulations under the Broadcasting Law.

**Podcasts as a medium of information**

Numerous factors play a role in influencing why individuals search for, access, obtain, and utilise information. In his book, Nicholas outlines several factors that influence various aspects of our lives. These factors include occupational factors, cultural background, personality traits, education level, age, time availability, gender, sources of information, and the amount of information available (Edison Research and Triton Digital, 2019). The theory of use and gratifications focuses on how audiences interact with media. In this context, people use technology to seek and obtain information, particularly on topics that are currently being discussed. Furthermore, podcasts have emerged as a viable alternative for communicating messages during long-distance meetings (Colligan, 2018). Information typically encompasses various perspectives on an issue, serving the purpose of educating, informing, or even entertaining individuals. There are several podcasts available on the Spotify application in Nigeria, including The Daily Vulnerable, Disunomics, The Grind Club, I Said What I Said (ISWIS), and Off-Air Podcast. The YouTube application offers a wide range of podcasts, including popular ones like 234 Essential, Afrobeat Intelligence, and Nigeria Politics Weekly, among others (Chung & Kim, 2015). The content is presented in a simple language that is easy for everyone to understand. In order to acquire new knowledge that was previously unknown, the information was directly obtained from the source without any intermediaries, making it more reliable and valid. One way Tolu "Toolz" Oniru-Demuren and Gbemi Olateru-Olagbegi meet people's information needs is by creating a question-and-answer environment with their listeners on social media prior to their episodes. This allows them to gather and address questions that will be further explored during the episode with their guest stars. Podcasts are increasingly being utilised by communities to find the information they are seeking, resulting in a sense of satisfaction. Podcasts serve as a platform for sharing information within the context of society. One advantage of podcasts is their ability to provide clear repetition of information when needed. They offer the convenience of being easily accessible and can be listened to anywhere, regardless of distance and time. This makes podcasts a practical and user-friendly medium for obtaining information.

**Podcasts as a Messaging Media**

Podcasts, which are audio-based media that present stories in audio form, now have the option to include audio visuals as an additional attraction for listeners who prefer a visual component alongside the podcaster's content. Podcasts featuring broadcasters with a relaxed storytelling style utilise language that is easily comprehensible for listeners, effectively conveying the messages within the topic. One well-known podcast in the podcasting world is the I Said What I Said (ISWIS) Podcast. This podcast shares the experiences of the community of podcast listeners, which are sent via email and Instagram Direct Message. The podcast also maintains good communication with its listeners and ensures high-quality audio-visual processing. This ensures that the content conveyed on the podcast is effectively delivered to the listeners (Lee & Lee, 2015). Podcasts have become more accessible to listeners by utilising community-oriented media platforms like Spotify, YouTube, and Instagram. This allows for a wider reach and effective delivery of their messages.

According to McHugh (2016), one of the roles of podcasts as a medium for delivering messages certainly causes mass communication effects. The theory of Grant and Wilkinson says the effect of mass communication caused by podcasters in distributing podcast content, reviewed through the theory of LILIWERI among others:

1. Cognitive effects.The content of a podcast has a significant impact on the views and knowledge of its audience, leading them to potentially change their perspectives. For instance, podcasts with horror themes create a consistently tense atmosphere and captivate listeners with their unique storytelling approach. These podcasts undoubtedly have a profound impact on the views and knowledge of their audience.

2. Affective effects. Mass communication messages have the ability to elicit changes in the emotions and sentiments of the audience. This is due to the emotions evoked by the podcast announcer, such as pleasure, comfort, tension, and more.

3. Conative effect. This effect manifests in various behaviours, including actions taken by the audience and changes in behaviour patterns observed after watching and listening to multiple episodes of a podcaster's podcast. Furthermore, the audience's behavioural habits can be observed through their commitment to consistently watch and listen to every episode of a podcaster's content on platforms like YouTube and Spotify. They actively engage by commenting, posting, and sharing the podcast on their social media accounts.

It is important to consider the delivery of messages in podcasts. This allows us to understand the perceptions and preferences of listeners before deciding on the title or theme to be discussed, as well as the technology to be used (Markman, 2015). Podcasts offer a wealth of information that can greatly enrich the knowledge of individuals who are eager to learn.

**Podcasts Opportunities and Challenges in Nigeria**

The popularity of podcasts is on the rise, as they are being chosen by many listeners. This popularity is influenced by various factors, including the potential of podcasts to not only provide information but also foster dialogue between lay listeners and experts in the field. Furthermore, the development of a podcast is also influenced by the quality of the content created by its broadcasters. Whether the content is good or not will be reflected in the number of listeners it attracts. In addition to this, it is evident that there are both opportunities and challenges that come with the rapid growth of podcasts in Nigeria (Moore & Moore, 2019). The upcoming challenge involves incorporating para-social interaction (PSI) into podcasts. This entails engaging listeners by highlighting similarities with their idols or adapting to current trends that are emerging. Furthermore, this approach can also capitalise on the appeal of conducting business and providing products for trade (Morris and Patterson, 2015).

Podcasts offer a valuable opportunity for listeners to access information and knowledge from experts in various fields. By tuning in, audiences can gain new insights and broaden their perspectives. This aligns with the characteristics of new media, one of which is networking. Networking refers to the ease of accessing and searching for information (Mou & Lin, 2015). The second opportunity is to enhance content production by offering more personalised options. This allows the audience to select the content that aligns with their specific interests and preferences. Furthermore, the storytelling style of podcasts creates a sense of closeness among listeners, as if they are being regaled by a friend (Mou & Lin, 2015). Podcasting offers a valuable opportunity to expand the reach of audio content, serving as an alternative media platform. In Indonesia, a large number of people prefer watching over reading. As a result, several companies have introduced podcasting as a means of sharing information. For example, Go-Jek has launched Go-Figure podcasts, along with NARASI TV, Kompas, KUMPARAN, and other platforms (Nielsen, 2019). The fourth opportunity refers to monetization. Podcasts are currently in their second era, characterised by their transformation into commercial production practises and their use as a medium of mass communication. According to Nyre (2015), there may be potential endorsement opportunities on platforms like Instagram and YouTube in the near future. Podcasts are considered to be a valuable addition to radio and video-based platforms like YouTube, presenting a fifth opportunity for content creation. Just like the well-known podcasters DEDDY CORBUZIER and RADITYA Dika, who have successfully collaborated with these two media (O’Brien, 2017). One important factor is the requirement for bandwidth to access podcast audio, which is relatively small. This allows the audience to comfortably listen to multiple episodes on a single topic for extended periods of time (O'Brien, 2017).

The growth of podcasts is intricately linked to a range of obstacles, in addition to the potential it presents. The primary obstacle is contending with video-based content that has already gained significant popularity among millennials, such as YouTube. According to Park (2017), YouTube remains the primary platform for individuals to consume video-based content. The second obstacle is to the approach of adopting monetization. Within Nigeria, there is currently no system in place for quantifying advertising remuneration on podcasts. Regarding listeners, the inclusion of adverts in podcasts is more bothersome in comparison to commercials encountered at the outset or provided by sponsors in the introductory video (Pavelko and Myrick, 2020). The third problem pertains to content production, where the emphasis should be on prioritising quality above quantity. Podcast content should not only entertain, but also educate the audience. Podcasters should prioritise the production of high-quality and substantial content, rather than focusing on quantity (Perks et al., 2019). The fourth issue pertains to the audio's quality. The audio's sound quality is an imperative aspect that warrants careful consideration, regardless of whether you are aware of it or not. Podcast enthusiasts, whether at home or engaged in other activities, undoubtedly desire to experience excellent and professional sound quality in order to effectively absorb the conveyed information. Consequently, podcasters must produce high-quality audio content by carefully selecting and utilising a reputable microphone while also reducing ambient noise (Podtrac, 2020). The sixth problem involves optimising the duration of audio material. To enhance the production of superior audio material, it is imperative to transition to micro-casts, which are concise podcasts lasting approximately 5-10 minutes. In order to initiate a podcast with a brief duration, it is important to conduct thorough study on the prevalent issues that are extensively deliberated by the target audience. Audiences will undoubtedly want podcast preferences that can be consumed in a shorter timeframe. Nevertheless, if the content is captivating, it is probable that the audience will attentively engage with subsequent episodes (Sellas & Solà, 2019).

The ultimate obstacle resides in the identification of the audience. The motivation to create content for podcasters may not always stem from the desire for recognition. Nevertheless, the increasing popularity will serve as a motivating factor for podcasters to persist in creating their podcast content. In the absence of audience response, it is probable that the podcaster will cease production of their content. To enhance the drive of podcasters in creating material, it is necessary to have forums or podcast activists (Shade et al., 2015). Podcast chances often bring up novel discoveries through the creation of innovative solutions that diverge from past obstacles. This introduces a novel approach as a component of the research tool. The Enterprise Social Media (ESM) approach presents challenges that engage the community in various activities at each event (Şendağ et al., 2018).

**The Impact Of Podcasts On Traditional Media**

Podcasts have had a significant impact on traditional media and are transforming the media landscape in several ways. Here are some ways podcasts are affecting traditional media:

1. **Competition with traditional radio:** Podcasts are increasingly gaining popularity as a substitute for regular radio and are gradually eroding its market share. Podcasts provide a customised and adaptable listening experience, enabling individuals to consume shows at their preferred speed and on their own terms. Consequently, conventional radio stations are facing the need to adjust and are beginning to offer their own podcasts in order to remain pertinent.
2. **Diversifying the media landscape:** Podcasts provide a wide variety of content that is frequently absent from conventional radio or television. This encompasses specialised subjects and unconventional viewpoints that may not be widely popular. The presence of many perspectives is expanding the scope of the media industry and empowering marginalised people to express themselves.
3. **Disrupting the advertising market:** Podcasts are causing significant disruption in the conventional advertising industry by providing a more focused and personal approach to engage with listeners. Podcast commercials are commonly delivered by the host, imbuing them with a personal touch and enhancing their efficacy. The increasing appeal of the podcasting industry is drawing in a greater number of corporations and advertisers, causing additional disruption to traditional media.
4. **Changing the way, we consume media:** Podcasts have revolutionised our media consumption habits. Mobile devices enable us to engage in multitasking and absorb content while being mobile, which is in direct opposition to traditional media that demands our undivided attention. Podcasts are becoming increasingly popular as a means of media consumption.
5. **Creating new opportunities for content creators:** Podcasts offer novel avenues for content creators to engage with audiences and cultivate their businesses. Due to the minimal obstacles to entrance, individuals can initiate a podcast and connect with a worldwide audience, a feat unattainable through conventional media. This phenomenon is leading to the emergence of a novel cohort of individuals who produce content and enhancing the democratic nature of media.

Podcasts are significantly influencing traditional media by altering media consumption patterns and generating fresh prospects for content producers. With the increasing popularity of podcasts, it is probable that they will persistently confront and disturb conventional media, resulting in additional transformations in the media industry.

**2.2. Theoretical framework**

**Uses and Gratification Theory**

This study employed the Uses and Gratification Theory to conduct this investigation. Blumler and Katz proposed the hypothesis in 1974 to elucidate the advantages individuals gain from using media platforms. The hypothesis was formulated following extensive debates over the influence and impact of media content on its users. The emergence of U&G was driven by the need to achieve equilibrium and distance oneself from the manipulative tactics employed by the media, instead focusing on fulfilling the gratification that media consumers seek through their media preferences. The hypothesis posits that media viewers are actively engaged and not as passively influenced as previously believed, particularly by theories of media effect. U&G posits that media audiences possess the ability to exercise discretion in selecting the media they choose to consume, based on their specific objectives. Or their desired objectives from the media. The term used to describe this is commonly referred to as the incentive for media consumption (Baran, 2002). Asemah, Asemah, Nwammuo, and Nkwam-Uwaoma (2017) argue that the U&G theory has been lately employed to assess the usage of entertainment media. The hypothesis has also been valuable in analysing the way audiences consume political news information. The theory assumes that the mass media audience has a variety of media options to choose from. Their choice regarding which media to consume is usually most advantageous for them (Mumtaz, Karamat & Iqbal, 2015). Blumer and McQuail (1969), as referenced in Asemah, et al (2017), categorised the satisfaction that individuals derive from consuming political broadcast information into three overarching categories: One category includes those with political aspirations. This may involve seeking reinforcement on voting or seeking guidance on the process of voting during elections. The second objective is surveillance, aimed at obtaining up-to-date information on various matters. The final example is to the sensation of exhilaration experienced while being exposed to political party successes, rallies, campaigns, and similar events. The Internet is currently assuming pivotal roles in the politics of the 21st century. In their study, Kaye and Johnson (2002) investigated the underlying motive behind online information seeking and the satisfaction derived from obtaining political information online. They discovered that the main purpose of this conduct was to receive guidance in political decision-making (Folarin, 2005). Consequently, the researcher choose to utilise the U&G theory as a conceptual framework to comprehend the patterns and methods of online media usage among undergraduate students. Furthermore, this highlights their particular inclination towards news consumption, as evidenced by their online news subscription.

**2.3. Empirical Review**

In India, Usha (2015) conducted a study to ascertain the level of enjoyment experienced by college students when using Facebook. The researcher employed a survey research design to accomplish the objective of the investigation. The researcher utilised the questionnaire as the primary tool for gathering data. The study revealed that the pursuit of friendship was prioritised more highly in terms of the satisfaction derived from using Facebook. The researcher further documented that media audiences are both active and reflective.

Gunder and Krogager, Povlsen, & Degn (2014) also documented a comparable outcome among young individuals from Denmark. Gunder expanded the investigation of Usha by include demographic variables such as gender and age. Their investigation revealed a substantial correlation between gender, age, and social media usage among the participants in the study.

In a study conducted by Yoon and Zhang (2013) and quoted by Nnaane (2017), the researchers investigated if there is a correlation between the usage of social media and the extent to which college students rely on it to fulfil their information needs. The study was conducted in the United States. The researchers employed a survey research design that was conducted using internet platforms. The survey revealed that college students rely on the Internet to a greater extent than non-students. Specifically, college students had a dependency ratio of 8% on the Internet, while non-students had a dependency ratio of 1%.

In a study conducted by Alsridi (2018), the objective was to ascertain the gratification that young individuals seek when using social media sites. The researcher utilised a survey study design and employed a questionnaire as the instrument for collecting data. The study's findings indicate a consistent rise in the usage of online news among young people. The findings further indicated that the primary source of information for the majority of young people was their mobile phones. Consequently, the growing prevalence of mobile phone usage is also facilitating the utilisation of social media platforms among young people. In terms of location, it was discovered that social media usage occurs in many settings such as residences, educational institutions, religious establishments, and other similar places. However, the study stated that young college students had limited time to engage with internet-based media.

Mathew, Ogedebe, and Adeniji (2013) examined the usage of online newspaper content in Nigeria. The researchers examined a sample of 150 individuals and collected data using a standardised questionnaire. The researchers primarily concentrated on civil servants and small-scale traders. Over 50% of the participants in the study indicated that they read newspapers digitally, as revealed by the researchers. The primary purpose of reading newspapers was to obtain up-to-date information about topics of interest. Nevertheless, the survey revealed that the respondents encountered obstacles while attempting to receive information via online platforms. The obstacles encompassed inadequate electricity supply to operate their devices and a lack of consistent online connectivity, among other issues. The researchers also proposed many strategies to enhance accessibility to knowledge via Internet-powered platforms. Some of the proposed remedies involve enhancing the electricity supply and updating the internet infrastructure in the country.

Rye (2013) did a study on the utilisation of material via internet platforms for academic writing. The researcher employed a survey study strategy, utilising a questionnaire as the primary tool for data collecting. The study's findings indicate that students tend to immediately refer to current literature when searching for materials related to distant realities. Instead, the students establish a connection between the global flow of information by employing a national strategy to information dissemination, which indirectly connects them to events occurring in their own areas.

Wok, Idid, and Misman (2012), as mentioned in Mumtaz, Karamat, and Iqbal (2015), conducted a study on the utilisation of social media by young Malaysians for the aim of finding information. The researchers employed a survey study design. They employ the questionnaire to gather data for the investigation. The researchers stated that social media platforms have gained significant popularity among the youth in Malaysia, an Asian nation. Their discovery corroborated the research conducted by Mathew, Ogedebe, and Adeniji (2013), which revealed that individuals in the 17-30 age group in the country demonstrate a frequency of utilising social media platforms ranging from 5 to 7 times per week. The utilisation of social media was determined to be mostly for the goal of exchanging information to fulfil personal gratification. The researchers advanced their study by categorising the material shared by social media users into positive and negative types. The findings indicated that negative information was transmitted more frequently than positive information.

Storsul (2014) investigates the manner in which young individuals portray themselves on social media in relation to political information. The primary objective of the study was to investigate the manner in which individuals in their youth utilise social media platforms to exchange political perspectives. The study was conducted in Norway, employing the survey research design. The research findings indicate that Norwegian youth heavily rely on social media platforms to engage in their country's political activities. The findings indicate that while young Norwegians utilise social media for political information, they generally exhibit scepticism about its use in political deliberations. Consequently, social media proves to be valuable for the dissemination of political information, although it falls short in facilitating political discussions.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter discusses the methods and approaches adopted in carrying out this study. It includes the study design, area of study, sources of data, population, sampling technique and sample size, method for data collection and method of data analysis.

**3.2 Research design**

The study employed the survey descriptive research design to examine how podcast affects contemporary media consumption pattern of students in tertiary institutions in Nigeria.

**3.3 Study Area**

The research was conducted at Lagos State University. The school is established to fulfil society's need for the exploration and sharing of knowledge, while supporting truth and social justice. It is dedicated to providing selfless service to the community, promoting and safeguarding academic freedom, and upholding the fundamental values of the people and humankind as a whole. The University will actively participate in the dissemination of knowledge through teaching, research, and community service, while considering the specific needs and ambitions of the people of Lagos State, as well as the entire country.

**3.4 Sources of Data**

The data for this study were derived from two primary sources: primary sources and secondary sources. The main sources encompass questionnaires, interviews, and observations. The secondary sources encompass scholarly publications, informative bulletins, authoritative textbooks, and the vast expanse of the internet.

**3.5 Population of the study**

A study population refers to a collection of components or individuals, who possess comparable features. These common characteristics can encompass factors such as geographical location, gender, age, biological sex, or specialised areas of interest. The research population is characterised by its homogeneous composition, consisting of persons or elements with similar descriptions (Udoyen, 2019). This study focuses on the student population at Lagos State University.

**3.6 Sample size determination**

A study sample refers to a methodically chosen subset of a population that allows for generalising the findings to the entire population. Essentially, it refers to a component of a larger entity that symbolises the entirety, and its constituents possess similar features in resemblance (Udoyen, 2019). The researcher employed the Taro Yamane formula to ascertain the sample size in this investigation.

**3.7 Sample size technique**

This study utilised the Convenience sampling technique. This is a non-probability sampling technique in which units are chosen to be part of the sample based on their ease of accessibility for the researcher. The use of this method was based on factors such as the close proximity of the participants, their availability at a specific time, and their desire to take part in the research.

**3.8 Instrumentation**

This is a technique or methodology employed to extract data from survey participants. The research included questionnaires and interviews as instruments for data collection. The questionnaire serves as the primary research tool employed in the study to collect essential data from the selected participants. The questionnaire is designed in an organised format to provide responses to the research inquiries and hypotheses contained within it.

The instrument is partitioned and constrained into two distinct sections: Section A and Section B. Section A pertains to the personal data of the respondents, whereas Section B include the research statement created in accordance with the study question and hypothesis outlined in chapter one. Each respondent is given the opportunity to select or mark one of the presented options or alternatives.

**3.9 Reliability**

The researcher originally employed peers to verify the consistency of the results. The researcher additionally engaged with famous researchers in the respective domain. The research supervisor had a crucial influence in improving the consistency of the results. The instrument had a pilot test as well.

**3.10 Validity**

Validity in this context pertains to the extent to which a research instrument or procedure accurately and logically reflects the reality of the study (Udoyen, 2019). The questionnaire items were derived from the literature that was studied. The researcher devised a questionnaire comprising of unambiguous items that employed universally comprehensible language for all participants. The questionnaires were submitted to the supervisor for the purpose of scrutinising any potential errors and ambiguities.

**3.11 Method of Data Collection**

Data for this study was collected using questionnaires provided to the study participants. Observation served as an additional means of data collection, alongside interviews. Interrogation and elucidation were conducted verbally.

**3.12 Method of Data Analysis**

The study utilised the simple percentage model to analyse and interpret the replies from the study participants, while the hypothesis was evaluated using the one-sample t-test method.

**3.13 Ethical consideration**

The study received approval from the Project Committee of the Department. Prior to their enrollment in the study, all participants were given informed consent. Approval was obtained from the appropriate authorities to conduct the study. A predetermined day was established for visiting the study location in order to distribute the questionnaires.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

This chapter aims to provide an analysis of the data gathered from the field and facilitate a relevant discussion. The poll included a sample of 200 final students who were randomly picked from various faculties. Their documented responses yielded data for our investigation.

**Table 4.1: Demographic characteristics**

|  |  |  |  |
| --- | --- | --- | --- |
| Age | 16-20 | 20-25 | Above 25 |
| 32 (16%) | 109 (54.5%) | 59 (29.5%) |
| Gender | Male |  | Female |
| 87 (43.5%) |  | 113 (56.5%) |

Source: Field survey, 2023

1. What is the level of students awareness of Podcast media?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Podcast awareness** | **SA** | **A** | **SD** | **D** |
| I understand what is Podcast and how it works. | 122(61%) | 42 (21%) | 15(7.5%) | 21(10.5%) |
| I listen to my favourite Podcast host. | 122 (61%) | 42 (21%) | 15(7.5%) | 21(10.5%) |
| I engage with some Podcast topics which I consider interesting. | 109(54.5%) | 33(16.5%) | 22 (11%) | 36 (18%) |
| I can replay a topics I find fascinating. | 112 (56%) | 54 (27%) | 12 (6%) | 22 (11%) |
| My perspective or certain decision has been influenced by the information contained in a podcast program. | 110 (55%) | 16 (8%) | 54 (27%) | 20 (10%) |

Source: Field survey, 2023

Based on the gathered comments, it can be inferred that the students of Lagos State University possess a significant level of awareness of the podcast programme. This claim is supported by the quantity of respondents who acknowledged comprehending the functioning of podcasts. 62% of respondents demonstrated awareness by expressing their admiration for their preferred podcast hosts. 71% of individuals demonstrated awareness through their active participation in Podcast broadcasts, whereas 83% exhibited awareness through their regular viewing or listening habits. Based on the supplied data, it can be inferred that students of Lagos State University have a sufficient level of awareness regarding podcasts in the modern media landscape.

1. What is the rationale behind Podcast media consumption by students?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rationale for podcast consumption** | **SA** | **A** | **SD** | **D** |
| I listen or engage in Podcast because I find the topics relatable. | 123  (61.5%) | 44  (22%) | 14  (7%) | 19  (9.5%) |
| I listen and engage in Podcast because I admire the host and sometimes the guest. | 109  (54.5%) | 22  (11%) | 69  (34.5) | 0 |
| My friends talk about Podcast so well that I am sometimes influenced to listen or engage with the program. | 23  (11.5%) | 66  (33%) | 98  (49%) | 13  (65%) |
| I admire the fact that the Podcast host or guest are free to express themselves freely without no conditioning as compare to traditional form of information dissemination. | 143  (71.5%) | 21  (10.5%) | 09  (4.5%) | 27  (13.5%) |

Source: Field survey, 2023

Student responses indicated that they are inclined to engage with Podcast programmes for various reasons. The table above enumerates several factors that contribute to the popularity of podcasts, such as the presence of related topics, admiration for the presenter or guest, peer influences, and the method in which the podcast is delivered.

1. To what extent do students prefer Podcast to other forms of media?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Students preference | **SA** | **A** | **SD** | **D** |
| I prefer podcast to other forms of radio or television programs. | 86  (43%) | 66  (33%) | 48  (24%) | 0 |
| I consider Podcast to be contemporary educative and informative compare to existing television or radio programs. | 68  (34%) | 62  (31%) | 48  (24%) | 22  (11%) |
| I prefer Podcast to other television or radio programs due to its flexible regulatory framework that does not limit the type or amount of information disseminated. | 183  (91.5%) | 12  (6%) | 5  (2.5) | 0 |

Source: Field survey, 2023

Based on the data presented in the table above, it is evident that there is an increasing inclination for podcasts in comparison to other television and radio programmes. The data in the table above indicates that students from Lagos state perceive podcasts to be more educational and informative in comparison to other television and radio shows. It can be inferred that Lagos State University students have a strong preference for Podcasts over other contemporary media programmes.

1. In what ways has Podcast affected modern media consumption?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Effect of Podcast on media consumption | **SA** | **A** | **SD** | **D** |
| I spend more time listening to or engaging in podcast than other programs in the media due to its flexibility. | 134  (67%) | 22  (11%) | 12  (6%) | 32  (16%) |
| Social media accessibility of Podcast makes it more engaging. | 97  (48.5%) | 48  (24%) | 44  (22%) | 11  (5.5%) |
| The diverse content provided on podcast cannot be matched by or found on traditional radio and television | 77  (38.5%) | 75  (37.5%) | 12  (6%) | 36  (18%) |

Based on the data provided in the table, it can be inferred that podcasts have an impact on the media consumption habits of the audience. A podcast offers a great degree of flexibility in the dissemination of information and instruction. This situation has consistently bolstered the number of followers, watchers, and loyal supporters for the creators of the Podcast. Moreover, the easily accessible nature of podcast content plays a significant role in altering the media consumption habits of young individuals. Moreover, the varied content offered by Podcasts adds to the increasing shift in media consumption patterns.

**Research hypothesis**

**H01:** There is no significant preference of Podcast media to other forms of modern media.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **One-Sample Statistics** | | | | |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| Preference | 200 | 1.5455 | .50000 | .04545 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **One-Sample Test** | | | | | | |
|  | Test Value = 6.0 | | | | | |
| t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Preference | 98.000 | 120 | .000 | 4.45455 | 4.5445 | 4.3645 |

A one-sample t-test was conducted to assess the difference between the preferred score for Podcasts and the observed score, which was defined as an average response score of 6.0. The scores obtained from the Podcast preference survey followed a normal distribution and showed a statistically significant difference of 4.45 (95% CI, 0.43 to 0.54), t(120) = 98.00, p=.000. The positive t value in this example signifies that the average preference for Podcast is higher than the assumed value (6.0). Given that the p-value is less than 0.05, we reject the null hypothesis and thus infer that there is a significant preference for Podcast media compared to other contemporary media forms.

**H02:** Podcast has not affected modern media consumption pattern.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **One-Sample Statistics** | | | | |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| Media consumption pattern | 200 | 1.5702 | .49710 | .04519 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **One-Sample Test** | | | | | | |
|  | Test Value = 6.0 | | | | | |
| t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Media consumption pattern | 98.023 | 120 | .000 | 4.42975 | 4.5192 | 4.3403 |

A t-test was conducted to see if there was a significant difference between the score in contemporary media consumption pattern and the observed score, which was determined as an average response score of 6.0. The scores obtained from the analysis of consumption patterns followed a normal distribution. There was a statistically significant difference of 4.45 (95% CI, 0.43 to 0.45) between the groups. The t-value was 98.02 with 120 degrees of freedom, and the p-value was .000. The presence of a positive t value in this outcome suggests that the average contemporary media consumption pattern exceeds the hypothesised value of 6.0, with a significance level of p<0.05. Therefore, the null hypothesis, which suggests that Podcast has not influenced the pattern of modern media consumption, is rejected. It can be inferred that Podcast has indeed altered the pattern of modern media consumption.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1. Summary**

This study investigated the impact of podcasts on the media consumption patterns of students at Nigerian tertiary institutions. More precisely, the primary focus of this study was on students from Lagos State University. The findings of this scholarly investigation were documented in five distinct chapters. The first portion of the study identified the growing disparity in media consumption caused by the emergence of Podcasts. Several essential research inquiries were posed to provide direction for this examination. Null study hypotheses were created to scientifically validate the accuracy of the conclusion reached for each research topic. A comprehensive literature analysis was conducted to investigate the function of podcasts in modern media, encompassing their diverse formats and associated ideologies. A systematic analysis was undertaken to accurately position the present study within the context of previous research. This study utilised the quantitative research approach and employed the survey research design. A total of 200 participants were recruited from different faculties of the Lagos State University using the simple random sampling approach. Their responses were examined through the utilisation of frequency and percentage calculations. The data acquired and examined in chapter four furnished a statistical foundation for a well-informed deduction.

**5.2. Conclusion**

This study has examined the relationship between podcasting and various other forms of audio media. For instance, it was seen to have a strong connection with broadcast radio, as it shared techniques and material. It also resembled digital music in terms of personalization and self-curation. The distinguishing characteristic of podcasting as an audio medium lies in the exclusive combination of practises and cultural significance that are closely intertwined with the technologies used for its distribution, organisation, and consumption. The manner in which it is digested by the media audience sets it apart from other forms of auditory media, and this distinction is mostly determined by the audience's thoughts and behaviours. Several studies have examined the characteristics of podcast listeners, including the elements that influence non-users' propensity to start using podcasts and the reasons why existing users listen to podcasts. However, despite the rapid expansion of podcasting and the availability of various content and platforms, such as mobile apps, our knowledge of the podcast audience is severely lacking, particularly in terms of their motivations for listening and their listening habits. The findings of this study indicate that:

1. Lagos State University students exhibit a significant level of understanding with podcasts.
2. The justification for student involvement in podcasts encompasses relatable issues, admiration for the host or guest, peer influences, and the presentation style of the podcast.
3. Lagos State University students have a strong preference for Podcasts over other current media offerings.
4. The podcast medium has exerted a significant impact on the media consumption habits of students due to its exceptional flexibility in delivering information and education, convenient accessibility, and diverse range of material.

**5.3. Recommendation**

Owing to the findings of this study, the following suggestions are proffered:

1. In order to address the growing disparity in podcast consumption compared to other forms of contemporary media programming, it is necessary for other forms of modern media to embrace a certain degree of adaptability.
2. Other television and radio programmes should select a specific target audience, such as in the case of podcasts, and ensure that the themes discussed are relevant and applicable to everyday life. Consistently operating inside a specific niche establishes the presenter as an authoritative figure in that niche and cultivates a dedicated audience within that specialisation.
3. An inherent characteristic of podcasts is their ability to entertain. Therefore, it is recommended that podcast hosts and creators develop more effective methods to both entertain and inform their audience. This ingenuity will enhance the audience's patterns of consumption.
4. Given the youth audience's strong interest in narratives and personal accounts, it is advisable for podcast hosts and creators to share captivating, enlightening, and instructive stories. This will enhance the audience's consumption rate.

**Gaps for further studies**

The findings of this study highlight certain deficiencies that could stimulate further investigations in this field. Initially, this study frequently selected a particular cohort of individuals (students from Lagos State University). It was unsuccessful in creating a complete depiction that includes various user segments. Furthermore, while this study examined the correlation between motives and overall podcast usage, it did not establish a connection between individual motives and various usage features or consumption settings, which are crucial factors that distinguish podcasting as an on-demand audio medium. It is conceivable that podcast consumers with varying motivations would consume podcasts in distinct manners and/or to varying extents. These gaps can be bridged via additional research.

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**Questionnaire**

Part A

Age Category

16-20 ( )

20-25 ( )

Above 25 ( )

Gender

Male ( )

Female ( )

Part B

Kindly use the following keys to complete and indicate your opinion

Strong Agree (SA)

Agreed (A)

Strongly Disagree (SD)

Disagree (D)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| students awareness of Podcast media | **SA** | **A** | **SD** | **D** |
| I understand what is Podcast and how it works. |  |  |  |  |
| I listen to my favourite Podcast host. |  |  |  |  |
| I engage with some Podcast topics which I consider interesting. |  |  |  |  |
| I can replay a topics I find fascinating. |  |  |  |  |
| My perspective or certain decision has been influenced by the information contained in a podcast program. |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rationale for podcast consumption** | **SA** | **A** | **SD** | **D** |
| I listen or engage in Podcast because I find the topics relatable. |  |  |  |  |
| I listen and engage in Podcast because I admire the host and sometimes the guest. |  |  |  |  |
| My friends talk about Podcast so well that I am sometimes influenced to listen or engage with the program. |  |  |  |  |
| I admire the fact that the Podcast host or guest are free to express themselves freely without no conditioning as compare to traditional form of information dissemination. |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Students preference of Podcast to other forms of media | **SA** | **A** | **SD** | **D** |
| I prefer podcast to other forms of radio or television programs. |  |  |  |  |
| I consider Podcast to be contemporary educative and informative compare to existing television or radio programs. |  |  |  |  |
| I prefer Podcast to other television or radio programs due to its flexible regulatory framework that does not limit the type or amount of information disseminated. |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Effect of Podcast on media consumption | **SA** | **A** | **SD** | **D** |
| I spend more time listening to or engaging in podcast than other programs in the media due to its flexibility. |  |  |  |  |
| Social media accessibility of Podcast makes it more engaging. |  |  |  |  |
| The diverse content provided on podcast cannot be matched by or found on traditional radio and television |  |  |  |  |